



TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence

ACADEMIC MODULE GUIDE 2018

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GUIDELINES

Please read the guidelines before selecting your modules.

1. The minimum number of credits that can be taken is 16 credits. The maximum is 20 credits.
2. 1 credit is equivalent to 1.5 ECTS.
- 3. Modules can be selected from the same programme only.**
4. Students choosing modules from **Engineering and Design** must be enrolled in a similar programme at their home institution.
- 5. The Module Registration Form for all faculties except for the Faculty of Hospitality, Food & Leisure Management is on Page 2. The Module Registration Form for the Faculty of Hospitality, Food & Leisure Management is from Page 63 onwards.**
6. If you are joining the exchange programme for 2 semesters, please fill in one Module Registration Form for each semester.
- 7. For programmes from Faculty of Hospitality, Food & Leisure Management, the exchange duration is limited to 1-semester exchange only and students must be studying the same programme at their home institution.**
8. All modules are subject to availability of the beginning of semester. Any subsequent changes to the selection of modules are subject to the approval of the faculty and timetable availability.

TAYLOR'S UNIVERSITY MODULE REGISTRATION FORM

Programme Enrolled at Taylor's University: _____

Credit Requirement at Home Institution: _____ credits

Duration of Semester (Please tick one)	1		2	
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No	Module Code	Module Name	Approved (✓)	Remarks
1				
2				
3				
4				
5				

Alternate Module Selection (if the selection for above is not available)

No	Module Code	Module Name	Approved (✓)	Remarks
1				
2				

I declare that I am aware and fully understand the University policy. Any subsequent changes to my selection of modules are subject to the School's approval and timetable availability. Final modules offered are subject to availability.

Approval from Home Institution	Date
Applicant Name & Signature	Date
FOR TAYLOR'S UNIVERSITY USE ONLY	
Approved by: Programme Director/ Head of School	
Name and Signature	Date
Remarks:	

FACULTY OF BUSINESS & LAW

PROGRAMME: BACHELOR OF BUSINESS (HONS) (INTERNATIONAL BUSINESS)

YEAR 1

SEMESTER 1

No	Module title	Code	Prerequisites	Status	Credit hours
1	Business Communication	COM60104	None	Core	4
2	Introduction to Accounting	ACC60104	None	Core	4
3	Introduction to Management	MGT60104	None	Core	4
4	Microeconomics	ECN60104	None	Core	4
5	Quantitative Methods for Business	STA60104	None	Core	4

YEAR 1

SEMESTER 2

No	Module title	Code	Prerequisites	Status	Credit hours
1	Introduction to Finance	FIN60104	None	Core	4
2	Macroeconomics	ECN60204	None	Core	4
3	Organisational Behaviour	OBM60104	None	Core	4
4	Principles of Marketing	MKT60104	None	Core	4

YEAR 2

SEMESTER 3

No	Module title	Code	Prerequisites	Status	Credit hours
1	Business Law	LAW60104	None	Core	4
2	Elective Year 2	-	None	Core	4
3	Human Resource Management	HRM60104	None	Core	4
4	Introduction to International Business	BUS60104	None	Core	4

YEAR 2**SEMESTER 4**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Elective Year 2	-	None	Elective	4
2	Export Practices and Management	MGT60304	BUS60104	Specialization	4
3	International Finance	FIN61104	None	Specialization	4
4	Research Methods	RES60104	None	Specialization	5
5	Supply Chain Management	MGT60404	None	Specialization	4

ELECTIVE MODULES

No	Module title	Code	Prerequisites	Status	Credit hours
1	Entrepreneurship and Small Business	BUS60304	None	Elective	4
2	Intercultural Communication for Business	COM60204	None	Elective	4
3	International Human Resource Management	HRM60804	None	Elective	4
4	International Marketing	MKT60704	MKT60104	Elective	4
5	International Trade and Multinational Business	ECN60404	None	Elective	4
6	Management Accounting	ACC60404	ACC60104	Elective	4
7	Organizational Studies	OBM60204	OBM60104	Elective	4
8	Production and Operation Management	MGT60204	None	Elective	4

MODULE SYNOPSIS**YEAR 1****SEMESTER 1**

Module title	Code	Synopsis
Business Communication	COM60104	Business Communication equips students with the necessary written and spoken skills for effective business communication. Students are exposed to various business correspondences and taught practical strategies to write convincing messages. Students are also taught to strategize, and to use appropriate and ethical approaches in writing not only routine messages, but also persuasive and negative messages. Listening and speaking skills are also focused on to ensure effective interpersonal communication. This module also emphasizes the need for business communication to be seen in a global context where various considerations such as technological advances and ethical considerations play a vital role in ensuring that all business messages achieve their aims in a positive manner.
Introduction to Accounting	ACC60104	This module is an introduction to the technical aspects of financial accounting, as well as to the financial community. As a member of the financial community you will be expected to be updated on current business and financial events. Now is a good time to start a regular habit of reading the accounting and financial press.
Introduction to Management	MGT60104	This module is designed to provide the candidate with the basic concepts and principles of management in organizations. It focuses on the context of managerial activity and covers the four major functions of management i.e. planning, organizing, leading and controlling and places them in a historical, political and economic context.
Microeconomics	ECN60104	In a continuously ever changing globalized business environment, businesses need to make quick, well informed and correct decisions in order to survive. This module is concerned about the principles of microeconomics as they apply to the business environment. The module outlines the various microeconomic tools of analysis and analytical frameworks that are essential for business students to learn and understand to enable them to comprehend the economic environment of business in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Quantitative Methods for Business	STA60104	This module is designed to provide students with an appreciation of the application of analytical tools to business decision contexts. It also develops students' abilities to access and critically interpret statistics and business information.

		The module places strong emphasis on developing a clear theoretical understanding of various analytical tools. This is particularly true in business where learning to deal with randomness, variation and uncertainty is a vital skill for anyone intending to apply their knowledge in any employment. Students will also gain an introduction to many of the quantitative techniques which will be used throughout their further studies in their chosen discipline.
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YEAR 1

SEMESTER 2

Module title	Code	Synopsis
Introduction to Finance	FIN60104	This module introduces main concepts and methods associated with financial decision-making for individuals and enterprises: the concept of cash flow valuation, evaluation of financial performance, valuation of securities, risk and returns, capital budgeting, and an overview of international finance.
Macroeconomics	ECN60204	In an increasingly globalized world, countries and their governments need to be able to make quick, well informed and correct decisions in order to achieve their macroeconomic objectives. This module looks into the workings of a domestic economy and the policies that governments may implement to improve the business environment. The module outlines the various macroeconomic tools of analysis and analytical frameworks that are essential for business students to learn and understand to enable them to comprehend the national and global economy in a structured way. It complements other Year One business modules and provides a basis for Year Two and Three modules in both business and economics.
Organizational Behavior	OBM60104	This module is designed to provide the candidate with an introduction to psychological and behavioral approaches to the study of work and organizations. The module introduces some of the basic analytical tools and concepts from the fields of organizational behavior and work psychology that encourage an understanding of the behavior of individuals and groups in the workplace.
Principles of Marketing	KT60104	This module introduces students to the key marketing concepts and strategies employed by marketers in facing the challenges in a dynamic business environment. It develops an understanding of the overall process of planning, implementation and control in the contemporary business environment. This module provides students with the needed conceptual skills to identify, analyze and solve marketing problems. This module also provides a foundation for those

		who intend to further study in the marketing field or other business related modules
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YEAR 2

SEMESTER 3

Module title	Code	Synopsis
Business Law	LAW 60104	This module provides the foundation for all law modules in the Bachelor of Business. It provides students with an overview of the Malaysian legal system and a basic coverage of the underlying legal principles governing business. The substantive laws covered in this module includes the Law of Contract, the Law of Torts, Sales of goods, the Law of agency, insurance, employment law and business organizations. Students will have the opportunity to develop skills in critically analyzing legal problems and issues affecting business and applying the legal principles in solving these issues.
Human Resource Management	HRM60104	This module helps students develop an understanding of the fundamentals of human resource management. It explores the central, strategic role that human resource plays in making organizations more competitive. Students will be exposed to the human resource concepts, functions and practices including recruitment and selection, training and development, compensation and benefits, performance management, employee rights, health and safety, industrial relations and trade unions.
Introduction to International Business	BUS60104	The module is designed to provide students with an insight into International Business. It covers a practical framework for understanding the key issues, current relevant principles and concepts to be considered in doing business abroad. The goal of the module is to help students to understand the basic principles of international business and their impact on the world's economy. International Business introduces students to various issues and challenges associated with the formulation and implementation of strategies in business organizations whose operations stretch across national borders. Throughout the module, students will be systematically introduced to the complexities and challenges of leading and managing a "global" company. Further, the module will provide students with an opportunity to integrate business decisions with the ethical and social responsibility considerations inherent to playing on a global field.

