



XIAMEN UNIVERSITY MALAYSIA

廈門大學 馬來西亞分校

PROGRAMME HANDBOOK

BACHELOR OF MANAGEMENT IN HOSPITALITY MANAGEMENT (HONOURS)

ACADEMIC SESSION: 2026/09



Academic Affairs Office

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1. UNIVERSITY VISION AND MISSION

Vision

- Xiamen University Malaysia aspires to become a university with a distinct global outlook, featuring first-class teaching and research, and embracing cultural diversity.

Mission

- To nurture young talents with dignity and wisdom, turning them into fine citizens of the region who will contribute to the prosperity of the people and social progress of Malaysia, China and Southeast Asia.

2. PROGRAMME AIMS

This programme is specifically designed to equip students with the knowledge, competencies, and skills required in management and entrepreneurship for hospitality businesses. It focuses on key areas such as planning, coordinating, organizing, analyzing, and managing hospitality-related information, resources, and operations.

The curriculum emphasizes the practical application of knowledge in areas including marketing, human resources, entrepreneurship, revenue management, leadership and supervision, digital technologies in hospitality, and operations management, all from both local and international perspective. Students are also required to complete a six-week industrial internship, providing valuable work-based learning experience.

The primary aim of this programme is to offer a comprehensive learning pathway that supports the holistic development of students by imparting local and globally relevant knowledge and competencies in hospitality management.

3. PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The PEOs are to produce graduates who are:

PEO1

Possess knowledge and managerial competencies in the field of business and management in line with local and international industry requirements.

PEO2

Professional practitioners who are able to identify digital information practices and use numeracy skills, analyze and solve business problems as well as to develop innovative ideas.

PEO3

Professional practitioners with the skills of leadership, teamwork, interpersonal and communication for workplace and business purposes.

PEO4

Professional practitioners with the skills of leadership, teamwork, interpersonal and communication for workplace and business purposes.

4. PROGRAMME LEARNING OUTCOMES (PLO)

At the end of the programme, graduates will be able to:

PLO1	Knowledge and Understanding	Demonstrate conceptual and theoretical knowledge in the field of business and management.
PLO2	Cognitive Skills	Analyze business and management issues by providing solutions using relevant theories and best practices in-line with the industry requirements.
PLO3	Practical Skills	Perform professional skills using business and management strategies and related solutions.
PLO4	Interpersonal Skills	Demonstrate interpersonal skills for working in teams and interacting with individuals.
PLO5	Communication Skills	Display effective communication skills to teams and individuals.
PLO6	Digital Skills	Identify practices in digital information and technologies in business and management.
PLO7	Numeracy Skills	Use numeracy skills relating to management decision making in the field of business and management.
PLO8	Leadership, Autonomy and Responsibility	Display leadership and teamwork qualities by working effectively from strategic, operational, and technical aspects.
PLO9	Personal Skills	Demonstrate independent and life-long learning commitment within the business and management discipline.
PLO10	Entrepreneurial Skills	Demonstrate innovative entrepreneurial skills to improve and adapt to changing circumstances in the field of business.
PLO11	Ethics and Professionalism	Display ethical and professional conduct in the field of study.

5. EXPECTED AREAS OF GRADUATE EMPLOYMENT

Business development executive, customer service executive, retail officer, recreation executive, hotel manager, restaurant and food service manager, food and beverage manager, event manager, sales and marketing manager, entrepreneur, etc.

6. CURRICULUM STRUCTURE

The minimum requirement for graduation will be **126** credits, with all the components meeting the minimum credit values specified in Table 1.

Table 1: Components of the Programme and its Value

	Course Classification	Credit Value	Percentage (%)
1	Compulsory modules		
	- MPU	12	9.52%
	- General Elective Courses	13	10.32%
2	Common Core	54	42.86%
3	Major Core (Specialisation)	36	28.57%
4	Major Electives	8	6.35%
5	Industrial training/Practicum	3	2.38%
	Total Credit Value	126	100.0%

Compulsory Courses

Compulsory Courses refer to *Mata Pelajaran Pengajian Umum (MPU)*, or General Studies, which is a compulsory component of undergraduate education in Malaysia as mandated by the Ministry of Higher Education (MoHE), as shown in Table 2a below.

