



COURSE DESCRIPTION

CORE BUSINESS AND MANAGEMENT EDUCATION COURSES (6)					
CBME1	Operations Management (TQM)	3	3		This course provides a solid understanding of the role of operations in an organization. It provides understanding of the set of activities that creates value in the form of goods and services by transforming inputs into outputs. It lets students understand the production activities that goes on in the organization, whether the end product is a good or service. This will also help students understand how OM affects society and life.
CBME2	Strategic Management	3	3		This course is all about the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objectives. Strategic management focuses on integrating management, marketing, finance and accounting, production and operations, research and development, and computer information systems to achieve organizational success. This course also covers strategy formulation, implementation, and evaluation, with strategy planning referring only to a strategy formulation. This course instills the purpose of creating new and different opportunities and exploiting them.
TOURISM AND HOSPITALITY CORE(30)					
THC1	Philippine Culture and Tourism Geography	3	3		This course presents comprehensive coverage of the major tourist destinations in the Philippines. Major discussions focus on political structures and subdivisions, geographical characteristics, major attraction, gastronomy, and the culture and traditions of the potentials of the tourism industry of the Philippines. Students will also have comprehensive knowledge about the mechanism, logistics, operations and management of the tourism network system in the Philippines with its inherent physical and cultural resources as seen in the various provinces of the country.
THC2	Risk Management as Applied to Safety, Security and Sanitation	3	3		The student will develop knowledge, skills, and values on the basic principles of personal hygiene, food safety, and sanitation as applied in tourism and tourism and hospitality industry. Topics include the following: compliance with workplace hygiene procedures, establishment and maintenance of a safe and secure workplace, implementation of occupational health and safety procedures, and performing basic first aid procedures.



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THC3	Quality Service Management in Tourism	3	3	<p>This course aims to help students recognize and assess quality management processes in a hospitality and tourism-related organization and to evaluate departmental process and planning strategies.</p> <p>Topics include concepts and terminologies of TQM: definition, common element and terminology, bridging the gap between vision and reality, constructive and critical personal reflection, proposed quality, self-assessment and peer assessment, seeking practical feedback for supervisors and continuing improvement, and developing a personal management philosophy and personal development plan.</p>
THC4	Legal Aspects in Tourism and Hospitality	3	3	<p>The tourism and hospitality industry operates within a comprehensive domestic, international, legal, and regulatory framework. This course examines this framework and covers the key principles of law applicable to hospitality, tourism, and related industries. Various legislations on business organization and several international law issues such as consumer protection, product and service liability, employment, and law access to the natural environment will be covered.</p> <p>Topics include national and international regulation of the travel and hospitality industry, consumer contracts law, the law of carriers and inns, the duties of travel operators and agents, travel insurance law, the law of bailment, the responsibilities of travel agents and tour operators, hotel management law, liquor licensing law, catering law, gaming law, marketing law, consumer rights and complaints, the law regulating payments (including international credit card payments), the finance of carriers and inns, and criminal and civil liability of people working in the travel and tourism industry.</p> <p>This course also examines the law regulating the issuance of visa and travel documentation and considers the liability of the operators, agents, carriers and government instrumentalities in relation to health and safety issues (including acts of terrorism).</p>
THC5	Macro Perspective of Tourism and Hospitality	3	3	<p>This course is designed to give a clear and holistic overview of tourism and hospitality as an ecosystem and goes beyond the usual closed concept of tourism. It introduces the concepts and terms that are common throughout the different sectors. It also intends to develop, update, and maintain local knowledge as well as tourism industry</p>