Module title	Code	Synopsis
Export Practices and Management	EVT60203	There are new opportunities & challenges arising in global marketing and exporting. In order for any organization to take advantage of the opportunities present as well as to rise above the challenges faced, it has to be adaptable to changes. Opportunities are expanding as international trade continues to grow rapidly. The role of ecommerce is to enable even the smallest business to find potential customers and means of distribution across the globe. The challenges of it would be increased competition, disruptions of trade flows (military), natural disasters etc.
International Finance	FIN61104	This module introduces main concepts and methods associated with international financial decision-making for multinational business: the concept of multinational financial management, FOREX, risk analysis and tools, financing foreign trade, international portfolio investment and corporate strategy.
Research Methods	RES60104	This module examines research designs commonly used in business decision making. Topics include research design, implementation and finally interpretation of research as these are related to problems in an organizational setting. This module will also cover issues on access and research ethics. This module provides a guide to the research process and the needed knowledge and skills to undertake research as well as highlights some common research pitfalls. At the end of this module, students will learn a range of research approaches, strategies and methods in handling their research projects. Skill development in statistical applications software is also one of the objectives of this module. Students are required to submit a research proposal as part of the module requirements.
Supply Chain Management	MGT60404	Supply Chain (SC) is a network of business entities consisting of suppliers' suppliers, suppliers, customers and customers' customers. Supply chain management deals with the management of material flows, information flows and financial flows that cut across multiple business entities (companies). The co-ordination and integration of these flows both within and across companies are critical to compete successfully in today's market place. Companies have always acknowledged the fact that the integration and co-ordination among multiple functional areas will create competitive advantages. Having said that one might ask "What is so new about SCM?. The answer lies in the dimension, viz., extended enterprise integration (coordination). As companies become

		<p>more global and the competitive pressures are more intense, companies must think beyond functional integration and need to think for integration and co-ordination at extended enterprise level. An increasing number of Fortune 500 companies such as Chrysler, Hewlett Packard, IBM, P&G, Unilever, and Xerox have been stressing importance of SCM and are leveraging advances in IT and opportunities to form strategic alliances to tightly integrate their supply chain. Considering these developments in business environment, this module aims to introduce you to the field of SCM.</p>
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ELECTIVE MODULES

Module title	Code	Synopsis
Entrepreneurship and Small Business	BUS60304	This course is for students who wish to learn the principles and processes of small business and entrepreneurship. It is designed for individuals interested in starting a new business venture, acquiring an existing business, or working in industries that serve entrepreneurs. The course provides an overview of the many principles and processes of entrepreneurship and small business management.
Intercultural Communication for Business	COM60204	This module introduces students to the role of cultural patterns, and cultural profiles of nations in different parts of the world. At the end of the module, students will be able to increase their understanding of the relationship between culture and communication from various cultural backgrounds. They will be able to identify and analyze the role of cultural patterns and obstacles to competent intercultural collaboration in the development of intercultural group working relationships, thus making business deals easier and avoiding costly misunderstandings.
International Human Resource Management	HRM60804	Human resource management issues play a significant role in strategy and decision making- whether a company is considering its international presence, transitioning to a global entity or acquiring new business lines. Students will examine the critical role that HRM plays in the competitive and collaborative world of international business. The module topics include strategic HRM in multinational companies, international staffing, managing expatriate, international compensation, careers and repatriation, issues in the management of industrial relations in international firms, contemporary and emerging issues in international human resource management.
International Marketing	MKT60704	This module is designed to introduce students to advanced marketing concepts and practices in a global business environment. A comprehensive overview of the dynamics

		and trends in international marketing include market analysis, strategic planning, market selection and entry strategies, product positioning, integrated marketing communications, distribution, and pricing. Special emphasis will be placed on the development and delivery of international marketing plan where students have the opportunity working with a Malaysian firm. The module addresses the skills necessary for evaluating, developing, and delivering marketing programmes for a global and multicultural audience.
International Trade and Multinational Business	ECN60404	In an ever progressing and changing business environment; trade, finance and investment play a crucial and significant role in the world economy. This module concentrates on the introduction of the key theories explaining international trade, finance and investment. Framework of this module will give importance to expose learners with to the fundamental concepts of international trade, finance and investment and tools that are essential for them to understand and analyze the operation of international currency markets and the different types of exchange rate regimes. It complements other Level Two Economics/Finance modules and provides a basis for Level Three Economics/Finance modules.
Management Accounting	ACC60404	This module is an introduction to the basic techniques of management accounting and its role in the manufacturing and service business environments. Management accounting techniques are applied in all organizations. Students learn that with the current competitive business environment, good application of costing system would help organizations to compete.
Organizational Studies	OBM60204	This module is designed to provide the candidate with the capacity to analyze an organization from a multiple perspective framework that involves 'reading' the organizations and interpreting organizational situations from these different perspectives so as to understand better how the organization functions.
Production and Operation Management	MGT60204	This subject details the management perspective on the production and operations function in a business. It provides a strong review of the important concepts which underpins the POM task, and sets the relevant issues and techniques within the broader context of the management and control of the whole business. Contemporary topics on global competition, quality management, customer service and JIT, their influences are discussed.

FACULTY OF ARTS & SOCIAL SCIENCES

SCHOOL OF COMMUNICATION

PROGRAMME: BACHELOR OF MASS COMMUNICATION (ADVERTISING)

YEAR 1

SEMESTER 1

No	Module title	Code	Credit hours
1	Communication Theory	COM60404	4
2	Introduction to Mass Communication	COM60504	4
3	Visual Communication	COM61004	4

YEAR 1

SEMESTER 2

No	Module title	Code	Credit hours
1	Innovative Media	COM60904	4
2	Intercultural Communication	COM60904	4
3	Media Writing	COM60704	4

YEAR 2

SEMESTER 3

No	Module title	Code	Credit hours
1	Advertising Principles	ADV60104	4
2	Creative Copywriting	ADV60304	4
3	Principles of Marketing	MKT60104	4

YEAR 2

SEMESTER 4

No	Module title	Code	Credit hours
1	Advertising Design And Execution	ADV60404	4
2	Interactive Media	COM61104	4

MODULE SYNOPSIS**YEAR 1****SEMESTER 1**

Module title	Code	Synopsis
Communication Theory	COM60404	This course outlines the concepts, roles, goals and changes in mass communication theories. It introduces the connections between communication theories and research. It also introduces the basic theories of mass media effects and media issues.
Introduction to Mass Communication	COM60504	This course outlines a basic understanding of the various types and roles of different traditional and new media industries as well as the related institutions of journalism, advertising and public relations and their respective structure, support and influence. Particular attention will be paid to mass communication issues relating to the rise of digital media such as trends, convergence, globalization and challenges. Mass media and communication in the Malaysian context will also be explored.
Visual Communication	COM61004	This course outlines the basic understanding of visual literacy and communication within the current media industries through the comprehension of design elements and principles. It also focuses on the practical application and ethical considerations of the visual aspect in screen and print based visual communication design.