MPU aims to develop well-rounded graduates by complementing academic studies with broader knowledge, essential skills, ethical values, and social responsibility. Through courses that promote critical thinking, effective communication, integrity, and community engagement, MPU prepares students to become responsible citizens and lifelong learners in an increasingly interconnected world.

Table 2a: Components of the **Compulsory** Courses and its Value

No.	Name of Course	Course Code	Credit Value	International	Malaysian
U1 (3 courses @ 2 credits per course) Philosophy, Values & History Appreciation					
1	Bahasa Melayu Komunikasi 2	MPU1012	2	√	-
2	Integriti dan Antirasuah (Integrity and Anti-Corruption)	MPU1022	2	√	√
3	Aspirasi Negara Bangsa (Malaysian Nation-State Aspiration)	MPU1032	2	-	√
4	Falsafah dan Cabaran Semasa	MPU1042	2	-	√
5	Citra Malaysia (Malaysian Citra)	MPU1052	2	√	-
U2 (1 course @ 2 credits) Soft Skills					
6	Bahasa Kebangsaan A	MPU2012	2	-	1. Fail Bahasa Melayu SPM OR 2. Scored below C/ without credit in Bahasa Melayu SPM
7	Writing for Professional Purposes	MPU2022	2	√	1. Malaysian students with a credit in BM at SPM OR 2. Took and Passed Bahasa Kebangsaan A in diploma level MUST take Writing for Professional Purposes.
U3 (1 course @ 2 credits) Knowledge About Malaysia					
8	Artificial Intelligence and Malaysia's Digital Economy	MPU3012	2	√	√
U4 (1 course @ 2 credits) Practical Course (Community Service, Motivational, Co-curriculum)					
9	Community Service	MPU4012	2	√	√
Total Credit Value (Compulsory Courses)			12		

General Elective Courses

General Elective Courses refer to courses designed to give students options beyond their major-related courses in order to diversify their scope of knowledge.

Students in Business field can choose courses they are interested in from Group I (Arts), Group III (Science) and Group IV (Artificial Intelligence) as shown in Table 2b. Students in Hospitality Management shall achieve at least a total of 13 credits with each group meets the minimum requirement of 1 course.

Table 2b: Components of the **General Elective** Courses and its Value

No.	Name of Course	Course Code	Credit Value	Remarks
Group I (Arts)				
	Group I comprises general elective courses in the field of Arts such as <i>Art Appreciation, Basic Korean Language, and Communication Skills for Job Search.</i>	G01XX/ G1XXX		Minimum 1 course
Group III (Science)				
	Group III comprises general elective courses in the field of Science such as <i>Environmental Problems and Environmental Awareness, A Brief History of Astronomy, and Introduction to Chinese Medicine.</i>	G03XX		Minimum 1 course
Group IV (Artificial Intelligence)				
	Group IV comprises general elective courses in the field of Artificial Intelligence , comprising: • Discipline-based (Compulsory): AI for Business • General (Optional)	G0406 G04XX	3	Minimum 1 course
Total Credit Value (General Elective Courses)			13	

*Note: The courses listed are provided as examples for reference only. The actual general elective courses offered may vary each semester. Students should refer to the **General Elective Course Library** for the list of general elective courses available in a particular semester.*

Major Core Courses

Major Core Courses refer to courses designed to meet the core educational objectives; each major has its own features.

Table 2c: Components of the **Common Core** Courses and its Value

No.	Name of Course	Course Code	Credit Value
1	Principles of Economics	SEM1011	4
2	Principles of Finance	SEM202	4
3	Principles of Accounting	SEM103	4
4	Principles of Marketing	SEM109	4
5	Principles of Management	SEM106	4
6	Business Communication	IBU308	4
7	Principles of Information Systems	ECM101	2
8	Strategic Management	SEM301	4
9	Organizational Behaviour	SEM209	4
10	Research Methodology	SEM208	4
11	Human Resource Management	SEM307	4
12	Operations Management	SEM204	4
13	Business Ethics	SEM302	4
14	Fundamentals of Entrepreneurship	SEM2011	4
Total Credit Value (Common Core Courses)			54

