



BACHELOR OF MANAGEMENT IN HOSPITALITY MANAGEMENT (HONOURS)

[N/0414/6/0379] 07/30 [MQA/PA18226]

DURATION

3 years

INTAKE

February/April/September

MEDIUM OF INSTRUCTION

English

ABOUT THE PROGRAMME

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, organising, analysing, and managing hospitality-related information, resources, and operations.

The curriculum emphasises 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 a 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 locally and globally relevant knowledge and competencies in hospitality management.



PROGRAMME HIGHLIGHTS

- Global approach to business trends, standards, and management practices to prepare students for local and international hospitality careers.
- Hands-on training through case studies, simulations, projects, and seminars integrated throughout the programme.
- Courses designed to develop managerial, leadership, and entrepreneurial competencies essential for business growth and innovation.



CAREER OPPORTUNITIES

Graduates of this programme will be well equipped to pursue careers in both local and international organisations, in areas such as:

- Hotel Management
- Food and Beverage Management
- Event Planning and Management
- Customer Service Management
- Business Development

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ENTRY REQUIREMENTS

STPM	A pass in STPM with at least a Grade C (GP 2.0) in any 2 subjects
A-LEVEL	A pass in A-Level with at least a Grade D in any 2 subjects
UEC	A pass in UEC with at least a Grade B in 5 subjects
Foundation/Matriculation	A pass in Foundation/Matriculation with at least CGPA 2.0 out of 4.0
Diploma	A pass in Diploma with at least CGPA 2.0 out of 4.0
AND	Mathematics and English Language - a pass in SPM or a Grade C7 in UEC or the equivalent

*For other equivalent qualifications, please consult our programme counsellor

MAIN COURSES

YEAR 1

Common Core Courses

- Principles of Economics
- Principles of Finance
- Principles of Accounting
- Principles of Marketing
- Principles of Management
- Principles of Information Systems

YEAR 2

Common Core Courses

- Business Communication
- Strategic Management
- Organizational Behaviour
- Operations Management
- Fundamentals of Entrepreneurship

Major Core Courses

- Introduction to Hospitality and Tourism
- Services Marketing
- Accommodation Management
- Smart Technology in Hospitality and Tourism
- Hospitality Revenue Management

YEAR 3

Common Core Courses

- Research Methodology
- Human Resource Management
- Business Ethics

Major Core Courses

- Food and Beverage Management
- MICE Management
- Contemporary Issues in Hospitality and Tourism
- Thesis
- Industrial Training

Major Elective Courses (Choose any 2)

- Business Analytics and Data Mining
- Cross-border Mergers and Acquisitions
- International Business
- Digital Marketing
- Introduction to Digital Economy
- Consumer Behavior

XIAMEN UNIVERSITY MALAYSIA DULN009(B)

TEL : +603 7610 2079

E-MAIL : enquiry@xmu.edu.my

WEBSITE : www.xmu.edu.my

CAMPUS ADDRESS : Jalan Sunsuria, Bandar Sunsuria, 43900 Sepang, Selangor Darul Ehsan, Malaysia



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September 2025