YEAR 1**SEMESTER 2**

Module title	Code	Synopsis
Innovative Media	COM60904	This course is an introductory of new media studies and skill-based digital media course which enable students to explore, develop and apply in the areas of Mass Communication. It also ventures into creativity of digital media application by creating and manipulating various multimedia elements.
Intercultural Communication	COM60604	This course outlines the personal and theoretical understanding of the cultural origin of people's values, ideologies, habits and how they affect communication across cultural, racial and ethnic lines. It also seeks to develop awareness and increased understanding among peoples of different cultures, an appreciation of this rich diversity, and to offer tools for a lifeline of continued growth in intercultural competence.
Media Writing	COM60704	This course prepares students to be able to write for the various media, each of which requires distinct styles and approaches. It takes the student through a survey of the different styles, understanding the nuances, and appreciating

		the underpinning theories that influence the crafting of written communication. Ample practice is given to developing the writing skills for efficient and effective writing for the media.
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YEAR 2

SEMESTER 3

Module title	Code	Synopsis
Advertising Principles	ADV60104	This course outlines the history, development, scope, structure and nature of advertising, various media industries as well as the trend and convergence in Advertising. It also introduces the application of advertising in marketing campaign and account management.
Creative Copywriting	ADV60304	This course is designed as a skills course focusing on the creative aspects of advertising specifically copywriting. The emphasis will be on how to research for information on both product and consumer and apply this information to develop creative ad copy for various media.
Principles of Marketing	MKT60104	This course introduces students to the key marketing concepts and strategies employed by marketers in facing the challenges in a dynamic business environment. It develops an understanding of the overall process of planning, implementation and control in the contemporary business environment. This course provides students with the needed conceptual skills to identify analyse and solve marketing problems. This course also provides a foundation for those who intend to further study in the marketing field or other business related courses.

YEAR 2

SEMESTER 4

Module title	Code	Synopsis
Advertising Design And Execution	ADV60404	This course provides the in-depth learning of creative practices in the advertising media industry. It solely focuses on the creative process and execution of an advertising strategy/plan through the understanding of design and production fundamentals.
Interactive Media	COM61104	This course outlines the types of authoring platforms, interactive design principles, interactive scripting in authoring in the current industry practices. It also focuses on practical application of the current industry used application for both CD-ROM and online interactive applications.

FACULTY OF BUILT ENVIRONMENT, ENGINEERING, TECHNOLOGY & DESIGN

SCHOOL OF ENGINEERING

**PROGRAMME: BACHELOR OF ENGINEERING (HONS) ELECTRICAL & ELECTRONIC
ENGINEERING**

YEAR 1

SEMESTER 1

No	Module title	Code	Prerequisites	Status	Credit hours
1	Circuits and Signals	EEE60103	None	Core	3
2	Digital Electronics	EEE60203	None	Core	3
3	Engineering Mathematics I	MTH60103	None	Core	3
4	Engineering Design and Communication	PRJ60103	None	Core	3

YEAR 1

SEMESTER 2

No	Module title	Code	Prerequisites	Status	Credit hours
1	Digital Electronics	EEE60203	None	Core	3
2	Data Communications and Network	EEE60803	None	Core	3
3	Engineering Mathematics II	MTH60203	MTH60103	Core	3
4	Engineering Design and Ergonomics	PRJ60203	PRJ60103	Core	3

YEAR 2**SEMESTER 3**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Embedded Systems	EEE60603	EEE60203	Core	3
2	Electromagnetic Field and Waves	EEE60703	MTH60203	Core	3
3	Engineering Mathematics III	MTH60303	MTH60203	Core	3
4	Multidisciplinary Engineering Design	PRJ60303	PRJ60203	Core	3

YEAR 2**SEMESTER 4**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Embedded Systems	EEE60603	EEE60203	Core	3
2	Managing Projects for Success	ENG60703	None	Core	3
3	Electrical Power and Machines	EEE63103	EEE60103/ EEE60703	Core	3
4	Engineering Mathematics IV	MTH60403	MTH60303	Core	3
5	Engineering Design and Innovation	PRJ60403	PRJ60303	Core	3
6	Computing Applications for Engineers	ENG60104	None	Core	3

MODULE SYNOPSIS**YEAR 1****SEMESTER 1**

Module title	Code	Synopsis
Circuits and Signals	EEE60103	This module deals with the circuit concept and different types of signals. Kirchhoff's laws and network theorems are applied for the analysis of DC and AC circuits. The Transient response of RL, RC and RLC circuits is investigated. AC power in single phase and three phase circuits are calculated. PSPICE is introduced for circuit analysis.
Digital Electronics	EEE 60203	This module deals with the theory and practice of logic, digital circuit design and digital representation of information.
Engineering Mathematics I	MTH 60103	This module covers the basic mathematical knowledge and techniques for solving engineering problems.
Engineering Design and Communication	PRJ 60103	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. The module also introduces the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.

YEAR 1**SEMESTER 2**

Module title	Code	Synopsis
Digital Electronics	EEE60203	This module deals with the theory and practice of logic, digital circuit design and digital representation of information.
Data Communications and Networks	EEE60803	This modules deals with the data communications, networks and protocols associated with digital transmission applications e.g. internet.
Engineering Mathematics II	MTH60203	This module covers more essential mathematical knowledge and techniques for solving engineering problems.
Engineering Design and Ergonomics	PRJ 60203	This module provides foundation in designing products that work in accordance with the way humans think, see and behave. Products that are compatible with people with dramatically reduce human error, fatigue, discomfort and stress and have a profound positive impact on overall end-user performance.

YEAR 2**SEMESTER 3**

Module title	Code	Synopsis
Embedded Systems	EEE 60603	This module deals with the microcontroller architecture, assembler programming and interfacing.
Electromagnetic Fields and Waves	EEE 60703	This module deals with vector analysis, electrostatic fields and magnetic fields. The behavior of time varying signals along transmission lines is investigated by considering appropriate applications.
Engineering Mathematics III	MTH 60303	This module covers the mathematical modelling of engineering problems using differential equations and introduces various techniques for solving the problems.
Multidisciplinary Engineering Design	PRJ 60303	The main features of this module are the System Thinking, multidisciplinary and complexity level of the design encounter with focus on satisfying contradicting stakeholder's requirements and sustainability. While working in multidisciplinary teams students will create products and processes that are designed for manufacturability, affordability, recyclability and sustainability.

YEAR 2**SEMESTER 4**

Module title	Code	Synopsis
Embedded Systems	EEE60603	This module deals with the microcontroller architecture, assembler programming and interfacing.
Managing Projects for Success	ENG60703	Ensuring projects run successfully has become very critical in today's fast changing world. The module will cover the knowledge areas and explore the key factors for completing projects on time within budget and allocated resources. Practical tools and techniques will be introduced to guide and manage projects to success
Electrical Power and Machines	EEE 63103	This module deals with the principle of operation, characteristics and applications of DC machines, AC machines and Transformers.
Engineering Mathematics IV	MTH 60403	This module covers the transformation of system representation between time and complex frequency domains and its analysis and solution. This module also covers basic statistics and probability theories and their applications.
Engineering Design and Innovation	PRJ 60403	This module equips engineering students with innovation techniques such as design thinking and TRIZ, sharpening their innovation skills. This will empower them to develop financially and economically sustainable solutions and enable.