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					knowledge. It shows the structure and scope of tourism as well as the impact of tourism as an industry in relation to the international economy and society. It also illustrates the effects of the convergence of tourism with the other local industries and let the students appreciate its multiplier effect in various fronts. It discusses the major factors that influence the history and future of tourism to the Philippines and to the world. It also introduces the sustainable goals of tourism and discusses how to develop protective environments for children in tourism destinations, to observe and perform risk mitigation activities, etc. The students will also learn to appreciate the key global organizations and the roles they play in influencing and monitoring tourism trends.
THC6	Professional Development and Applied Ethics	3	3		This course describes the skills, knowledge, and performance outcomes required to develop the ability of students to become professionals in their field by understanding the ideas of improving one's personality and ways on how they will be valued in the business industry by means of presenting their ideas like company meetings, professional networking, and interviews and through proposals of services considering the proper collaboration with their associates and portraying professional business ethics. It also teaches writing skills and emphasizes in verbal communication and preparation of plans that requires them to research career options and company potentiality and stability to develop a strong and effective career pathway.
THC7	Multicultural Diversity in Workplace for the Tourism Professional	3	3		This course describes the skills, knowledge, and performance outcomes required to manage multicultural diversity in workplace that covers the organization's diversity policy, encouraging diversity within work teams and upholding the benefits of a diverse workplace. It should also develop communication skills from a range of social and cultural groups with respect and sensitivity and to address cross-cultural misunderstandings if ever such issues may arise. The end goal is for the student to be equipped with social awareness and diverse understanding when serving customers and working with colleagues.
THC8	Tourism and Hospitality Marketing	3	3		This course will equip students with the necessary skills to develop actual marketing campaigns for a business within the tourism and hospitality industry. Emphasis is on the analysis of the market, its competition and its product, preparation of a financial budget, and the development of short-term and long-range strategies to achieve desired



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					profit through effective advertising, sales, and an effective public relations plan.
THC9	Micro Perspective of Tourism and Hospitality	3	3		This course will cover the workings, operations and the integrative activities of major stakeholders in the tourism and hospitality industry. The student will also gain knowledge in managing and marketing a service-oriented business organization. Apart from the scope and structure of travel organizations, it provides an in-depth study of the nature and structure of travel organizations, distinctive characteristics of each sector of the entire tourism industry focusing on the management, and organization and planning of specific business strategies for the various entities in the local setting. This will also involve the analysis of the possible impacts of external factors and trends on the different tourism industry sectors and specific types of businesses. It will also look into client profiling such as travel motivations and influences as it relates to aligning strategic and tactical solutions to the businesses. The course also identifies the employment opportunities available in each sector and the corresponding qualifications for the job.
THC10	Entrepreneurship in Tourism and Hospitality	3	3		This course describes the skills, knowledge, and performance outcomes required to plan and develop a feasible business plan by understanding the nature and scope of entrepreneurship, scanning the market of potential entrepreneurial venture opportunities, and identifying and evaluating the methods of venturing into business including (but not limited to) starting one's own business, buying existing businesses and the process of franchising. It also emphasizes the assessment of the possible characteristics and mindset of entrepreneurs, the analyzation of typical entrepreneurial venture challenges, errors, and rewards, the identification of effective strategic management, the development of product and service innovations, and the introduction of concepts of environmentally sustainable practices, social entrepreneurship, and intellectual property management.
PROFESSIONAL COURSES (30)					
HPC 1	Kitchen Essentials and Basic Food Preparation	3	1	2	This course establishes theoretical knowledge and demonstrates practical skills in basic culinary tasks, basic food preparation, and food presentation in a commercial establishment. Topics will include the following:



