

COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (BBA)

TOURISM AND HOSPITALITY MANAGEMENT (THM)

THM 4001: Introduction to Tourism and Hospitality Industry

Pre-requisite: BBA 3127

This course provides a theoretical and conceptual introduction to the tourism and hotel industry and studies. Career choice is the most essential management decision you will ever make from your point of view. The knowledge learners gain from this course will be relevant to all units in this qualification. Learners will develop an overview of the importance of the hospitality industry within the economy in terms of its scale and diversity. They will investigate the hospitality industry and develop an understanding of businesses that provide accommodation, catering, and related services. Learners will explore the diverse types of ownership, goods, services, and customer types and will develop an understanding of trends within the industry. The course allows learners to explore the internal structure of hospitality businesses. They will learn about the operational areas, staffing structures, hierarchies, and job roles within the various parts.

THM 4002: Tourism and Hospitality Marketing

Pre-requisite: BBA 3127

This course aims to apply marketing principles to tourism and hospitality products and services. The course also examines the relationship between the motivations and behavior of tourism and hospitality consumers and the distribution and delivery of tourism and hospitality products and services. In addition, the course covers purchase decisions as applied to tourism and hospitality products and services, factors influencing the decision-making process, the role of information and communications technology in tourism and hospitality marketing, and electronic communication and distribution strategies.

THM 4003: Housekeeping Management

Pre-requisite: BBA 3127

This course aims to demonstrate the need to integrate various planning approaches in the development of the housekeeping department and to examine different areas of housekeeping management. Emphasis is given to essential elements of housekeeping procedure and maintenance and operations.

THM 4004: Recreation Management

Pre-requisite: BBA 3127

This course introduces the nature and scope of leisure and the influence of leisure pursuits on personal and social growth. This course examines the relationships between personal leisure lifestyle behaviors and wellness. It also investigates the contributions of play, leisure, and recreation to individuals' and groups' social, psychological, and economic well-being, incorporating local, regional, national, and international perspectives. Finally, this course introduces the recreational use of outdoor/natural areas, both past and present, that create changing patterns of use, including an overview of human, animal, and technological impacts on outdoor recreation resources.

THM 4005: Tourism and Hospitality Law

Pre-requisite: BBA 3127

This course introduces the students to the core principles and practices of laws impacting the hospitality industry. Topics include An Introduction to Law, Court Systems, Civil Rights Law, Employment Law, Contracts, Torts, Regulations Governing the Sale of Food and Alcohol, Responsibility for Guests' Property, Legal Rights of Innkeepers and Restaurateurs, and Casino Law.

THM 4006: Travel Agency and Tour Operation Management

Pre-requisite: BBA 3127

This course will demonstrate the need to integrate various planning approaches in developing travel agencies and tour operations. It also examines the rules and regulations of different tourist locations. Emphasis is given to economic/market, physical/environmental, community, and travel associations. This course also aims to develop and update tourism industry knowledge, standard transport and vehicle rules, rent-a-car operation system, work with colleagues and customers, work in a socially

diverse environment that deals with conflict situations, follow health, safety, and security procedures, and prepare and present tour commentaries.

THM 4007: Event and MICE (Meeting, Incentives, Convention, and Exhibitions) Management

Pre-requisite: BBA 3127

Event and MICE Management will give students an overview of the MICE (Meetings, Incentives, Conventions, and Exhibitions) industry. It focuses on the principles, practices, and critical success factors of meetings, incentives, travel, conventions, and exhibitions. Emphasis will be placed on evaluating needs and the management processes to ensure the successful organization of such events. Students learn in a 100% digital environment from the get-go of this bachelor's program. To facilitate a successful learning experience, students will have access to the University's Virtual Campus, Face-to-face and online tutorials with teachers, and practical sessions focused on event and travel program management.

THM 4008: Airline Reservation and Ticketing

Pre-requisite: BBA 3127

This course studies domestic and international airline history and ticketing. The impacts of world events (terrorism, consolidation, and economics) on the airline industry are analyzed. Creating passenger name records, inquiries into seat availability, airline schedules, airfares, and reservations are executed through computer simulation. Students learn industry-specific terms and jargon airlines, travel agents, and tour operators use. Finally, current events in the airline industry are discussed.

THM 4009: Food and Beverage Service Management

Pre-requisite: BBA 3127

To introduce students to the core principles and practices of Food and beverage service systems, which optimize food production facilities' managerial and operational efficiency. Topics include an introduction to food production, the menu as a core management tool, food commodities, recipe development and standard recipes, food production systems, evaluation methods of food production, storage and inventory control, kitchen-to-table food supplies, and time reduction.

THM 4010: Destination Planning and Development

Pre-requisite: BBA 3127

This course aims to demonstrate the need to integrate various planning approaches in tourism development and examine the planning and development of tourism for different destinations. It also emphasizes tourism planning, such as tourism development and sustainable tourism impacts. Emphasis is given to economic/market, physical/environmental, community, and integrated approaches to tourism planning. Planning and development issues at national, regional, and local levels and for urban and rural destinations are also examined.

THM 4011: Hospitality Management

Pre-requisite: BBA 3127

This course provides a theoretical and conceptual introduction to the tourism and hotel industry and studies. Your career choice is the most essential management decision you will ever make from your point of view. The knowledge learners gain from this course will be relevant to all units in this qualification. Learners will develop an overview of the importance of the hospitality industry within the economy in terms of its scale and diversity. They will investigate the hospitality industry and develop an understanding of businesses that provide accommodation, catering, and related services. Learners will explore the diverse types of ownership, products, services, and customer types and will develop an understanding of trends within the industry. The course allows learners to explore the internal structure of hospitality businesses. They will learn about the operational areas, staffing structures, hierarchies, and job roles within the various parts.

MKT 4001: Consumer Behavior

Pre-requisite: BBA 3127

To be successful in marketing a product or service, the marketer needs to understand and evaluate the behavior of the consumers - the purchase of any product or service by the consumer results from the complex purchase decision process. The consumer behavior course will enable the students to understand theories, concepts, and environmental and individual influences that determine the

consumer's purchase decisions. So, this consumer behavior course is essential to develop the students' marketing skills and expertise. In addition, this course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology, motivation, and economics. Emphasis will be on how internal and external influences shape behavior.

MKT 4004: Services Marketing

Pre-requisite: BBA 3127

This course examines the marketing strategies for intangible products organizations and individuals offer. The organization's effectiveness and efficiency regarding services, the control of service standards, and the consumers' satisfaction level are described in the course. This course focuses on the nature and characteristics of the market and consumer behavior for various services, structures, and development of institutions involved in selling services, e.g., financial institutions, banks, insurance companies, transportation firms, hotels, and various travel and tour industry agencies.

MKT 4011: Marketing Strategy

Pre-requisite: BBA 3127

Marketing strategy is based on one simple but powerful premise. As a practice, Marketing strategy differs from other forms of marketing in that it recognizes the long-term value of marketing efforts and organizational success and extends communication beyond intrusive advertising and sales promotional messages. Marketing strategy is a broadly recognized, widely implemented strategy for managing and nurturing a company's business interactions with clients and sales prospects. Marketing strategies are the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. As a result, marketing strategy aims to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation.

MKT 4012: Marketing Research

Pre-requisite: BBA 3127

The course deals with planning, collecting, organizing, interpreting, and presenting marketing information to aid decision-makers. These include the strategic role of marketing research, managerial issues in the research process, qualitative and quantitative research designs, data analysis methods, and the future of marketing research.