PROGRAMME: BACHELOR OF ENGINEERING (HONS) MECHANICAL ENGINEERING

YEAR 1

SEMESTER 1

No	Module title	Code	Prerequisites	Status	Credit hours
1	Engineering Statics	ENG60103	None	Core	3
2	Engineering Fluid Mechanics	ENG60203	None	Core	3
3	Engineering Mathematics 1	MTH60103	None	Core	3
4	Engineering Design and Communication	PRJ60103	None	Core	3

YEAR 1

SEMESTER 2

No	Module title	Code	Prerequisites	Status	Credit hours
1	Computer Aided Engineering and Geometric Modelling	ENG60603	None	Core	3
2	Engineering Fluid Mechanics	ENG60203	None	Core	3
3	Engineering Mathematics II	MTH60203	MTH60103	Core	3
4	Engineering Design and Ergonomics	PRJ60203	PRJ60103	Core	3

YEAR 2

SEMESTER 3

No	Module title	Code	Prerequisites	Status	Credit hours
1	Properties and Applications of Materials	ENG60603	None	Core	3
2	Computing Application for Engineers	ENG60104	None	Core	4
3	Engineering Mathematics III	MTH60303	MTH60203	Core	3
4	Multidisciplinary Engineering Design	PRJ60303	PRJ60203	Core	3

YEAR 2**SEMESTER 4**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Manufacturing Engineering	MEC60203	None	Core	3
2	Properties and Applications of Materials	ENG60503	None	Core	3
3	Managing Projects for Success	ENG60703	None	Core	3
4	Engineering Mathematics IV	MTH60403	MTH60303	Core	3
5	Engineering Design and Innovation	PRJ60403	PRJ60303	Core	3

MODULE SYNOPSIS**YEAR 1****SEMESTER 1**

Module title	Code	Synopsis
Engineering Statics	ENG60103	Introduce the concepts of static equilibrium and internal / external forces. These principles are then applied to the analysis of pin-jointed trusses and the determination of bending moments and shear forces in loaded beams. The principle of elasticity is presented and it is then used to calculate the stresses within and the deflections of a statically determinate beam. Finally plastic collapse mechanisms are discussed and applied to the analysis of beams.
Engineering Fluid Mechanics	ENG60203	This module deals with basic laws of conservation of mass, energy and momentum in relation to the fluid flow and its engineering applications.
Engineering Mathematics I	MTH60103	This module covers the basic mathematical knowledge and techniques for solving engineering problems.
Engineering Design and Communication	PRJ60103	This module lays the grounds for a project based learning journey that the students will go through. It prepares them for a successful and rewarding programme of study in their chosen engineering discipline through cultivating successful engineering habits of thinking, doing, collaborating and communicating effectively. The module also introduces the wider context for engineering practice including the Grand Challenges for engineering in the 21st Century.

YEAR 1**SEMESTER 2**

Module title	Code	Synopsis
Computer Aided Engineering and Geometric Modelling	ENG60603	This module presents the processes of CAE from the conceptual design stage to the manufacturing stage via hands-on and virtual experience of component shape design.
Engineering Fluid Mechanics	ENG60203	This module deals with basic laws of conservation of mass, energy and momentum in relation to the fluid flow and its engineering applications.
Engineering Mathematics II	MTH60203	This module covers more essential mathematical knowledge and techniques for solving engineering problems.
Engineering Design and Ergonomics	PRJ60203	This module provides foundation in designing products that work in accordance with the way humans think, see and behave. Products that are compatible with people with dramatically reduce human error, fatigue, discomfort and stress and have a profound positive impact on overall end-user performance.

YEAR 2**SEMESTER 3**

Module title	Code	Synopsis
Computer Aided Engineering and Geometric Modelling	ENG60603	This module presents the processes of CAE from the conceptual design stage to the manufacturing stage via hands-on and virtual experience of component shape design.
Properties and Applications of Materials	ENG60503	This module introduces the range of materials used in engineering applications along with some basic selection rules for determining the appropriate materials for a given application. The module also introduces fundamental science that determines the properties of materials, such as bonding types and atomic / molecular structures.
Computing Applications for Engineers	ENG60104	Provides skills that promote the effective use of programming with MatLab and C Programming.
Engineering Mathematics III	MTH60303	This module covers the mathematical modelling of engineering problems using differential equations and introduces various techniques for solving the problems.
Multidisciplinary Engineering Design	PRJ60303	The main features of this module are the System Thinking, multidisciplinary and complexity level of the design encounter with focus on satisfying contradicting stakeholder's requirements and sustainability. While working in multidisciplinary teams students will create products and

		processes that are designed for manufacturability, affordability, recyclability and sustainability.
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YEAR 2

SEMESTER 4

Module title	Code	Synopsis
Manufacturing Engineering	MEC60203	This module introduces the range of materials used in engineering applications along with some basic selection rules for determining the appropriate materials for a given application. The module also introduces fundamental science that determines the properties of materials, such as bonding types and atomic / molecular structures.
Properties and Applications of Materials	ENG60503	This module introduces the range of materials used in engineering applications along with some basic selection rules for determining the appropriate materials for a given application. The module also introduces fundamental science that determines the properties of materials, such as bonding types and atomic / molecular structures.
Managing Projects for Success	ENG60703	Ensuring projects run successfully has become very critical in today's fast changing world. The module will cover the knowledge areas and explore the key factors for completing projects on time within budget and allocated resources. Practical tools and techniques will be introduced to guide and manage projects to success.
Engineering Mathematics IV	MTH60403	This module covers the transformation of system representation between time and complex frequency domains and its analysis and solution. This module also covers basic statistics and probability theories and their applications.
Engineering Design and Innovation	PRJ60403	This module equips engineering students with innovation techniques such as design thinking and TRIZ, sharpening their innovation skills. This will empower them to develop financially and economically sustainable solutions.

THE DESIGN SCHOOL

PROGRAMME: BACHELOR OF ARTS (HONS) IN GRAPHIC COMMUNICATION DESIGN

YEAR 1

SEMESTER 1

No	Module title	Code	Prerequisites	Status	Credit hours
1	Typography	GCD60104	None	Core	4
2	Illustration and Visual Narrative	GCD60204	None	Core	4
3	Digital Imaging and Visualisation	MMD60104	None	Core	4
4	Design Studies I: Communication Theory	DST60103	None	Core	3

YEAR 1

SEMESTER 2

No	Module title	Code	Prerequisites	Status	Credit hours
1	Publishing I: Print Media	GCD60404	MMD60104	Core	4
2	Branding Corporate Identity	MKT62004	None	Core	4
3	Advertising Principles and Practice	ADV60704	None	Core	4
4	Design Studies II: Culture and Consumerism	DST60203	DST60103	Core	3

YEAR 2

SEMESTER 3

No	Module title	Code	Prerequisites	Status	Credit hours
1	Publishing II: Mass Communication	VSA60104	GCD60404	Core	4
2	Information Design	GCD60504	GCD60404	Core	4
3	Brand Strategies	MKT62104	MKT62004	Core	4
4	Design Studies II: Changes and Conflict	DST60403	DST60203	Core	3
5	Design Research Methodology	RES60203	None	Core	3

YEAR 2**SEMESTER 4**

No	Module title	Code	Prerequisites	Status	Credit hours
1	Collaboration and Professional Association	PRJ60504	None	Core	2
2	Personal Project I: New Boundaries	PRJ61703	None	Core	3
3	Packaging and Merchandising Design	MER60104	None	Core	4

MODULE SYNOPSIS**YEAR 1****SEMESTER 1**

Module title	Code	Synopsis
Typography	GCD60104	This module is designed to introduce the students to the language, tradition and craft of typography through the practice of typographic layout, typesetting and printing, the aesthetic and contextual use of typography as a form of written communication and the historical and contemporary influences that surround and influence typographic practice.
Illustration and Visual Narrative	GCD60204	This module aims to introduce the students to the process of creating visual concepts from ideas and its pictorial communication to an audience in the form of illustrations. Through studio assignments and demonstrations, students will understand the history of visual communication, the essential skill of telling stories via images and the work processes of professional illustration. A variety of relevant media, materials and techniques are explored. Lectures on the working methods of successful illustrators will support the practical aspects
Digital Imaging and Visualisation	MMD60104	Students will develop their knowledge of and skills in digital imaging and drawing through a series of lectures, demonstrations and hands-on exercises. They will render and submit three assignments to demonstrate their ability to solve communication problems using the appropriate software and hardware.

