

INSPIRING LIVES. WIDENING HORIZONS.



**FACULTY OF
HOSPITALITY
& TOURISM**

SCHOOL OF TOURISM



**UNMASK
A WORLD OF
INTERNATIONAL
CULTURE**

BE BERJAYAN, BE DAZZLED.

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Be at the forefront of an industry that captures the imagination of the world!

Be Dazzled

Sparkle and shine in the exciting world of Tourism & Events.



Never before in the history of mankind has there been a more exciting and dynamic era for the domain of tourism and events. With the advent of technology and accessibility of transportation modes, advancements and innovations related to travel and lifestyle experiences have been boosted to an unprecedented level, and will only continue to advance - leading to a continuous demand for high-quality tourism and events management professionals in the decades to come.

At the School of Tourism

We ensure that our students are equipped with both key foundational knowledge, as well as the ability to creatively and effectively respond to real-world industry evolutions.

We do this by constantly exposing them to actual industry developments as our school works closely with the Ministry of Tourism and Culture, the Malaysian Centre for Tourism and Hospitality Education (MyCenTHE), as well as the Malaysian Association of Conventions and Exhibition Suppliers and Organisers (MACEOS). These collaborative efforts provide an avenue for our students to experience the industry first-hand and to be fully immersed in the industry whilst they are still at college.

Furthermore, in 2016, we took the lead by spearheading the establishment of the Asia Pacific Centre for Events Management (APCEM), a centre to provide high-quality events management research and programmes to advance the events industry in Asia Pacific.

It is our guiding philosophy and practice to bring out the best in every young aspiring tourism and event professional under our wing, so that they will each raise industry standards and be a shining asset wherever they go.

This is why the School of Tourism graduates are distinctive and much sought-after even before they graduate. If a dazzling career in the exciting world of tourism and events is what you desire, enrol now and let the School of Tourism be your polishing ground!

The Berjayan Advantage

Berjaya Immersion Methodology

In line with our philosophy of providing experiential learning, School of Tourism's Immersion Methodology ensures that exposure to real-world industry practices and professionals are prioritised as a key learning method for our students. From sessions with internationally-renowned guest lecturers, to participating in real-world events and tourism-related organisations, our students are awarded the privilege to learn hands-on in exclusive environments for optimum personal development at their craft.

Global Business Connections

Supported by Berjaya Corporation Group of Companies and global connections, our students enjoy the opportunity to be placed in prestigious internships and first job priority status for work placements around the world, ranging from themed attractions, airlines to large scale event management companies.

Five-Star City Campus

To be the part, one must be trained to act the part. That is why the School of Tourism is located in the heart of Malaysia's bustling commercial city, Kuala Lumpur, within one of its thriving shopping centres, Berjaya Times Square. Immersed within our city campus equipped with five-star facilities and easy access to a variety of tourism and event activities, our students are exposed to real-world happenings that act as a live lab supporting their development as tourism and events management professionals.



Be A Part Of An Award Winning University College

BERJAYA University College received these awards in 2017.



World Gourmet Summit Awards of Excellence

**HOSPITALITY
INSTITUTION OF THE YEAR
(REGIONAL)**

March 27, 2017, Singapore



Kuala Lumpur Mayor's Tourism Awards

**GOLD AWARD
FOR
EDUCATION TOURISM**

May 23, 2017

Professional Accreditation

BERJAYA UC has received accreditation from the Institute of Hospitality, UK.



Institute of Hospitality

ACCREDITED

The Institute of Hospitality is the professional body for individual managers and aspiring managers working and studying in the hospitality, leisure and tourism (HLT) industry. The Institute works to unite professionals, promote best practice, enhance skills and raise the profile of the hospitality, leisure and tourism industry.

As an accredited Awarding Body, the Institute is a recognised and authoritative international body in the field of Accreditation and Endorsement for hospitality, leisure and tourism programmes of learning. The BERJAYA University College has been unconditionally accredited by the Institute, for a period of five years, until June 2022.