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					<ul style="list-style-type: none"> • Application of basic techniques of commercial cookery • Application of standard safety procedures for handling foodstuffs • Clean and maintain kitchen equipment and utensils • Organize and prepare food products and meals • Prepare and store food in a safe and hygienic manner • Receive and securely store in-coming goods • Establish and maintain quality control in food production • Identify, prepare and portion various meats; and salads • Prepare soups, stock and sauces • Prepare vegetables, eggs and farinaceous dishes • Present and display food products.
HPC 2	Fundamentals in Food Service Operations	3	2	1	<p>This course aims to inculcate the necessary knowledge, develop various skills, and cultivate the proper attitudes needed for the delivery of quality service of food and beverage operations in hotels and restaurants. Topics include the following:</p> <ul style="list-style-type: none"> • Clean and tidy bar and food service areas • Develop and maintain food & beverage product knowledge • Manage the responsible service of alcohol • Prepare and serve cocktails • Manage the responsible service of alcohol • Prepare and serve cocktails • Prepare and serve non-alcoholic beverages • Provide a link between kitchen and service area • Provide advice to patrons on food and beverage services • Provide food and beverage service • Provide a link between kitchen and service area • Provide food and beverage services • Provide room service • Provide silver service • Take food orders and provide courteous table service • Manage intoxicated persons.
HPC 3	Fundamentals in Lodging Operations	3	2	1	<p>This course describes the skills, knowledge, and performance outcomes required to explore and analyze the management and practices of lodging operations and related sales activities in the major operating departments. It will also expose the students on the unique aspect of</p>



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					managing a service-based lodging establishment delivered by diverse employees and understanding of the business and financial operations of the lodging firm. The course introduces the housekeeping department of a hotel and lodging organization, its organizational structure, roles and housekeeping operations, methods and procedures of cleaning operations including linen, uniform and laundry service, general maintenance and decoration of a hotel, safety and sanitation in housekeeping operations, management of operations and recordkeeping, precautionary procedures, guest safety, and hotel assets. Laboratory includes actual exposure in the housekeeping operations.
HPC 4	Applied Business Tools and Techniques	3	2	1	This course describes the skills, knowledge, and performance outcomes required to understand and operate relevant IT systems that are used in the hotel and restaurant industry. Topics covered include folio systems for the front office and POS systems for F&B operations as well as other computer and online systems for various departments such as reservations, finance, housekeeping, marketing, and the public relations unit.
HPC 5	Supply Chain Management in Hospitality Industry	3	3		This course describes the skills, knowledge, and performance outcomes required to understand the basic concepts on managing the complete movement of products or services in a supply chain from the suppliers to the customers. It also emphasizes on identifying the effects of current and future trends in supply chain management and on assessing the processes and performances in a supply chain to optimize processes into a seamless, innovative and most cost - effective way to help companies build a competitive edge.
HPC 6	Introduction to Meetings Incentives, Conferences and Events Management (MICE)	3	2	1	This course examines the principles of conceptualizing, planning, managing, and evaluating meetings, and events and festivals management. Topics include the significance of conventions and events in tourism, event design, project management, methods and evaluation, physical requirements, organizing, promotion, and sponsorship. This is an integration course that applies all the principles of conceptualization or management and foundation tourism and hospitality courses
HPC 7	Ergonomics and Facilities Planning for the Hospitality Industry	3	2	1	This course will develop student's knowledge, skills, and attitudes in ensuring the work environment of the organization fits the industry professional. Topics include:



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					<ul style="list-style-type: none"> ❖ Planning and designing workstations to create efficient and effective workplaces ❖ Selecting workstation furnishings to provide flexibility and adaptability for workers. ❖ Designing lighting for proper illumination on work areas ❖ Creating work areas where noise is controlled for normal operation to be done in the work station.
HPC 8	Foreign Language 1	3	3		This course aims to train students to develop basic conversational skills using a foreign language.
HPC 9	Foreign Language 2 Note: Foreign Language 1 & 2 should be on the same language	3	3		This course aims to train students to develop intermediate conversational skills using a foreign language. Student should be able to understand technical jargons used in the hospitality industry.
HPC 10	Research in Hospitality	3	2	1	This course describes the skills, knowledge, and performance outcomes required to develop a research orientation among students and to acquaint them with fundamentals of research methods like quantitative, qualitative, or mixed methods research approaches that will lead in the encompassing of critical understanding on identifying and assessing ethical issues related to research, the awareness and benefits of research in the field of interest, and its help to their future career, to the society or community, and to the local global environment.
Elective	(15)				
	Fundamentals of Food Science and Technology	3	2	1	This course discusses fundamental biological, chemical, and physical scientific principles associated with the study of foods. Topics include food composition and nutrition, food additives and regulations, food safety and toxicology, food processing, food engineering, food biotechnology, product development, and sensory evaluation.
	Butchery, Fish Mongerie	3	1	2	This course serves as a basis for learning more advanced food preparation techniques and slaughtering of animals and fishes and preparing them for sale as meat. The student learns the science of scratch cookery through small batch assignments. Areas of study include meats, poultry, game, shellfish, and fish. Extensive practice is provided for preparation, presentation, and garnishing of food. Students will be able to understand the quality points of choosing fish and poultry and be able to identify the hygienic methods of receiving and storage of meat, fish, poultry and game based on HACCP rules.
	Garde Manger	3	1	2	This course provides the students a comprehensive study of garde manger and basic baking techniques. This includes the study and