Design Studies I : Communication Theory	DST60103	This module defines the process of design communication. Students will relate the importance of historic design movements and associated theories and understand the role of the designer in the communication process. This module aims to introduce students to the process of design communication by exploring historic design movements, associated philosophies and design related theories. In the process, notions of authorship and the role of the designer will be brought into question at a semantic level: style aesthete or neutral communication. Learning outcomes will focus on the student's ability to follow a thorough process of research, take intellectual stance on the subject matter and communicate it through academic writing. Broad topics such as the Communication Process, Semiotics, Structuralism, Post Structuralism and Marxist Ideology & Visual Communication will covered by lecture, and also underpinned by an introduction to academic research and writing.

YEAR 1

SEMESTER 2

Module title	Code	Synopsis
Publishing I : Print Media	GCD60404	This module aims to give student an introduction to the process of publishing through digital media and by understanding different printing techniques. Through lecture and practical demonstration this module will equip the student with understanding of the process and how various printing methods can be applied to various graphic design and illustration contexts, e.g. poster work, CMYK process printing, multiples, handmade books, signage etc. Teaching will be delivered through lecture and practical workshops to establish an historical, practical and theoretical knowledge of contemporary practice.
Branding Corporate Identity	MKT62004	This module aims to introduce the students to the basics of identity design. Students will learn about the creation of an image and subsequently the development of a brand. The process of learning will be through visiting established brand centres such as Nike, and to learn via case studies, everything about the establishment of a brand name. Students will be given projects, which would enable them to re-design and also to create a brand logo for different types of organization and also for individuals.

		This course provides an examination of the role of design in brand identity and marketing. Students will learn design strategies for developing integrating digital branding.
Advertising Principles and Practice	ADV60704	This module aims to introduce students to the concepts and practice of advertising (persuasive communication) through a series of lectures, agency visits, assignments and the practical creation of advertising campaigns. Students will explore both the theory and practice of advertising and develop in-depth understanding of how advertising is created, focusing on the principles and practices that produce effective persuasive communications. Study will focus on the creative, conceptual, art direction and visualization aspects of modern advertising. Students will investigate how modern advertising developed, where it fits in today's marketing mix and the various social, ethical and regulatory issues governing its practice. Students will develop an understanding of the profiling of consumer audiences, account planning, media, and strategy.
Design Studies II : Culture and Consumerism	DST60203	This module aims to immerse students' in how culture is defined (mass or popular culture, sub-cultures and counter-cultures), how cultural meaning is created by media producers and interpreted by consumers, and general theories about consumption and derived social status. Learning outcomes will focus on the student's ability to follow a thorough process of (market) research, interpret historic and future trends in design and cultural contexts (create and use cultural signs to play upon human needs and desires), and operate effectively as part of a team. Topics such as the definition of culture, cultural ownership & power, social consumption and associated political ideologies, notions of style & identity will be explored.

YEAR 2

SEMESTER 3

Module title	Code	Synopsis
Publishing II : Mass Communication	VSA60104	This module will further define the role of publishing in the mass communication design context. It is also a study of the essential elements of publishing including the conceptual and design issues.
Information Design	GCD60504	This module aims to introduce students to digital and experimental media, in particular the language, principles and skills required for designing animation and interactive new media. The module will introduce the fundamental principles and historical context of animation, and establish drawing and image manipulation as integral components of the animation process, and establish animation as a graphic design process with the primary aim of informing the

		masses/making visual statements. Students will also learn the principles behind designing for interactive new media; introduced to the concept of 'usability'; understand the importance of critical user analysis e.g. information architecture; how to use industry standard authoring software such as Adobe Dreamweaver and Flash to an introductory level.
Brand Strategies	MKT62104	This module introduces students to the building of brands and in-depth visual strategies required to establish brands in the minds of the consumers. They will study the relationship between the brand and its various target audience.
Design Studies III : Change and Conflict	DST60403	This module aims to deliver critical awareness for the students about the changing times and ongoing conflicts within the graphic design field from the aspect of technology and social context. In the rise and change of the creative class, the field of graphic design is one of the most affected media in the industry. Design is taking on an increasingly important role in creating and refining content with the changing of technology and social context. Not only it has been used to persuade and influence in many layers of social context, it is also one of the driving tool in political and economic aspect. But creative designers often found their self-expression freedoms and relationship to the communication process being conflicted due to different socio-economy, political stances and commercial demands. Even in the 21st century, contents are still conflicting within the creative industry even though content creations are made simpler with the full force of technological advances.
Design Research Methodology	RES60203	This module prepares the groundwork for a Dissertation or Design Report in the final year of study. It will introduce students to the various research and market research methodologies. This will entail choosing a topic, designing a research question, making a thorough literature search, and other appropriate research sources, designing a research methodology, compiling a critical bibliography and presenting it as a project plan for further development. Group tutorials and seminars, library sessions, individual tutorials and independent study are the few teaching and learning strategies that will be engaged in this class. Formative as well as summative feedback will be conducted upon the completion of assessment through seminar groups and tutorials.

Module title	Code	Synopsis
Collaboration and Professional Association	PRJ60504	This module will involve students with live projects collaborating with companies or joint projects with other schools where they will be able to acquire hands on experiences such as writing briefs, taking part in competitions, attending and conducting conferences and the likes.
Personal Project I : New Boundaries	PRJ61703	This module aims to explore the creative boundaries of graphic communication and the student designer in order to give their portfolio of knowledge, intellect and practice skills new currency. In the process, the student will be asked to investigate a new form or method of design communication with a view to producing analytical research, evidence of innovative thinking and expertise and judgment in the use of specialist skills and technologies.
Packaging and Merchandising Design	MER60104	To instill focus in designing specifically to a brief where attention to the needs and wants of target market and client is more of a priority than personal design style and liking. To give students an understanding of principles and practices of communication through packaging and merchandising. To defines the role of packaging in product identification, presentation, and production. The unique challenges of adapting typography, illustration, design and materials to three-dimensional forms are explored. Research includes marketing objectives, structural integrity and display aesthetics.