Table 2d: Components of the **Major Core Courses** and its Value

No.	Name of Course	Course Code	Credit Value
1	Introduction to Hospitality and Tourism	HMT201	4
2	Smart Technology in Hospitality and Tourism	HMT202	4
3	Accommodation Management	HMT203	4
4	Services Marketing	HMT204	4
5	Hospitality Revenue Management	HMT205	4
6	Food and Beverage Management	HMT301	4
7	MICE Management	HMT302	4
8	Contemporary Issues in Hospitality and Tourism	HMT303	4
9	Thesis	HMT312	4
Total Credit Value (Major Core Courses)			36

Table 2e: Components of the **Industrial Training** and its Value

No.	Name of Course	Course Code	Credit Value
1	Industrial Training	HMT311	3
Total Credit Value (Industrial Training)			3

Major Elective Courses (courses marked with asterisk*)

Major Elective Courses refer to courses designed to help students to identify their interested field or direction within the major, which enable them to be better prepared for their careers pathways.

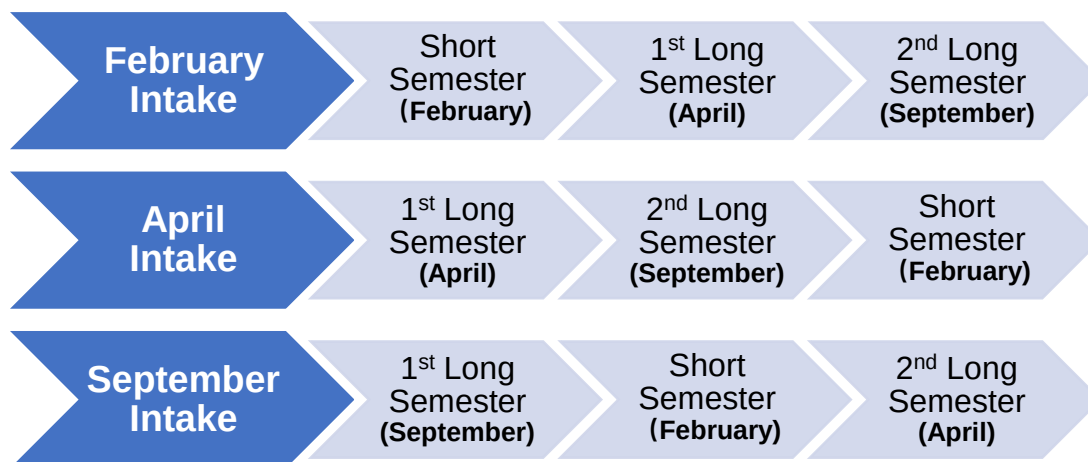
For major elective courses, students are required to choose designated courses based on table below:

Table 2f: Components of the **Major Elective** Courses and its Value

No.	Name of Course	Course Code	Credit Value	Remarks
1	Business Analytics and Data Mining	ECM301*	4	To select 2 out of 6 from Table 2f list (8 credits)
2	Cross-border Mergers and Acquisitions	IBU210*	4	
3	International Business	IBU307*	4	
4	Digital Marketing	SEM304*	4	
5	Introduction to Digital Economy	SEM306*	4	
6	Consumer Behavior	IBU303*	4	
Total Credit Value (Major Elective Courses)			8	

7. LIST OF COURSES OFFERED FOR EACH ACADEMIC YEAR

There are three (3) semesters in each academic year: two (2) long semesters and one (1) short semester. The sequence of course registration varies according to the intake:



Students should be aware that the total number of credits shall not exceed **20** for long semester and **7** for a short semester.

It is important to note that the arrangement of courses for each academic year listed below is subject to change based on programme needs or institutional requirements.

Year	Semester	Course Name	Course Code	Classification	Credit
Year 1	1 st Long Semester	Principles of Economics	SEM1011	Common Core	4
		Principles of Information Systems	ECM101	Common Core	2
		Principles of Accounting	SEM103	Common Core	4
		Bahasa Melayu Komunikasi 2 / Aspirasi Negara Bangsa	MPU1012 / MPU1032	Compulsory	2
		Citra Malaysia (Malaysian Citra) / Falsafah dan Cabaran Semasa	MPU1052 / MPU1042	Compulsory	2
		General Elective Course (Select from Table 2b)	Gxxxx	General Elective	2
		General Elective Course (Select from Table 2b)	Gxxxx	General Elective	2
		Total Credit Value			18
	2 nd Long Semester	Principles of Finance	SEM202	Common Core	4
		Principles of Marketing	SEM109	Common Core	4
		Principles of Management	SEM106	Common Core	4
		Integrity and Anti-corruption	MPU1022	Compulsory	2
		Bahasa Kebangsaan A	MPU2012	Compulsory	2
		Writing for Professional Purposes	MPU2022	Compulsory	
		General Elective Course (Select from Table 2b)	Gxxxx	General Elective	2
		Total Credit Value			18

