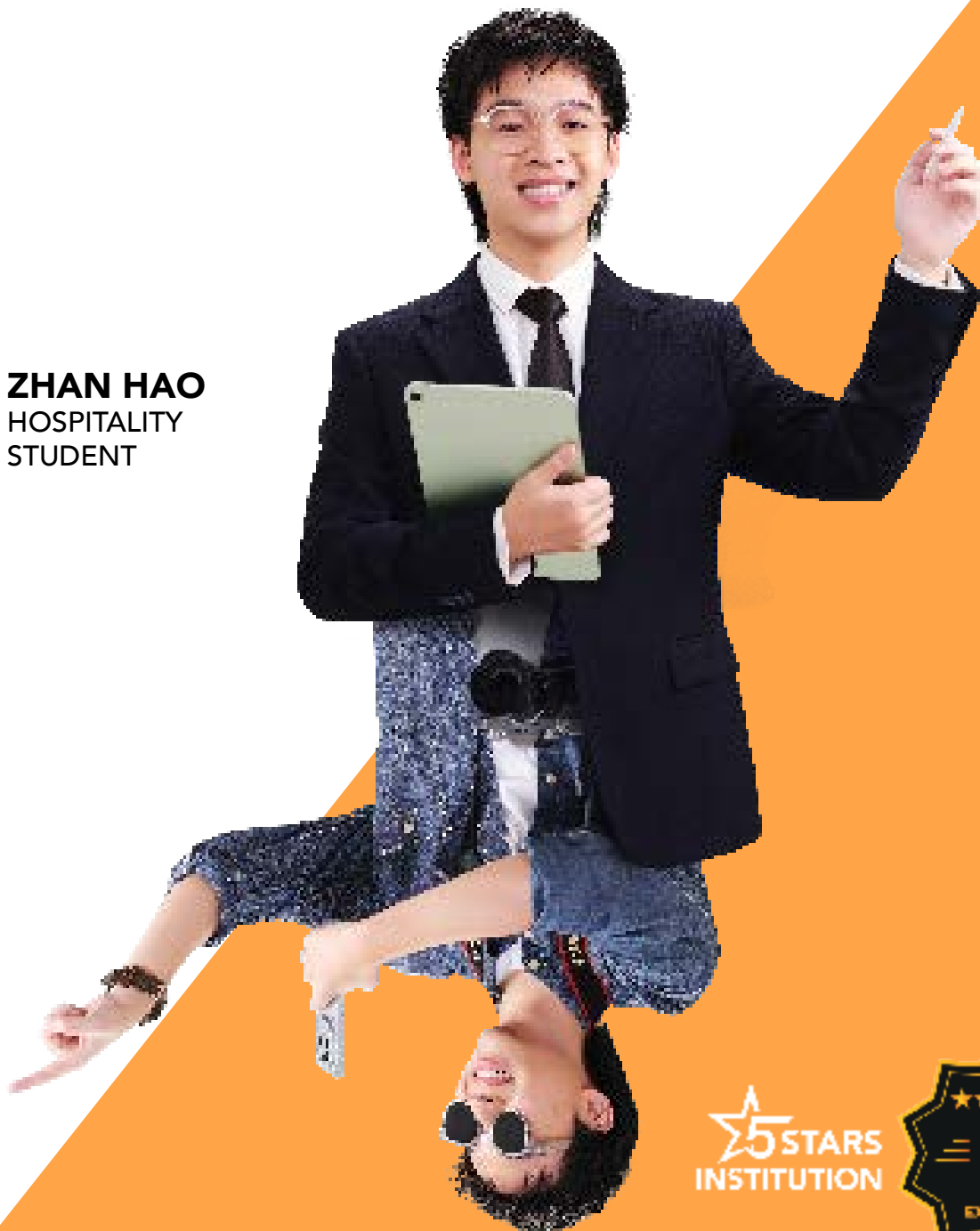


HOSPITALITY & TOURISM

ZHAN HAO
HOSPITALITY
STUDENT



OUR MISSION

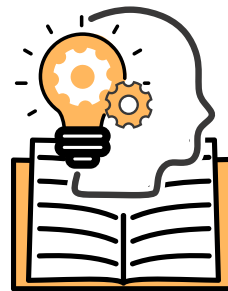
IS TO HELP EVERY STUDENT SUCCEED IN LIFE AND TO LIVE A LIFE OF SIGNIFICANCE

We've built this commitment around four key pillars that shape your journey with us:



ACADEMIC EXCELLENCE

Learn from passionate educators who go beyond textbooks to make every class engaging, inspiring, and meaningful.