**PROGRAMME: BACHELOR OF ARTS (HONS) IN INTERACTIVE MULTIMEDIA
DESIGN**

YEAR 1

SEMESTER 1

No	Module title	Code	Prerequisites	Status	Credit hours
1	Typography and Hypertextuality	GCD60304	None	Core	4
2	Illustration and Visual Narrative	GCD60204	None	Core	4
3	Digital Imaging and Visualisation	MMD60104	None	Core	4
4	Design Studies I: Communication Theory	DST60103	None	Core	3

YEAR 1

SEMESTER 2

No	Module title	Code	Prerequisites	Status	Credit hours
1	Web Design and New Media	MMD60604	GCD60304	Core	4
2	2D Animation	MMD60103	GCD60204, MMD60104	Core	3
3	3D Modeling	MMD60203	GCD60204, MMD60104	Core	3
4	Video Editing and Production	VSA60203	MMD60104	Core	3
5	Design Studies II: Culture and Consumerism	DST60203	DST60103	Core	3

YEAR 2

SEMESTER 3

No	Module title	Code	Prerequisites	Status	Credit hours
1	Usability and Mobile Applications I	MMD60304	MMD60604	Core	4
2	Games Design	MMD60704	MMD60604	Core	4
3	Compositing and Special Effects	MMD60504	VSA60203	Core	4
4	Design Studies III: Changes and Conflict	DST60403	DST60203	Core	3

5	Design Research Methodology	RES60203	None	Core	3
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YEAR 2

SEMESTER 4

No	Module title	Code	Prerequisites	Status	Credit hours
1	Usability and Mobile Applications II	MMD60404	MMD60304	Core	4
2	Experiential Design	MMD60204	None	Core	4
3	Personal Project I: New Boundaries	PRJ60105	None	Core	5

MODULE SYNOPSIS

YEAR 1

SEMESTER 1

Module title	Code	Synopsis
Typography and Hypertextuality	GCD60304	This module introduces students to the language and principles of typography and hypertext through exercises and projects. Through the two projects, students will learn the rules of typography and understand how to apply type in both print and interactive media. They will also show an understanding of how type based communication and language changes in each media context.
Illustration and Visual Narrative	GCD60204	Introduces students to a range of skills and processes, both intellectual and technical, in the area of image generation and production. The student will be able to demonstrate knowledge, technical skills and competence in image making, illustration and visual research.
Digital Imaging and Visualisation	MMD60104	Students will develop their knowledge of and skills in digital imaging and drawing through a series of lectures, demonstrations and hands-on exercises. They will render and submit three assignments to demonstrate their ability to solve communication problems using the appropriate software and hardware.
Design Studies I : Communication Theory	DST60103	This module aims to introduce students to the process of design communication by exploring historic design movements. Broad topics such as the communication process, semiotics, structuralism, post structuralism and

		Marxist ideology & visual communication will be covered by lectures, and also underpinned by an introduction to academic research and writing.
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YEAR 1

SEMESTER 2

Module title	Code	Synopsis
Web Design and New Media	MMD60604	This module introduces students to the concepts and practice of web design and new media with digital tools for the Internet (web). Learning will be strongly supported with the understanding and use of the relevant software and hardware. Communication aspects with respect to answering user needs are emphasized.
2D Animation	MMD0103	In this module, students will develop knowledge of the principles of 2D animation. They will explore the basic principles of animation such as understanding of the dimensions of weight, balance, timing, overlapping action, expression, follow through and paths of motion.
3D Modelling	MMD60203	In this module, students will develop knowledge of the principles of 3D Modelling through use of the MAYA software. Students will develop a working understanding of basic block-modeling, lofting, extrusion, and various techniques for creating both simple and moderately complex objects. They will explore several methods for designing materials and applying textures to 3-D meshes. Lastly, they will develop an understanding of the principles of 3D animation through use of MAYA software.
Video Editing and Production	VSA60203	This module introduces students to the knowledge and skills required to digitize sound and video elements for multimedia design projects, using the appropriate multimedia platforms. Hands-on experience will enable students to develop a practical understanding of the pre-production process governing incorporation of video and sound elements
Design Studies II Culture and Consumerism	DST60203	This module aims to examine the manner that culture is defined, how cultural meaning is created by media producers and interpreted by consumers, and general theories about consumption and derived social status. Topics such as the definition of Culture, Cultural Ownership & Power, Consumption and notions of Style & Identity will be explored.

Module title	Code	Synopsis
Usability and Mobile Applications I	MMD60304	This module aims to broaden the students' understanding of 'usability' by applying its theories and standards to design for mobile applications. In the process the students' knowledge and practical skills in designing for mobile platforms will be increased. Through understanding user needs they will be able to work through a process of evolving efficient and instinctively user-friendly products for a wide range of media formats.
Games Design	MMD60704	This module aims to introduce the students to games specific design issues, and enhance their understanding of basic game concepts. Students will learn how to critically analyse user's needs and define user experience through systematic research principles. After which students will apply their research to the design of a new game or prototype. Students will learn: the principles behind designing specifically for the games industry; be introduced to the concept of playability and how to use industry standard authoring software such as Adobe Flash and Actionscript 3 to an intermediate level.
Compositing and Special Effects	MMD60504	The module is designed to introduce the principles of compositing and special effects with a historical overview of these techniques of visual illusion in film, video and television. The aim is to extend the student's knowledge of digital image manipulation and generation into an advanced and critical appreciation of the module in relation to film effects production. Appropriate tools will be introduced as aids to help stimulate conceptual thinking and develop creative solutions.
Design Studies III : Change and Conflict	DST60403	This module aims to give students a critical awareness of the present and future changes and conflicts in design. Student will learn how their role of design and the designer in changing by exploring a number of key issues which may include: <ul style="list-style-type: none"> • Design as a political and social tool • Culture jamming • The dilemma of responsible design • Design under threat • The rise of Service design • Design futures.
Design Research Methodology	RES60203	This module prepares the groundwork for a Dissertation or Design Report in the final year of study. It will introduce students to the various research and market research methodologies. This will entail choosing a topic, designing a research question, making a thorough literature search, and

		other appropriate research sources, designing a research methodology, compiling a critical bibliography and presenting it as a project plan for further development. Group tutorials and seminars, library sessions, individual tutorials and independent study are the few teaching and learning strategies that will be engaged in this class. Formative as well as summative feedback will be conducted upon the completion of assessment through seminar groups and tutorials.
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YEAR 2

SEMESTER 4

Module title	Code	Synopsis
Usability and Mobile Applications II	MMD60404	In this module, students will understand and apply technology and practices of 2 major mobile operating systems, Android and IOS, experience a practical knowledge of designing for a mobile platform by mobile user interaction, user-testing' and learn new practical skills in design for usability and mobile platforms.
Experiential Design	MMD60204	This module introduces students to the concept of 'experiential' design where user interaction takes place in a physical but computer controlled environment, for example, using pressure pads, microphones, webcams or other external devices to control the user experience and interaction. Learning outcomes focus on the student's ability to design and create experimental physical user experiences for abstract or 'real-world' applications or uses e.g. a fine art installation or an informative interactive museum exhibition piece.
Personal Project I : New Boundaries	PRJ60105	This module aims to explore the creative boundaries of interactive multimedia design and the student designer in order to give their portfolio of knowledge, intellect and practice skills new currency. In the process, the student will be asked to investigate a new form or method of multimedia design communication with a view to producing analytical research, evidence of innovative thinking, expertise and judgement in the use of specialist skills and technologies.

FACULTY OF HOSPITALITY, FOOD & LEISURE MANAGEMENT

- Please use this form as Module Registration Form.
- This is applicable to:
 1. Bachelor of International Hospitality Management (Hons)
 2. Bachelor of International Tourism Management (Hons) (Events Management)
 3. Bachelor of International Tourism Management (Hons) (Travel & Recreation Management)

IMPORTANT NOTE:

1. Applicants must register for a semester exchange in a Bachelor Degree similar to their current one
2. Modules offered are suitable for students having completed at least three semesters of their bachelor degree
3. Applicants should select between 5 and 7 modules. The total number of credit must be above 16 credits and below 20 Credits (1 Cr= 1.5 ECTS)
4. The "Recommended Modules" shows the block of modules offered for semester-exchange students
5. Applicants can replace one or two modules from the recommended block modules list below. However, it is subject to availability at the beginning of the semester

Bachelor of International Tourism Management (Hons) (Events Management) MODULE REGISTRATION

Recommended Modules block for BE (take at least 5)

Module Code	Module Title	Total SLT	Credits	Tick
HRM60103	Hospitality Human Resource Management	120	3.0	
MKT60203	Integrated Marketing Communications	120	3.0	
FIN60103	Financial Management	120	3.0	
FRE60202	French 2 -Intermediate	80	2.0	
EVT60603	Special Events & Festivals	120	3.0	
**PRJ61303	Live Event Project	120	3.0	