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					preparation of cold dishes, classic and contemporary salads, dressings, appetizers, canapés, vegetable/fruit carvings, and salt dough show pieces. Foundational basic baking techniques are covered.
	Bread and Pastry	3	1	2	This course aims primarily to provide HRM students the necessary skills and relevant knowledge in the production of bankable goods like different types of cakes and various types of pastries. It includes the introduction to basic skills and procedures followed in baking and the important techniques in achieving consistency of the desired product. Discussion and application in preparing cakes, the different methods used, balancing formula, frosting or icing preparation, and assembling and decorating for the presentation purposes are included in the course. Sanitation and precautions in the baking area, including familiarization of the utensils, tools and equipment are discussed.
	Classical French Cuisine	3	1	2	This course enhances the basic skills and knowledge of the students about French cooking. It will provide them an opportunity to create French dishes and to taste and explore the flavors of French cuisine.
	Asian Cuisine	3	1	2	This culinary course introduces knowledge and skills to the students through lectures, demonstrations, and hands-on application of the principles and techniques of Asian Cookery. This includes development of organizational skills, knife, and cleaver dexterity and cooking skills that are particular to Filipino, Chinese, Japanese, Thai, Korean and Vietnamese cuisine.
	Philippine Regional Cuisine	3	1	2	This course deals with the study of preparation and aesthetic presentation of Filipino dishes especially regional specialties. It aims to discover and polarize unique and traditional dishes and their preparations.
	Specialty Cuisine	3	1	2	This course aims to provide adequate knowledge and understanding of the modern processing technologies for the production of specialty food products such as coffee, chocolate beverages, appetizers, meals, and desserts.
	Food Styling and Design	3	1	2	This course enhances the knowledge and skills of the students in the preparation and presentation of food and how to use color, shape, texture, and food compatibility to create an artistic plate that is appetizing and beautiful. It also tackles how to take photos for magazines, restaurants, and catering services and companies.
	Halal Cookery	3	1	2	This course introduces preparation and cooking strategies or techniques used in Halal foods - foods that are allowed to be consumed under Islamic



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					<p>dietary guidelines. Muslim followers cannot consume foods called as Haram (pork or pork by-products, animals that were dead prior to slaughtering, animals not slaughtered properly or not slaughtered in the name of Allah, blood and blood by-products, alcohol, carnivorous animals, birds of prey, land animals without external ears).</p>
	Gastronomy (Food and Culture)	3	3		<p>This course describes the skills and knowledge of students in the preparation of food as related to the culture, the art of preparing and serving rich or delicate and appetizing food, and the style of cooking from particular region and the science of good eating.</p>
	Oenology (making wine and spirits)	3	2	1	<p>This course aims to provide the student knowledge and exposes them to the process of making wine from growing grapes and other fruits used in winemaking to fermentation of wine by introducing oxygen to facilitate yeast growth. This course also provides information about the wine industry, marketing, wine consulting, and hospitality services involving fine wines. Students will not only learn about the different types of grapes used to make wine but will also understand how to "taste" wine, what wine to serve with what foods, and how to differentiate among the many locally and internationally produced wine.</p>
	Introduction to Transport Services (merge all cruise, airline and land)	3	3		<p>This course will give the students an overview knowledge and concepts of air travel, how it is sold to the end user and its management, the basic concept of cruise and ships and other forms of transportation like van, bus, limousines and how they operate. This course also discusses the different aspects of various modes of tourism-related transportation operations, planning and policy.</p>
	Crowd and Crisis Management	3	3		<p>This course will equip the students' knowledge and understanding for the contingency plan, specific duties on board, and how to handle a situation when crises emerge. It also applies to crowd-controlling in an event.</p>
	Recreation and Leisure Management	3	3		<p>This course provides students an appreciation of the other components of hospitality and tourism management as travel trends, developments and operators of resorts, hotels, golf courses, and country club facilities for leisure and recreation.</p>
	Rooms Division Cost Control	3	3		<p>This course presents an understanding of the necessity for controls in rooms division and of the requirement to supervise the operations of a hotel front office and housekeeping.</p>
	Food and Beverage Cost Control	3	3		<p>This course will enable students to develop knowledge, skills, and attitude in food and beverage cost control and to efficiently and</p>