LIFE AND CAREER PREPARATION

Gain the confidence, skills, and real-world know-how to thrive through enhanced curriculum.



VIBRANT STUDENT LIFE

From clubs and events to building friendships, campus life at HELP is about discovering your joy, passion, and purpose.



WELLNESS AND COMMUNITY

Feel at home in a caring, supportive environment where your wellbeing truly matters.



HOW WE ARE PREPARING YOU TO SUCCEED IN AN AI WORLD

1

8 HELP Graduate Attributes Equipping you with key human skills:

- Digital Agility
- Social Intelligence
- Strategic Communication
- Mental Agility
- Environmental & Global Literacy
- Moral Courage
- Resilience & Wellness
- Clarity of Purpose

2

Real-World Projects

Work on real company projects and build the professional skills employers want.

3

Industry-Relevant Micro-Credentials

Enhance your resume with credentials from top global companies.

4

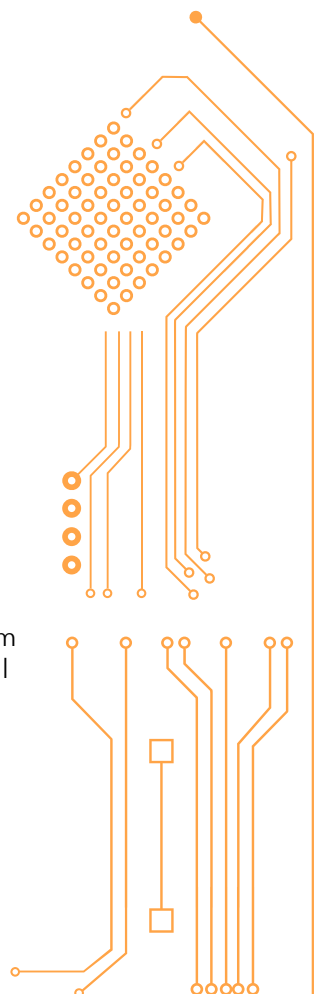
Mentoring and Expert Talks

Learn future-ready skills from industry mentors and global thought leaders.

5

Internships With Top Organisations

Internship programmes with over 1,000 companies.



8 HELP GRADUATE ATTRIBUTES

Our curriculum blends essential life skills with professional know-how to prepare students for success in both work and life.

1 DIGITAL AGILITY

Offered by **Microsoft**

Python for Beginners

Offered by **Google**

- Introduction to Generative AI
- Getting Started with Data
- Getting Started with Cybersecurity

2 SOCIAL INTELLIGENCE

Offered by **Google**

Brainstorm Ideas in a Group

Offered by **HELP University**

Understanding People / Behaviour Insights

Offered by **LinkedIn Learning**

Developing your Emotional Intelligence

Offered by **University of Cape Town**

**Becoming a Changemaker:
Introduction to Social Innovation**

"Cultivating these attributes today empowers you to thrive tomorrow, as you become a leader, a problem-solver, and a lifelong learner in an ever-changing world."

Venon Tian
Chief Operating
Officer
ZUS Coffee



3 STRATEGIC COMMUNICATION

Offered by **Google Garage**

**Communicate your Ideas through
Storytelling and Design**

Offered by **HELP University**

Digital Content Creation

Offered by **HP Life**

Effective Presentation Communication



MENTAL AGILITY

4

Offered by **IBM**

Solving Problems with Creative and Critical Thinking

Offered by **HELP University**

Effective Learning Skills

ENVIRONMENTAL & GLOBAL LITERACY

5

Offered by **World Vision**

- **Global Citizenship**
- **Planetary Health**

Offered by **HRDC**

ESG Awareness



MORAL COURAGE

6

Offered by **UNICEF**

Community Engagement and Humanitarian Programmes

Offered by **World Vision**

Volunteerism



RESILIENCE & WELLNESS

7

Offered by **HELP University**

- **Stress Management**
- **Psychology First Aid**

Offered by **St. John Ambulance**

First Aid and CPR

Offered by **HRDC**

Time Management



CLARITY OF PURPOSE

8

Offered by **CAREERsense**

- **Career Readiness**
- **Interviewing and Resume Writing**

Offered by **HELP University**

Personality Testing

"Staying resilient in pursuit of success comes with tenacity. For young people, the secret lies in balancing digital agility with the timeless strength of human connection and empathy - both for self and others, and these attributes are aligned with the needs."