Alternate Modules (take between 0 and 2)

Module Code	Module Title	Total SLT	Credits	tick
LAW60103	Tourism & Hospitality Law	120	3.0	
RES60102	Research Methodology	80	2.0	
FRE60102	French 1 -Basic	80	2.0	
MGT60202	Revenue Management	80	2.0	

Applicant Name and Signature	Date:
Approval from Home Institution	Date:
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Approved By Faculty of Hospitality, Food & Leisure Management	Date:

***Final module offered is subject to availability.**

****Live Event Project Module is a final year project that requires prior event management knowledge.**

MODULE SYNOPSIS

Module title	Code	Synopsis
Hospitality Human Resource Management	HRM60103	This module covers the pertinent human resources management functions in hospitality and tourism organizations such as job analysis, human resources planning, recruiting, selecting, training and developing employees, performance management, appraisal and retention, as well as compensation, safety and health. The human resource management concepts that influence employees' behaviour will be discussed too so that students would be equipped with the skills and ability to work with people.
Integrated Marketing Communications	MKT60203	This module aims to equip student with articulated communication skills essential in marketing a product. It covers importance of dealing with media and leveraging their influence in publicizing a product.
Financial Management	FIN60103	<p>This class will teach the students and facilitate them to understand the important concepts and practices of financial management. Introduction on financial management and reasons being why businesses need to understand the whole concept and ideas of proper management in financial aspect of a business. Topics such as financial analysis are delivered to allow the student to learn to evaluate and interpret the performance of a business.</p> <p>The coverage of cash flow statement and capital budgeting analysis are provided to the students to facilitate their understanding of how financial management can help in analyzing and business decision making. In addition, the students are exposed to the type of financing available in market.</p>
French 2 - Intermediate	FRE60202	Reinforces basic French skills. Introduces and develop intermediate French skills. Emphasis is given to build the students' language ability in reading and writing (use of authentic documents) and in speaking and listening. Interactive activities are crucial for the success of the learning.
Special Events & Festivals	EVT60603	This module will provide students the necessary knowledge of understanding the complexity of creating and promoting special events and festivals and will allow students to distinguish a set of criteria for special events and to analyze the specific of a host environment.
Live Event Project	PRJ61303	This module offers the students a practical dimension to theories learnt in class. It also allows students to sharpen their thinking in events management and also expose students to the challenges associated with managing and executing a live event. The module also emphasizes on the

		different communication channels used to promote an event and on the branding of the event. This event stands as a showcase of the students' abilities in events management and in contributing to building their professional portfolio.
Tourism & Hospitality Law	LAW60103	<p>This class deals with the teaching and understanding of the legal principles and rules governing the hospitality sector, tourism industry and the tourism development. A brief introduction of the Malaysian legal system with an interpretation of the court structure and procedure. The class will cover the understanding and definition of the hospitality and catering legislation and also the travel and tourism legislation.</p> <p>By way of understanding these legal interpretations of the legislation, students will understand the proceedings and process of tourism development regulations which involve town planning and tourist area regulations.</p> <p>Besides that, students will be guided on the definition and meanings of hospitality and tourism contracts which will involve licensing, franchising and also management contract between two or more individual in carrying out the business in the hospitality and tourism industry.</p>
Research Methodology	RES60102	<p>This course is a review of principles and best practices related to research designs and methodology appropriate for students in hospitality and tourism studies. Attention will be given to the criteria for good research in the social sciences. Course topics include: problem formulation, setting research objectives, research planning and design, literature review, hypotheses and propositions, research methods (qualitative, quantitative, etc.) data elicitation and collection; measurement, analysis and interpretation (causal, correlation, generalizability) and presentation of data and findings.</p>
French 1 -Basic	FRE60102	<p>This course is designed to give a basic foundation of the French language. Emphasis is given to build their language ability in reading, writing, speaking and listening skills. The basic French component is introduced specifically to help these students who need an integrated introduction to the language. A holistic approach is taken in giving students the basic linguistic ability to satisfy basic communication needs in everyday situations and within the hotel, culinary and tourism industry.</p>
Revenue Management	MGT60202	<p>The discipline of revenue management combines data and operations research with strategy and understanding of today's customer. The study of revenue management must be analytical and detail orientated, yet capable of thinking strategically and managing the relationship with sales.</p>

		<p>This subject deals with the learning and understanding of the principles and elements of revenue management. Students will be exposed to the implementation of revenue management strategies. It also covers the area of market and performance analysis to allow students to assess the situation and to develop a suitable approach to better maximize an organisation's revenue.</p>
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Bachelor of International Tourism Management (Hons) (Travel & Recreation Management)

MODULE REGISTRATION

Recommended Modules block for BR (take at least 5)				
Module Code	Module Title	Total SLT	Credits	Tick
HRM60103	Hospitality Human Resource Management	120	3.0	
ECN60103	Tourism Economics	120	3.0	
FIN60103	Financial Management	120	3.0	
FRE60202	French 2 -Intermediate	80	2.0	
REC60403	Recreational Management Applications: Spa Management	120	3.0	
TOU60402	Tourism Marketing	80	2.0	

Alternate Modules (take between 0 and 2)				
Module Code	Module Title	Total SLT	Credits	tick
LAW60103	Tourism & Hospitality Law	120	3.0	
RES60104	Research Methodology	160	4.0	
FRE60102	French 1 -Basic	80	2.0	
TOU60703	Socio-anthropology of Tourism	120	3.0	
TOU60903	Contemporary Issues in Tourism and Events	120	3.0	

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Approved By	Date:
Faculty of Hospitality, Food & Leisure Management	

***Final module offered is subject to availability**

Module title	Code	Synopsis
Hospitality Human Resource Management	HRM60103	The module covers each of the human resources management functions, ranging from the recruitment of staff to elements such as training, staff motivation, human resources planning. This enables students to master the skills and ability to work with people by understanding the influence of management theories on staffs' behaviour.
Tourism Economics	ECN60103	The module focuses on the economical principles, the applications in hospitality and tourism industry, the functions of each player, the impacts of their decision, and the means used by governments to develop tourism policies.
Financial Management	FIN60103	This class will teach students on the important concepts and practices of financial management. A brief introduction on financial management and reasons being why businesses need to understand the whole concept and ideas of a good management in finance. Topics such as financial analysis need to be done to evaluate and interpret financial statements. The exposure of important and cash flow statement and capital budgeting analysis is to provide the understanding how the finance help and able to prepare the analysis and make business decision. In addition, the students are exposed to the type of financing available in market.
French 2 - Intermediate	FRE60202	Introduces and reinforces French 1. Emphasis is given to build students' language ability in reading and listening (use of authentic material). As in speaking and writing, students are able to come with a situational or descriptive production. Personal expression and group creativity are important elements to the success of the learning process.
Recreational Management Applications: Spa Management	REC60403	This module equips students with the fundamental knowledge of spa management in terms of understanding different socio-anthropological, geographical, legal, economical, environmental, organisational, technical as well as managerial aspect of a spa. This subject exposes students to the theoretical and practical applications of spa management. This subject enables students to understand the environment of spa as a recreational activity and manage a spa business.
Tourism Marketing	TOU60402	This module deals with the learning and understanding of the distribution channels in the tourism industry. They will familiarised with the techniques of advising, conducting sales and developing customers' loyalty, how to analyse different tools and sources of distribution such as brochures. T end of module, the students will have to apply their knowledge by designing the appropriate tools to distribute/market tour packages.
Tourism &	LAW60103	This module deals with the teaching and understanding of the