Membership of the Institute of Hospitality provides faculty, students and graduates of BERJAYA University College access to a wide range of benefits, promotes networking with industry contacts and helps members develop professionally to achieve their full potential.

The Institute's Education Membership Scheme (EMS) gives students access to valuable industry resources and contribute towards the students' academic and professional journey. Students will have the opportunity to access the online books and e-journals to carry out research-based coursework and projects. As members grow and succeed in their careers, the Institute awards designatory letters after the names of Institute Associates (AIH), Members (MIH) and Fellows (FIH). The post-nominals are recognised by the industry and acknowledge the members' qualifications, industry experience and commitment to their careers.

Graduates from Berjaya University College are eligible to apply for the Associate (AIH) grade of membership and following an assessment, may also meet requirements for the Member (MIH) grade.

Professional Affiliations

Our professional affiliations connect you locally and globally.



First Job Priority, Internships & Global Connections

Supported by Berjaya Corporation Group of Companies and global connections, our students enjoy the opportunity to be placed in prestigious internships and first job priority status for work placements around the world, ranging from themed attractions, airlines, to large scale event management companies.

AFFILIATED TOURISM & TRAVEL COMPANIES: Apple Vacations & Conventions, Asian Overland Services Tours & Travel Sdn Bhd, Bank Negara Malaysia - Sasana Kijang, Berjaya Times Square Theme Park Sdn Bhd, KidZania Kuala Lumpur (Themed Attractions Resorts & Hotels Sdn Bhd), Parlo Tours Sdn Bhd, Taiwan Tourism Bureau KL Office, Japan Tourism Bureau, Plaza Premium Lounge (Malaysia), Holidays Tours & Travel Sdn Bhd

AFFILIATED EVENT COMPANIES: PICO International, Confexhub Sdn Bhd, Evenesis (Y Us Sdn Bhd), Hot Shoe Show and Co. Sdn Bhd, PLACE Borneo Sdn Bhd, The Kuala Lumpur Performing Arts (KLPAC), Penang Convention Exhibition Bureau, MCI Management Malaysia Sdn Bhd, CEMS Conference & Exhibition (Malaysia) Sdn Bhd, Genting Malaysia Berhad

Our Strength, Your Future

Supported by the Berjaya Corporation Group of Companies, the School of Tourism students have the opportunity to gain immediate career advancements upon graduation by leveraging on our Group's global connectivity.



Collaborations & Awards



Cluster Leader for Events Management in Malaysia

BERJAYA UC is proud to be appointed as the Cluster Leader for Events Management by the **Malaysian Centre for Tourism and Hospitality Education (MyCenTHE)**. It is a national initiative formed under the government's Economic Transformation Programme to improve the quality and quantity of tourism and hospitality professions in the country.

We are committed to develop and deliver high-quality tourism and events management education to serve the needs of the industry and thus improving the nation's status as an international tourism destination. MyCenTHE is fully supported by the Malaysian Ministry of Education, Ministry of Tourism and Ministry of Human Resources.



Leadership Development in Events Management

The School established the **Asia Pacific Centre for Events Management (APCEM)** with the aim of providing high-quality events management research and programmes to advance the events industry in the Asia Pacific region. APCEM will be striking strategic alliances with renowned centres for events management from other international education establishments to further develop knowledge in events management.



Gold Award for Education Tourism

BERJAYA UC was presented with the Gold Award for Education Tourism during the Kuala Lumpur Mayor's Tourism Awards 2017, a triennial award programme organised by the Kuala Lumpur Tourism Bureau under Kuala Lumpur City Hall. This award was given in recognition of the establishment's high level of excellence in the education industry.

Diploma in Tourism and Travel Management

JPT/BPP (R/812/4/0045) 04/18 (A 9012)

The Diploma in Tourism and Travel Management programme entails acquiring both the knowledge and skills required to become an outstanding Tourism and Travel industry personnel. Besides tourism-related courses such as travel technology and themed attractions, the programme also builds in courses such as management, marketing and entrepreneurship so that you are equipped with all the essential knowledge and skills to succeed in this exciting industry.

Why choose this programme?