Vinesh Naidu
Director,
Human Capital
PwC Malaysia



***Disclaimer :** Some of these short courses are offered through open-source platforms and are compulsory for all HELP students.

WHY STUDY HOSPITALITY & TOURISM @HELP

Shaping global hospitality leaders through experiential and research-driven education

IMMERSIVE CASE-BASED LEARNING

Engage in real-world scenarios that sharpen your decision-making and problem-solving skills through active, hands-on learning.

INTERDISCIPLINARY ELECTIVES

Personalise your learning to spark creativity, adaptability, and cross-functional skills.

GLOBAL EXPOSURE



Earn credits while gaining international experience and broadening your global perspective.

DISTINGUISHED LECTURERS



Learn from industry leaders and seasoned academics with global insights.



Scan and Explore our diverse and accomplished academic team

STRATEGIC INTERNSHIP PARTNERS

Partnerships with top hospitality and travel organisations to enhance students' global industry exposure.

INNOVATIVE ASSESSMENT

Master concepts through continuous evaluation, NO FINAL EXAMS.

WORK-BASED LEARNING

Bridge theory and practice through hands-on industry experience, preparing you for the real world.

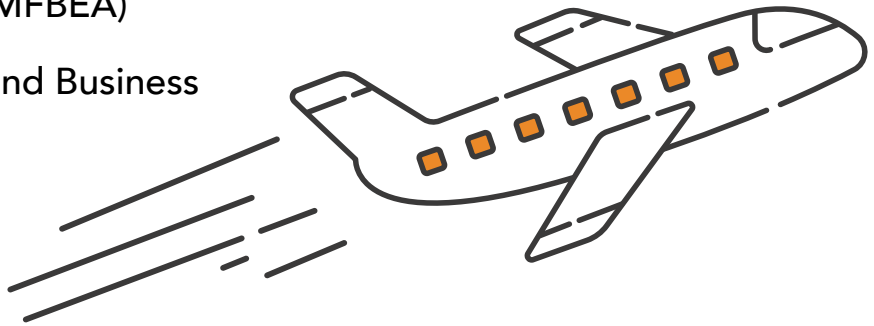
RESEARCH-DRIVEN FINAL-YEAR PROJECTS

Fosters confidence and professional growth through experiential learning and industry engagement.



GLOBAL RECOGNITION AND AFFILIATION

- Malaysian Association of Housekeepers (MAHIR)
- Pacific Asia Travel Association (PATA) Student Chapter
- Malaysian Food and Beverage Executives Association (MFBEA)
- Institute of Technology and Business (STIKOM) Bali
- Malaysian Association of Hotels (MAH)
- Corporate Information Travel Sdn Bhd (CIT) Industrial Partner



HELP UNIVERSITY LECTURER JOINS PRESTIGIOUS PATA EXPERT POOL



Ms Rajesvare Rada, a Senior Lecturer in the School of Hospitality & Tourism has achieved an international milestone with her appointment to the Pacific Asia Travel Association (PATA) Expert Pool under the Marketing, Sales and Trends category. Recognised among a select group of industry professionals across the Asia-Pacific, her inclusion reflects both her expertise and active contributions to the tourism sector.

Beyond the classroom, Ms Rajesvare plays an influential role in shaping future industry leaders, serving as Advisor to the PATA Malaysia HELP University Student Chapter, which earned the Best Sustainability Initiative award. Her achievement highlights the real-world impact of HELP University's academic talent—demonstrating a strong commitment to industry engagement, thought leadership, and the advancement of sustainable tourism on a regional scale.

Ms Rajesvare Rada
Senior Lecturer,
School of Hospitality & Tourism

ALUMNI TESTIMONIAL



"My journey at HELP University began in 2015 and laid the foundation for lifelong learning. The academic rigour and innovative environment shaped my resilience and confidence, enabling me to progress from undergraduate studies to completing my PhD in 2024. HELP empowered me to grow into a forward thinking industry leader with a strong entrepreneurial vision and long term career focus."