Hospitality Law		legal principles and rules governing the hospitality sector, tourism industry and the tourism development. A brief introduction of the Malaysian legal system with an interpretation of the court structure and procedure. The class will cover the understanding and definition of the hospitality and catering legislation and also the travel and tourism legislation. By way of understanding these legal interpretations of the legislation, students will understand the proceedings and process of tourism development regulations which involve town planning and tourist area regulations. Besides that, students will be guided on the definition and meanings of hospitality and tourism contracts which will involve licensing, franchising and also management contract between two or more individual in carrying out the business in the hospitality and tourism industry.
Research Methodology	RES60104	This course will introduce students to the use of research in hospitality and tourism studies. It exposes students to formulation of hypothesis, design of sampling methods, and formulation of research questions. Students will also learn to organize their research to communicate better to readers.
French 1 -Basic	FRE60102	This course is designed to give a basic foundation in French. Students develop appropriate learning tools enabling them to expand both vocabulary and syntax. This knowledge is articulated into know how using reading, writing, speaking and listening skills. Hence, this dimension combines behavioural communication and meta-cognitive approach to the language. Language acts are reproduced with an emphasis on hospitality environment. Lastly civilization elements are introduced throughout the subject.
Socio-anthropology of Tourism	TOU60703	This course introduces students to the tourism phenomenon from the anthropological and sociological perspectives. Students will familiarise with the research methodologies proper to social sciences and be able to apply these to the tourism phenomenon. This subject also exposes students to different cultural contexts that will widen their knowledge and enable them to manage tourism businesses effectively by understanding the importance of social and cultural impacts in tourism.
Contemporary Issues in Tourism and Events	TOU60903	The subject will allow the students to conceptualize issues and their effects. The subject will also enable them to mobilise the appropriate methods to measure and assess their effects on tourism industry. Students will be equipped to evaluate the different trends, issues and crisis.

Bachelor of International Hospitality Management (Hons)
MODULE REGISTRATION

Recommended Modules block for BH (take at least 5)

Module Code	Module Title	Total SLT	Credits	Tick
HRM60103	Hospitality Human Resource Management	120	3.0	
ECN60103	Tourism Economics	120	3.0	
MGT60202	Revenue Management	80	2.0	
FRE60202	French 2 -Intermediate	80	2.0	
MGT60103	Service Quality Management	120	3.0	
MGT60102	Intercultural Management	80	2.0	

Alternate Modules (take between 0 and 2)

Module Code	Module Title	Total SLT	Credits	tick
LAW60103	Tourism & Hospitality Law	120	3.0	
FRE60102	French 1 -Basic	80	2.0	
MKT60604	Integrated Marketing Communication	160	4.0	
BAR60103	Oenology	120	3.0	

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Approved By	Date:
Faculty of Hospitality, Food & Leisure Management	

****Final module offered is subject to availability***

MODULE SYNOPSIS

Module title	Code	Synopsis
Hospitality Human Resource Management	HRM60103	<p>This module helps students develop an understanding of the fundamentals of human resource management. It explores the central, strategic role that human resource plays in making organisations more competitive. Students will be exposed to the human resource concepts, functions and practices including recruitment and selection, training and development, compensation and benefits, performance management, employee rights, health and safety, industrial relations and trade unions.</p>
Tourism Economics	ECN60103	<p>The specifications in tourism economics should encourage students to be inspired, moved and changed by following a broad, coherent, satisfying and worthwhile course of study and gain an insight into related sectors. It should prepare students to make informed decisions. This subject covers issues within microeconomics and macroeconomics. Students will consider the basic economic problem and how it affects the allocation of resources in competitive markets. The subject will cover how price is determined through the forces of demand and supply and how tourism firms compete in the market. The subject also covers the issues firms face: costs, revenues, profits, growth and productivity. It considers the impact that such factors have upon a business operating in a competitive market.</p> <p>Within the macroeconomics specification students will consider three of the main variables in the economy and how these are influenced by government policy. It covers the expenditure and revenue of government, including taxes, and the effects that these have on the economy. The subject will also cover the reasons for tourism international trade, exchange rate including the impacts of changes in the value on tourism activity. Globalisation and its implications on tourism sector, at a local, national and global level are discussed.</p>
Revenue Management	MGT60202	<p>The discipline of revenue management combines data and operations research with strategy and understanding of today's customer. The study of revenue management must be analytical and detail orientated, yet capable of thinking strategically and managing the relationship with sales.</p> <p>This subject deals with the learning and understanding of the principles and elements of revenue management. Students will be exposed to the implementation of revenue management strategies. It also covers the area of market and performance analysis to allow students to assess the situation</p>

		and to develop a suitable approach to better maximize an organisation's revenue.
French 2 - Intermediate	FRE60202	Reinforces basic French skills. Introduces and develop intermediate French skills. Emphasis is given to build the students' language ability in reading and writing (use of authentic documents) and in speaking and listening. Interactive activities are crucial for the success of the learning.
Service Quality Management	MGT60103	<p>The module will focus on the different concepts and dimensions of service quality management. The subject would comprise of the factors that impact service quality in tourism and hospitality management related businesses, the role of service providers and the method of service measuring quality.</p> <p>This subject would present an integrated view embracing both theory and practise. It covers the fundamentals theory, which is applied in the practical situation in hospitality environment, which includes the application of PDCA cycle, fish bone diagram, pareto chart, cause and effect diagram, quality control chart and re-engineering process.</p> <p>The class will cover the understanding of service quality management in tourism, hospitality and catering operational activities. By way of understanding these operational activities, students will understand the standard operating procedures and process of hospitality management and tourism management which involve hospitality industries structural division which involve customer behavior and customer satisfaction.</p>
Intercultural Management	MGT60102	The course examines the complex challenges that culture poses in international business today. Among the topics covered are: culture's influence on conducting global business, cultural values and management communication styles, managing multicultural teams, building trust across cultures, international negotiations, and conflict resolution.
Tourism & Hospitality Law	LAW60103	<p>This class deals with the teaching and understanding of the legal principles and rules governing the hospitality sector, tourism industry and the tourism development. A brief introduction of the Malaysian legal system with an interpretation of the court structure and procedure. The class will cover the understanding and definition of the hospitality and catering legislation and also the travel and tourism legislation.</p> <p>By way of understanding these legal interpretations of the legislation, students will understand the proceedings and process of tourism development regulations which involve</p>

		<p>town planning and tourist area regulations.</p> <p>Besides that, students will be guided on the definition and meanings of hospitality and tourism contracts which will involve licensing, franchising and also management contract between two or more individual in carrying out the business in the hospitality and tourism industry.</p>
French 1 -Basic	FRE60102	<p>This course is designed to give a basic foundation of the French language. Emphasis is given to build their language ability in reading, writing, speaking and listening skills. The basic French component is introduced specifically to help these students who need an integrated introduction to the language. A holistic approach is taken in giving students the basic linguistic ability to satisfy basic communication needs in everyday situations and within the hotel, culinary and tourism industry.</p>
Integrated Marketing Communication	MKT60203	<p>This course deals with marketing communication management from theoretical and practical perspectives. It will expose students to various managerial and strategic decisions relating to advertising, public relations, sales promotions and direct and digital marketing communication. Topics covered will be: the structure of the marketing communication industry, management of the relationship between agency and client, creative communication strategy, media developments, budgeting, international advertising considerations, marketing communication research techniques and ethical issues in marketing communication.</p>
Oenology	BAR60103	<p>Oenology is the science and study of all aspects of wine and winemaking from the grape harvest to bottle. This subject covers topics as varied as wine producing regions, wine tasting, wine and food pairing and wine marketing. Thus, this module will offer a complete overview of the fine wines of the world and fully prepare those entering the foodservice or wine industry to purchase wines and to recommend them to customers with various types of food.</p>