The World Tourism Organization (UNWTO) reports that tourism is one of the world's largest job creators and currently accounts for one in every twelve jobs globally. With quality education and training provided in the Diploma in Tourism and Travel Management programme, graduates will have ample job opportunities in the Tourism and Travel industry.

What can you expect from this programme?

During the course of the programme, you will be involved in practical work, training, field trips, as well as developing and planning vacation packages under the guidance of lecturers. Our close industry links will be most beneficial as key industry players are often invited to share their vast experience and also to present case studies to further enhance your knowledge in this specialised field.

PROGRAMME STRUCTURE

YEAR 1

- Air Travel Ticketing
- Computer Applications
- Destination Geography
- English for Academic Purposes
- Intercultural Diversity
- Introduction into Hospitality and Tourism
- Personal Development Skills
- Principles of Marketing
- Professional Development Skills
- Team Development Skills
- Tour Packages Development
- Tourism Experiential Activity
- Transportation for Tourists
- Travel Agency Operation
- Management

YEAR 2

- Accounting
- Attraction Management
- Entrepreneurship Development
- Foreign Language
- Fundamentals of Business Events
- Internship
- Legal Aspects for Hospitality and Tourism
- Managing People in the Service Industry
- Specialised Vacation Packages Development
- Travel Technology



INTERNSHIP

You will undergo a trimester of comprehensive training that is especially designed to give you an intensive hands-on learning experience within a challenging work environment in the tourism industry.

ENTRY REQUIREMENTS

- SPM / O-Levels / UEC or equivalent with a minimum of 3 credits.
- Applicants who possess other qualifications will be considered on a case-by-case basis.

INTAKES

January, May and September

DURATION

2 years inclusive of a 16-week internship

COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

- Malaysian Studies 2 / Bahasa Melayu Komunikasi 1
- Moral Education
- Thinking Skills
- Community Services



Diploma in Events Management

JPT/BPP (R/345/4/0616) 11/19 (A 9870)

The Diploma in Events Management programme entails acquiring both the knowledge and skills required to be competent and effective professionals in the events industry.

Why choose this programme?

Events are always exciting. No event is ever the same, and you get to meet new and interesting people every day. The Events Management programme will provide you with the specific knowledge and skills in managing various types of events such as corporate events, sports events, and festivals. This programme is filled with hands-on experiences and you will be exposed to practical work and training to learn the real business of managing events.

What can you expect from this programme?

During the course of the programme, you will be involved in practical planning, designing and staging events, learning through educational field trips at interesting event venues, and even attending and participating in events as well. You will obtain guidance not only from lecturers but also from invited industry players of established event companies.



PROGRAMME STRUCTURE

YEAR 1

- Art of Event Design
- Computer Applications
- English for Academic Purposes
- Event Planning 1
- Event Planning 2
- Fundamentals of Business Events
- Hospitality Support Services for Events
- Introduction into Hospitality and Tourism
- Introduction to Convention Sales
- Management
- Personal Development Skills
- Principles of Marketing
- Professional Development Skills
- Team Development Skills
- The Event Industry

YEAR 2

- Accounting
- Entrepreneurship Development
- Event Project Work
- Incentive Tour Management
- Internship
- Introduction to Integrated Marketing Communications
- Legal Aspects for Hospitality and Tourism
- Managing People in the Service Industry
- Project Management for Events



INTERNSHIP

You will undergo a trimester of comprehensive training that is especially designed to give you an intensive hands-on learning experience within a challenging work environment in the events industry.

ENTRY REQUIREMENTS

- SPM / O-Levels / UEC or equivalent with a minimum of 3 credits.
- Applicants who possess other qualifications will be considered on a case-by-case basis.

INTAKES

January, May and September

DURATION

2 years inclusive of a 16-week internship

COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

- Malaysian Studies 2 / Bahasa Melayu Komunikasi 1
- Moral Education
- Thinking Skills
- Community Services



Bachelor of Tourism Management (Hons)

JPT/BPP (R/812/6/0074) 04/18 (A 9016)

The Bachelor of Tourism Management (Hons) programme is designed to provide you with sound theoretical knowledge and practical skills to excel in the Tourism industry. You will acquire the essential knowledge and skills needed to develop yourself into a confident individual capable of working in a multidisciplinary tourism environment, both locally and internationally.