Dr Md Moinuddin Morshed

Senior Business Development Executive, Icefly Group Sdn Bhd.

Bachelor of Tourism Management (HELP) (2018)

Master of Entrepreneurship (HELP) (2020)

Doctor of Philosophy in Management (UPM) (2024)



"HELP University prepared me for the realities of the hospitality industry through hands on learning and practical insights from experienced lecturers. The programme strengthened my confidence, emotional intelligence, and ability to adapt, enabling me to transition quickly into a management role with professionalism and integrity."

Isaiah Melchizedec Henry

Operations Manager, Team Udon Malaysia

Bachelor in Hospitality Management (Honours) (2025)

ALUMNI MAKING AN IMPACT



Thayaalan's journey highlights how passion and resilience lead to impact. From intern to Assistant Manager at U2 Travels & Tours, he now drives digital initiatives and international projects. As an award winning photographer, his project "Hidden Jewels of Malaysia," in collaboration with Shopee and Tourism Malaysia, reflects entrepreneurial creativity, innovation, and cultural storytelling.

Thayaalan s/o Kumar

Assistant Manager, Tour Operations & Marketing

Bachelor of Tourism Management (Honours) (2021)



As Front Office Manager at Star Suites KLCC, Chalice plays a central role in delivering exceptional guest experiences. By balancing operational demands and stakeholder needs, she turns insights into practical strategies that sustain business performance. Her leadership reflects resilience, integrity, and a strong people first mindset.