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					effectively plan menus at profitable prices while taking constraints, preparation and other variables affecting food and beverage outlets into consideration.
	Revenue Management	3	3		This course aims to train students to apply knowledge on disciplined analytics that predict consumer behavior at the micro-market level and optimize product availability and price to maximize revenue growth.
	Data Analytics in the Hospitality Industry	3	3		This course emphasizes on the analysis of data and the conversion of information into useful knowledge which could help the students understand the hospitality world better and enable them to make better decisions. It helps them to gather, store, and process data, creating an even stronger motivation for the use of empirical approaches to problem solving. This course seeks to present with a wide range of data analytic techniques and is structured around the broad contours of the different types of data analytics, namely, descriptive, inferential, predictive, and prescriptive.
	Quick Food Service Operations	3	3		This course aims to discuss the basics and trending operations of Quick Service Restaurants (QSRs) or fast food restaurants. Operations and practices among the restaurants like customer service may be compared for analysis and study purposes.
	Franchising (includes case studies)	3	3		This course aims to cover topics and case studies needed to understand franchising and implement the best practices in the development & growth of a franchised business. It tackles the following: <ul style="list-style-type: none"> • The main franchise business models • Advantages and Disadvantages of franchising • Requirements of the Franchising Code of Conduct • Fees and royalties applicable in franchising • Financials and planning • Development of the franchise package
	Industrial / Institutional / Commissary Food Service	3	3		This course seeks to present how the licensed food service establishment provides required services to a mobile food dispensing vehicle (MFDV), commissary's (centralized) unique characteristics of food service, flow of food, form of food purchased from suppliers.



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	Menu Design and Revenue Management	3	3		<p>This course introduces the students to the basics of revenue management in the hotel industry and teaches students how to apply pricing and length-of-stay tools and how to measure the revenue management performance. It is designed to inspire them to shift their thinking about revenue management from a focus on occupancy and average room rate to a focus on revenue per available room (RevPAR).</p> <p>This course teaches them how to accurately forecast guest arrivals at the hotel, examine pricing models in accordance with revenue management principles and to manage overbooking. All of the techniques and practices discussed in this course are applicable to a variety of service management roles. It also focuses on the designing of menus to cope with the trends.</p>
	World Geography and Destinations	3	3		<p>This course entitles the students to examine people, places, and environments at local, regional, national, and international scales from the spatial and ecological perspectives of geography. Students describe the influence of geography on events of the past and present. It also discusses the different destinations in the world. A significant portion of the course centers around the physical processes that shape patterns in the physical environment, the characteristics of major land forms, climates, and ecosystems and their interrelationships</p>
	Rooms Division	3	2	1	<p>This course presents an understanding of the necessity for controls in rooms division and of the requirement to supervise the operations of a hotel front office and housekeeping.</p>
	Culinary Nutrition	3	3		<p>This course relates nutrition to the food service industry by ways of menu planning, studying nutrition deficiencies, diseases, and the retention of nutrients. It covers the basic principles for health conscious cooking.</p>
	Culinary Mathematics	3	3		<p>This course develops students' math skills that are vital to the food service industry. These skills include working with conversions of weights, measuring and calculating food cost, portion costs, labor control, and portion control which are all vital skills in becoming a great chef.</p>
	Bar and Beverage Management	3	2	1	<p>The course introduces beverage in different contexts, including stand-alone bars and taverns, premises incorporated into hotels and</p>