Why choose this programme?

Fancy the opportunity to meet people from different cultures and be able to learn and experience new sights all the time? This programme aims to provide you with specialised theoretical knowledge and practical skills to manage tourism resources and activities associated with the industry. This three-year programme, topped with practical professional work placement covers various aspects of the tourism industry, business management and research methods - all of which will benefit you greatly in any career that you wish to pursue.

What can you expect from this programme?

The University College uses teaching and learning methods and strategies collectively known as Berjaya Immersion Methodology. You will be immersed in the real industry through practical-work and training, field trips, visits, talks by experienced industry players, multi-media shows and class presentation on case studies. You will also be required to do a semester of practical training or professional work placement before you graduate.



Institute
of **Hospitality**

ACCREDITED



PROGRAMME STRUCTURE

YEAR 1

- Accounting
- eTravel
- Fundamentals of Management
- IT Applications
- Personal Development Skills
- Team Development Skills
- Professional Development Skills
- Principles of Marketing
- Special Interest Tourism
- Themed Attractions Management
- Tourism Geography
- Tourism Professional Activity
- Transportation for Tourism
- Travel Industry Operations
- Understanding Hospitality and Tourism Industry

YEAR 2

- Economics
- Business Statistics
- Corporate and Incentive Travel Management
- Human Resource Management
- Intercultural Diversity in the Service Industry
- Legal Aspects for Hospitality and Tourism
- Revenue and Profit Management
- Service Quality Management
- Tour Vacation Packages Management
- Elective 1
- Elective 2

YEAR 3

- Entrepreneurship
- Honours Seminar Series
- Internship
- Project
- Research Methodology
- Tourism Destination Planning and Development
- Elective 3
- Elective 4

(Students can choose 4 elective courses from Hospitality, Events, Retail or Business programmes)

INTERNSHIP

You will undergo a trimester of comprehensive training in the internship programme. It has been especially designed to give you an intensive hands-on learning experience within a challenging work environment.

ENTRY REQUIREMENTS

- STPM / A-Levels or equivalent with a minimum of 2 principal passes.
- UEC with minimum 5 credits.
- Applicants who possess other qualifications will be considered on a case-by-case basis.

INTAKES

January, May and September

DURATION

3 years inclusive of a 16-week internship

COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

- Malaysian Studies 3 / Ethnic Relations
- Bahasa Melayu Komunikasi 2 / Islamic Civilisation and Asian Civilisation
- Academic Writing Skills
- Professional Ethics
- Social Responsibility

Bachelor of Events Management (Hons)

JPT/BPP (R/345/6/0583) 09/19 (A 9736)

The Bachelor of Events Management (Hons) programme prepares graduates who can be engaged as specialists in planning and executing a range of routine and complex events. You will acquire the essential knowledge and skills needed to develop yourself into a confident and creative individual capable of working in a multidisciplinary events and meetings environment.

Why choose this programme?

If you are interested in a fast-paced, exciting environment with a twist of adventure and entertainment, this programme would best fit your expectation. The Events Management programme will provide you with specialised theoretical knowledge and practical skills to manage diverse events, preparing you for a career that is filled with fun and excitement.

What can you expect from this programme?

During the course of this programme, you will be involved in practical work, training, educational field trips, work exposure experience, designing and planning events under the guidance of lecturers. You are even instructed to attend and participate in real events as part of the requirement of the courses. Key industry players and event technical specialists are often invited to share their vast experience as well as challenges faced to further enhance your learning in this specialised field.