Chalice, Lee Kai Chin

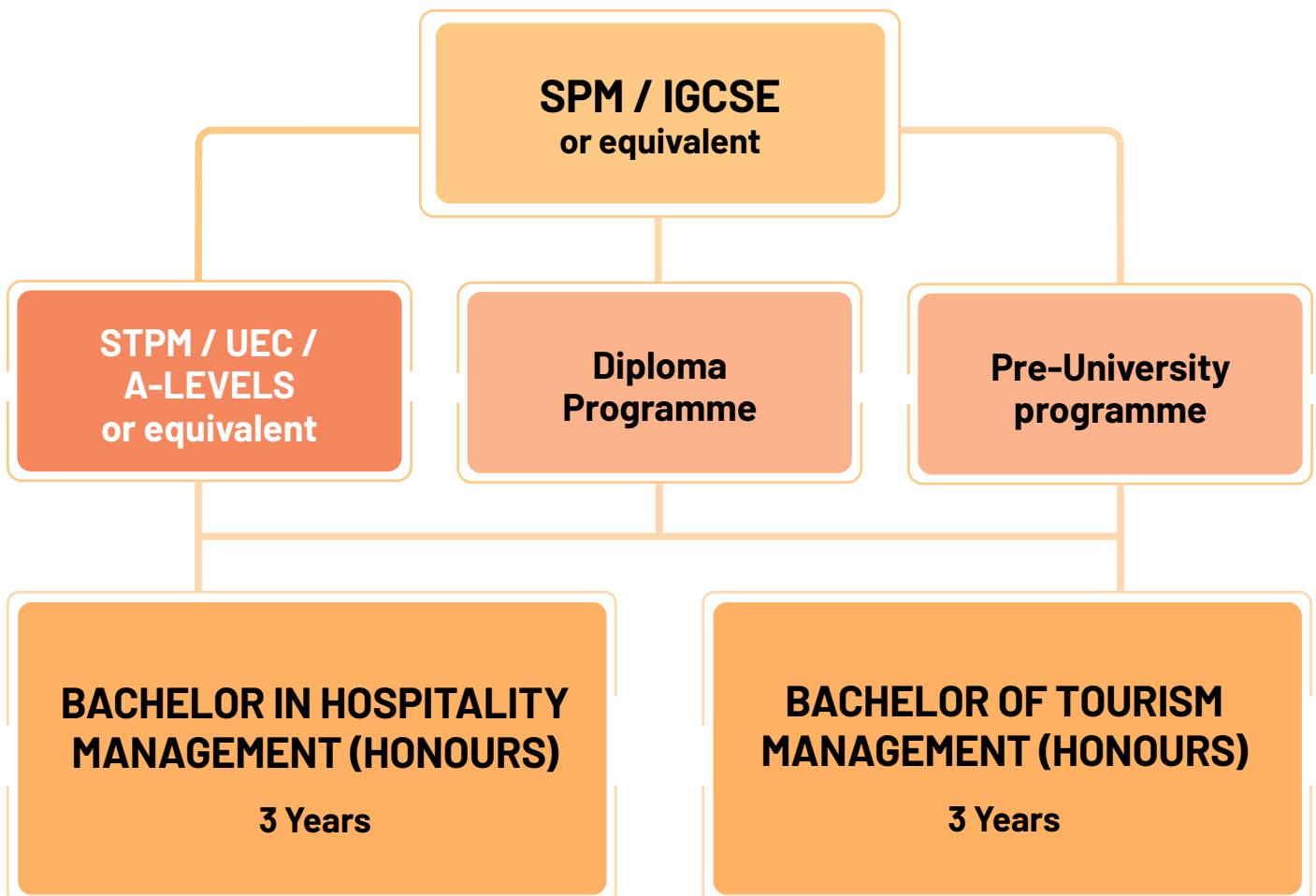
Front Office Manager, Star Suites KLCC

Bachelor of Tourism Management (Honours) (2020)

DISCOVER A WORLD OF POSSIBILITIES

Experiential Learning that's practical, global, and personalised.

Explore pathways from secondary education to university and beyond. Earn your degree and step confidently into a successful career.



BACHELOR IN HOSPITALITY MANAGEMENT (HONOURS)

(R3/1013/6/0032) (03/31) (A6839)

Hospitality Management goes beyond accommodation and food, encompassing events, entertainment, tourism, and visitor services. As the industry moves from skill-based to knowledge-driven, higher education equips future managers with insights into culture, service excellence, and competitiveness. The curriculum covers international hotel operations, technology in hospitality, large-scale service management, and small business operations, preparing graduates to thrive in a fast-paced, global industry.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate project
- 14 weeks for full semester; 7 weeks for half semester

INTAKES

January, February[#], May, August, October[#]

Intakes are only applicable for those entering the programme without being granted any credit transfer or exemption.

SEMINARS (CAREER SKILLS)

Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduates must be trained in the following essential skills:

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

ASSESSMENT:

Most subjects follow the assessment pattern below: Continuous Assessment (60%-100%) & Final Assessment (0%-40%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Hospitality Management programme:



COURSES

YEAR 1

- Accounting for Hospitality & Tourism
- Principles of Microeconomics
- Information Technology for Business
- Principles of Marketing
- Principles of Management for Hospitality and Tourism
- Fundamental of Food & Beverage Service
- Statistics for Hospitality and Tourism Management

YEAR 2 & 3

- Introduction to Finance in Hospitality and Tourism
- Asian Entrepreneurship & Innovation
- Business Analytics for Decision Making
- Introduction to Tourism, Leisure & Hospitality Management
- Organisational Behaviour for Service Industry
- Research Methodology for Hospitality Industry
- Human Resource Management for the Hospitality and Tourism Industry
- Intercultural Studies
- Contemporary Issues in the Hospitality and Tourism Industry
- Room Division Management
- Hotel Operations Management
- Accommodation Operation Management
- Food & Beverage Management
- Training & Development in Hospitality Industry
- Banqueting and Convention Management
- Service Management & Customer Care in Hospitality Industry
- Undergraduate Hospitality Project
- Industry Placement Practicum

ELECTIVES

Choose THREE (3) subjects from Year 2 or Year 3

- Introduction to Kitchen Operations and Food & Beverage Services
- Bar, Beverage and Barista Management
- Patisserie and Baking

Or any free elective in Year 2/Year 3 level

MPU SUBJECTS

MPU1 (Choose 2)

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

- Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
- A* Gen Careers in Malaysia and Beyond
- Integrity and Anti-Corruption (Malaysian and International)

MPU4 (choose at least one)

- Co-curriculum - Sports 2
- Co-curriculum - Event Management 2

GENERAL ELECTIVE:

- Communication and Leadership Skills

HELP GRADUATE ATTRIBUTE

- Discovering Oneself
- Engaging the World

BACHELOR OF TOURISM MANAGEMENT (HONOURS)

(R3/1015/6/0012) (02/30) (A10692)

This programme equips graduates with a deep understanding of the tourism industry, enabling them to analyse attractions, events, and their environmental impact. With an industry-focused curriculum, students gain the skills to promote tourism locally and globally, specialising in travel, events, recreation, and entertainment management.