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					restaurants and night clubs. It covers the bar operator's needs and product and equipment knowledge, management skills, marketing skills, and insight into the latest trends. It provides a firm understanding of mixology and covers group sales, negotiations, contracts, computer applications and service methodologies. An understanding of beers, wines, tea, coffee and cocktails will also be included.
	Catering Management	3	3		This course provides students with skills and knowledge required to analyze, interpret, and manage the departmental operation for the food and beverage division of a hospitality establishment.
	Trend and Issues in the Hospitality	3	3		This course concentrates on international and global issues and development in tourism and hospitality. Problems and characteristics specific to the international aspect of the tourism and hospitality industries will be examined. By the end of the course students will develop a comprehensive understanding of the forces influencing international tourism and hospitality.
	Cost Control	3	3		This course enhances the students' knowledge and skills they need to effectively establish and manage a realistic and detailed budget. Through hands-on exercises, they will learn to develop an integrated budget while monitoring project performance during execution and assessment of resource needs and availability.
	Front Office Operation	3	2	1	This course is designed to provide students with the knowledge, skills, and attitudes to perform front office and reception duties and be qualified as a Front Office Attendant in any lodging establishment.
	Housekeeping Operations	3	2	1	This course is designed to provide students with the knowledge, skills, and attitudes to perform housekeeping duties and be qualified as housekeeping attendant.
	Food and Beverage Service	3	2	1	This course provides students with the knowledge, skills, and attitude necessary to perform the duties, tasks, and steps required of food and beverage service attendant in the various food and beverage outlets.
	Culinary Fundamentals	3	2	1	This course is an introduction to culinary fundamentals and techniques for basic food preparation is learned and experienced. Culinary arts basics and foundations, including classic knife cuts, mother sauces, soups, basic cooking methods, terminology, equipment, measurements, culinary math and ingredients is covered.
	Food and Beverage Operations	3	2	1	This course introduces the students to the operations of the food and beverage department, the functions of the personnel as well, how do they coordinate with the other departments for a smooth flow of functions



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					especially during events. This course provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests.
	Sustainable Hospitality	3	3		This course offers a unique opportunity to learn the strategies and tactics for sustainable hotel and restaurant operations. The course will discuss a broad range of triple-bottom-line issues and solutions that every hospitality operation can implement in areas including energy, water and waste saving tactics (and carbon footprint reduction), sustainable food and beverage strategies, green events, global green certifications, community engagement activities, and more.
Internship (6)					
Internship 1	Internship 1	2		2	The practicum workload is intended to help undergraduates apply their formal education in a real work environment. By following the instruction given in the training logbook (with an emphasis on working skills), students are required to undertake a 200-hour practicum in various areas of the tourism and hospitality industry. These areas may be in: ❖ Food Production ❖ Front Office ❖ Food and Beverage Service ❖ Housekeeping ❖ Travel Services ❖ Government agencies in Tourism and Hospitality ❖ MICE ❖ Other relevant areas of exposure based on specialization/training received in school.
Internship 2	Internship 2	4		4	The practicum workload is intended to help undergraduates apply their formal education in a real work environment. By following the instruction given in the training logbook (with an emphasis on working skills), students are required to undertake a 400-hour practicum in various areas of the tourism and hospitality industry. These areas may be in: ❖ Food Production ❖ Front Office ❖ Food and Beverage Service



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					<ul style="list-style-type: none"> ❖ Housekeeping ❖ Travel Services ❖ Government agencies in Tourism and Hospitality ❖ MICE ❖ Other relevant areas of exposure based on specialization/training received in school.
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