Institute
of **Hospitality**

ACCREDITED



PROGRAMME STRUCTURE

YEAR 1

- Accounting
- Convention Sales
- Creative Design for Events
- Fundamentals of Management
- Integrated Marketing Communication for Events
- Introduction to Business Events
- Introduction to the Event Industry
- IT Applications
- Mechanics of Event Planning
- Personal Development Skills
- Principles of Marketing
- Professional Development Skills
- Special Event Management
- Team Development Skills

YEAR 2

- Business Statistics
- Corporate and Incentive Travel Management
- Entertainment Management
- Event Production and Operation
- Event Project Management
- Event Risk Management
- Human Resource Management
- Legal Aspects for Hospitality and Tourism
- Revenue and Profit Management
- Service Quality Management
- Elective 1
- Elective 2

YEAR 3

- Entrepreneurship
- Honours Seminar Series
- Internship
- Project
- Research Methodology
- Elective 3
- Elective 4

(Students can choose 4 elective courses from Hospitality, Events, Retail or Business programmes)

INTERNSHIP

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DURATION

3 years inclusive of a 16-week internship

COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

- Malaysian Studies 3 / Ethnic Relations
- Bahasa Melayu Komunikasi 2 / Islamic Civilisation and Asian Civilisation
- Academic Writing Skills
- Professional Ethics
- Social Responsibility

Students' Achievements

The School is very proud of its students' success achieved through active participation in live events and tours. These activities creates many opportunities for them to further enhance their learning.



Splash Out Charity Run



Study Tour to Guilin



Grand Champion for the 2016 Taiwan MICE Destination Marketing Contest

Our students bagged 7 awards which included:

- Marketing Plan Award (First Prize)
- Theme Creativity Award (First Prize)
- Booth Design Award (First Prize)
- Reception Award (First Prize)
- English Marketing Presentation (Honorable Mention)
- Best Popularity Award



Overall Champion for the 2017 Taiwan MICE Destination Marketing Contest

Our students bagged 4 awards which included:

- Mandarin Presentation (First Prize)
- Exhibition Award (First Prize)
- English Presentation (Third Prize)
- Best Popularity Award

What Our Students Say

"Studying and having fun at the same time is important to me. The Immersion Methodology has really prepared me to handle the real-life situation that I encounter in the Tourism industry. This programme certainly gave me the confidence to face the challenge of the working world. I am proud to be a product of BERJAYA UC!"

Azri bin Mohd Hussain

Operation Manager, Natural History Tours Sdn Bhd
Diploma in Tourism & Travel Management



"My professional competence and personal ability and development to engage in critical thinking were enhanced through learning specialised event courses as well as business courses. Gaining exposure through planning and managing a real event was a very tangible reward for me. I love the sense of achievement I get when the event finally materialise from our concept and ends successfully!"

Chair Chin Yang, Valedictorian, 2014 Convocation

Associate Project Specialist, Hot Shoe Show and Co Sdn Bhd
Graduate of Bachelors in Events Management (Hons)