PROGRAMME DETAILS

- 3-year Honours programme
- 33 subjects including a graduate project
- 14 weeks for full semester; 7 weeks for half semester

INTAKES

January, February[#], May, August, October[#]

Intakes are only applicable for those entering the programme without being granted any credit transfer or exemption.

SEMINARS (CAREER SKILLS)

Seminars covering the following areas will be conducted and all students are required to attend. Although these seminars do not count as credits towards graduation, all HELP graduates must be trained in the following essential skills:

- Resolving Conflict
- Negotiation
- Interpersonal Dynamics
- Team Building

ASSESSMENT:

Most subjects follow the assessment pattern below: Continuous Assessment (60%-100%) & Final Assessment (0%-40%)

The following industry certification and digital badge will be awarded upon the successful completion of the respective subject in the Tourism Management programme:



COURSES

YEAR 1

- Accounting for Hospitality & Tourism
- Information Technology for Business
- Principles of Management for Hospitality and Tourism
- Tourism Marketing
- Statistics for Hospitality and Tourism Management

YEAR 2 & 3

- Asian Entrepreneurship & Innovation
- Business Analytics for Decision Making
- Introduction to Tourism, Leisure & Hospitality Management
- Organisational Behaviour for Service Industry
- Tourism Research Methodology
- Human Resource Management for the Hospitality and Tourism Industry
- Tourism Geography
- Intercultural Studies
- Tourism Operations
- E-Tourism
- Computer Reservation System
- Special Interest Tourism
- International Tour Operations
- Sustainable Tourism Management
- Contemporary Issues in the Hospitality and Tourism Industry
- Internship in the Travel and Tourism Industry
- Undergraduate Tourism Project

ELECTIVES

Choose FIVE (5) from the following (at least THREE (3) subjects from Year 3)

- Principles of Web Design

- Social Media Marketing
- Heritage Interpretation Management
- Destination Marketing
- Cyberlaw and Ethics
- Communication Strategies Skills
- Introduction to Special Event Management
- Banqueting and Convention Management
- Wellness Tourism
- Nature and Adventure Tourism
- Culinary Tourism
- Theme Park Management

MPU SUBJECTS

MPU1 (Choose 2)

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

- Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
- A* Gen Careers in Malaysia and Beyond
- Integrity and Anti-Corruption (Malaysian and International)

MPU4 (choose at least one)

- Co-curriculum - Sports 2
- Co-curriculum - Event Management 2

GENERAL ELECTIVE:

- Communication and Leadership Skills

HELP GRADUATE ATTRIBUTE

- Discovering Oneself
- Engaging the World

PROGRAMMES	ACADEMIC QUALIFICATION	MINIMUM ENTRY REQUIREMENT	
Bachelor of Hospitality Management (Honours)	Matriculation or Foundation	Min. CGPA 2.0*	ENGLISH REQUIREMENTS
	Diploma or Level 4, MQF	Min. CGPA 2.0*	
	DKM/DLKM/DVM	Subjected to HEP Senate/ Academic Board's approval	
	STPM	Min. CGPA 2.0 in any 2 subjects	
	STAM	Pass* with a least Grade Jayyid	
Bachelor of Tourism Management (Honours)	A-Levels	Min. 2Ds passes*; pass in SPM/ O Level Mathematics	INTERNATIONAL STUDENTS
	UEC	5Bs, pass in UEC Mathematics and English	
	CPU	5 subjects passes with a minimum average of 50%; pass in SPM/ O Level Mathematics	
	Australia Matriculation (eg. SACE, AUSMAT, TEE, VCE, NSW)	ATAR 50-55 or equivalent	
	Any other equivalent qualifications recognised by Malaysian Government	Pass	

IELTS 5.0
 MUET Band 3.5
 TOEFL Essentials (Online) 7.5
 TOEFL (Internet based) 40

*The stated qualifications must be supported with a pass in Mathematics and a Pass in English at SPM level. Candidate without a pass in Mathematics and pass in English in their admission qualification need achieve pass grade for reinforcement Mathematics and English