Year	Semester	Course Name	Course Code	Classification	Credit	
	Short Semester	Artificial Intelligence and Malaysia's Digital Economy	MPU3012	Compulsory	2	
		General Elective Course (Select from Table 2b)	Gxxxx	General Elective	2	
		General Elective Course (Select from Table 2b)	Gxxxx	General Elective	2	
		Total Credit Value			6	
Year 2	1 st Long Semester	Introduction to Hospitality and Tourism	HMT201	Major Core	4	
		Organizational Behaviour	SEM209	Common Core	4	
		Smart Technology in Hospitality and Tourism	HMT202	Major Core	4	
		Accommodation Management	HMT203	Major Core	4	
		Business Communication	IBU308	Common Core	4	
		Total Credit Value			20	
	2 nd Long Semester	Fundamentals of Entrepreneurship	SEM2011	Common Core	4	
		Services Marketing	HMT204	Major Core	4	
		Strategic Management	SEM301	Common Core	4	
		Hospitality Revenue Management	HMT205	Major Core	4	
		Operations Management	SEM204	Common Core	4	
		Total Credit Value			20	
	Short Semester	Community Service	MPU4012	Compulsory	2	
		General Elective Course (Table 2b-Group IV Compulsory)	Gxxxx	General Elective	3	
		Total Credit Value			5	
	Year 3	1 st Long Semester	Research Methodology	SEM208	Common Core	4
			Food and Beverage Management	HMT301	Major Core	4
			MICE Management	HMT302	Major Core	4
			Business Ethics	SEM302	Common Core	4
Human Resource Management			SEM307	Common Core	4	
Total Credit Value			20			
2 nd Long Semester		Thesis	HMT312	Major Core	4	
		Contemporary Issues in Hospitality and Tourism	HMT303	Major Core	4	
		Student to select 2 major electives below				
		Business Analytics and Data Mining	ECM301*	Major Elective	4	
		International Business	IBU210*	Major Elective	4	
		Cross-border Mergers and Acquisitions	IBU307*	Major Elective	4	
		Digital Marketing	SEM304*	Major Elective	4	
		Introduction to Digital Economy	SEM306*	Major Elective	4	
		Consumer Behavior	IBU303*	Major Elective	4	
Total Credit Value			16			
Short Semester		Industrial Training	HMT311	Ind. Training	3	
		Total Credit Value			3	
Grand Total					126	

8. PREREQUISITE COURSES

A prerequisite is a course that must be completed before taking a more advanced course.

Course Code	Course Name	Prerequisites
HMT311	Industrial Training	1. Obtained minimum CGPA of 2.00/4.00; 2. Completed at least 65% of total credit hours for 04/09 intake; 3. Completed at least 57% of total credit hours for 02 intake
HMT312	Thesis	SEM208 Research Methodology

9. IMPORTANT NOTE

Threshold Requirement

A grade threshold refers to the minimum number of marks that a student needs to obtain in a particular component of the course.

Hospitality Management students must obtain a threshold mark of 40 in all assessment components, including the final examination, and an overall mark of 55 or above to pass a core / major / elective course.

Note: The above information is subject to change as new information becomes available in accordance with the guiding standards and requirements set by relevant authorities.

Additional Requirement

China students of September 2017 intake and onward need to complete their 4-year studies for the following programmes:

- Bachelor of Economics in Finance (Honours)
- Bachelor of Management in Accounting (Honours)
- Bachelor of Management in International Business (Honours)
- Bachelor of Management in E-commerce (Honours)
- Bachelor of Management in Hospitality Management (Honours)
- Bachelor of Arts in Advertising (Honours)
- Bachelor of Arts in Journalism (Honours)
- Bachelor of Arts in Communication (Honours)
- Bachelor of Arts in Chinese Studies (Honours)
- Bachelor of Arts (Honours) in English Language and Literature
- Bachelor of Science in Mathematics and Applied Mathematics (Honours)