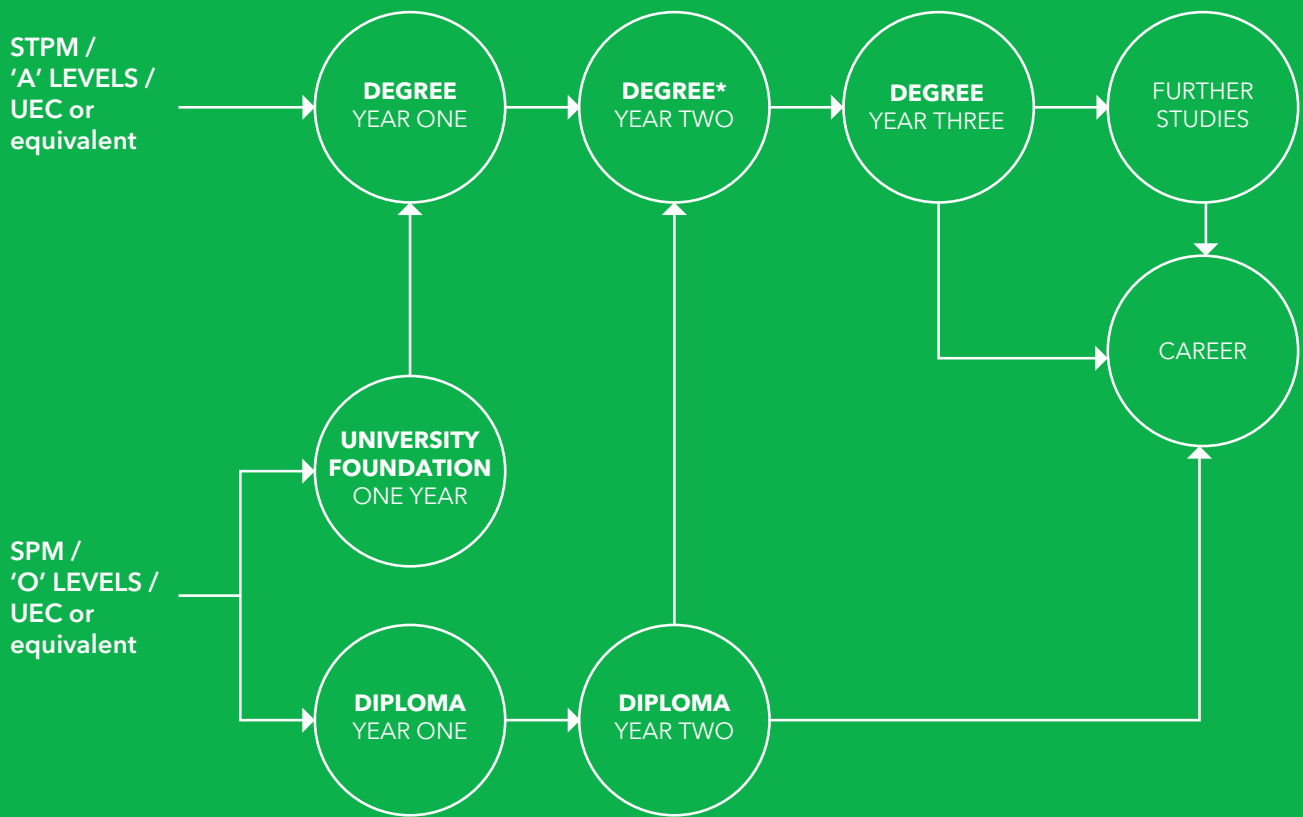
"The assignments given to us were very practical and current with the industry's needs. We had to organise an event that involved VIPs and real attendees. The experience was daunting but yet at the same time exciting and rewarding. At the end of the event, I knew Event Management was the right career path for me."

Kong Yee Yen

Freelance Stage Manager,
Graduate of Diploma of Events Management



Career Pathways



[*] Diploma holders are eligible for transfer of credits up to 30% into a degree programme.

Career Opportunities

TRAVEL & TOURISM MANAGEMENT

- Tour Operator / Manager
- Destination Development Specialist
- Travel Consultant
- Tourist Bureau Manager
- Travel Agency Manager
- Incentive Manager
- Corporate Travel Manager

ANCILLARY SERVICES

- Customer Relation Manager
- Sales Manager
- Business Development Manager
- Advertising & Promotions Manager

EVENT & CONVENTIONS MANAGEMENT

- Event Manager
- Entertainment Manager
- Convention Sales Manager
- Conference Organiser
- Meeting Planner
- Talent Management
- Festival Planner
- Wedding Planner

EDUCATION, TRAINING & RESEARCH

- Research Consultant / Manager
- Lecturer
- Trainer / Instructor

Five-Star City Campus

Situated in the heart of Kuala Lumpur, the BERJAYA University College campus is designed to enhance your educational experience, every step of the way.

As a premier university campus, the reception presents itself with the look and feel of a 5-Star hotel. Recreating the mood of an actual working environment allows learning to remain conducive at all times.



BERJAYA UNIVERSITY COLLEGE

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Faculty of
Hospitality
& Tourism

SCHOOL OF HOSPITALITY

BE DISTINCTIVE
BE EXCELLENT
BE WORLD-CLASS
BE BERJAYAN

A MEMBER OF



BERJAYA University College

DKU007(W)

(Formerly known as BERJAYA University College of Hospitality)