TRANSFER TO UNIVERSITIES IN AUSTRALIA

CREDIT TRANSFER INTO BACHELOR DEGREES

DEGREE YEAR 2 & 3 (1½ + 2) / (1½ + 1½) PROGRAMME

The University of Queensland

Bachelor of Tourism,
Hospitality and Event
Management
February Intake (1½+2)
July Intake (1½ + 1½)

DEGREE YEAR 2 & 3 (1½ + 1½) PROGRAMME

Western Sydney University

Bachelor of Business (all major)

Griffith University (2+1)

Bachelor of International Tourism
& Hotel Management



EXPERIENTIAL LEARNING

GLOBAL IMPACT



FHM 2025

At Food & Hospitality Malaysia (FHM) 2025, HELP hospitality students made their mark, clinching the Champion title in bed making and two Gold medals in mocktail and fruit caramelisation & flambe – a proud showcase of skill, creativity and dedication.



INTERNATIONAL TOUR TO HANOI, VIETNAM

The International Study Tour to Hanoi, Vietnam, was successfully conducted over four days, providing ten students and their accompanying lecturer with a comprehensive look into regional tourism management and heritage conservation.



EXPERIENTIAL LEARNING AT MATTA FAIR 2026

HELP University's School of Hospitality and Tourism students gained hands-on experience at MATTA Fair 2026, assisting the Corporate Information Travel Sdn. Bhd. x All Nippon Airways x United Airlines booth with customer service, travel promotions, and event operations under industry guidance, enriching their earning experiences in tourism marketing and event management.



MONIN ASIA

A visit to MONIN Asia brought learning to life, as students explored sustainable beverage production, experimented with flavour profiling, and engaged with industry experts, gaining meaningful, hands-on insights into the world of hospitality.

WORLD TOURISM DAY 2025

To mark World Tourism Day 2025, HELP University hospitality students organised an educational trip to Melaka, bringing their studies beyond the classroom. The experience highlighted the city's rich heritage and sustainable tourism initiatives, offering valuable, real-world industry exposure.

TRANSFORMATIVE LEARNING EXPERIENCE AT SWISS HOTEL MANAGEMENT SCHOOL (SHMS)

HELP University proudly partners with the Swiss Hotel Management School (SHMS), giving students the extraordinary opportunity to study at one of the world's most prestigious hospitality institutions.

Ranked as the highest-placed conventional hotel management school globally, SHMS blends Switzerland's rich hospitality heritage with modern, cutting-edge industry trends.

During the six-week programme in Switzerland, students:

- **IMMERSE IN SWISS CULTURE:**

Experience a vibrant, culturally rich environment where every day brings new discoveries.

- **LEARN BY DOING:**

Gain hands-on experience managing on-campus concept labs such as restaurants or spas projects, turning classroom lessons into real-world skills.

- **CONNECT WITH INDUSTRY LEADERS**

Learn from experienced professionals and gain insights into global hospitality practices.

- **NETWORK GLOBALLY:**

Explore leading brands in the industry and engage with experts in the field.

- **JOIN A GLOBAL ALUMNI NETWORK:**

Access the Swiss Education Group's global network of over 25,000 professionals, opening doors to exciting international careers.

CREDIT TRANSFER:

Students can transfer up to three (3) subjects for the May/June intake at SHMS:

- 5HO003 - Finance and Yield Management Principles
- 5HO002 - Front Office Principles
- 5HO009 - Concept Labs: Service, Kitchen and Spa



NEED HELP WITH YOUR CAREER DECISIONS?

Get free career counselling
and testing services

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- ▶ CAREER COACHING
- ▶ INTERSHIP PROGRAMMES
- ▶ JOB PLACEMENT



Scan
for a
free
career
test

ALUMNI HELP FOR LIFE

At HELP, we're with you for life. Our alumni
enjoy lifelong benefits and support every
step of the way.



LIFELONG LEARNING

Advance your journey
with Master's or
Doctorate programmes.



MENTAL WELLNESS AND FAMILY

Access counselling and
psychological support for you
and your loved ones.



RESKILLING AND UPSKILLING

Stay ahead with
micro-credentials for
today's in-demand jobs.



PARENTING SUPPORT

Enjoy free workshops
to guide you through
parenthood.

HELP UNIVERSITY SDN BHD

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MOHE Approval Number: DU028(W)

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