Pharos University in Alexandria

Faculty of Tourism and Hotel Management

Academic Rules and Regulations

Date of Approval: 26/7/2007

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FACULTY OF TOURISM AND HOTEL MANAGEMENT

ARTICLE 1: STATEMENT OF MISSION AND OBJECTIVES

MISSION

The mission of the Faculty of Tourism and Hotel Management is to:

- Bring together people from different parts of the world to promote cross cultural understanding through tourism.

- Make substantial contributions to increasing the Egyptian national income through the development of best-in-class tourism professionals.

- Create an educational environment which cultivates and encourages lifelong self-learning in the area of tourism.

- Develop a new generation of tourism professionals providing Egypt with a strong international reputation.

- Promote collaboration with other international universities in the field of tourism.

OBJECTIVES:

The main objectives of the faculty are to prepare students to become best-in-class tourism professionals. Students are encouraged to pursue a broad range courses, including humanities, finance, management, marketing, sales, hospitality operations and administration. Upon completion of the program, the students will be able to deal effectively with tourism and hospitality problems and will have acquired the tools to resolve them through innovative solutions.

In order to achieve the mission and objectives of the faculty, an outstanding performance of **each department** is essential.

ARTICLE 2 - FACULTY DEPARTMENTS AND SPECIALIZATIONS

The Faculty of Tourism and Hotel Management includes the following specialized departments.

Department of Hotel Management

The department includes the following specializations:

1. International Hotel Management.
2. Hospitality Management Entrepreneurship.
3. Mass Catering Management.
4. Hospitality Marketing.

Department of Tourism

The department includes the following specializations:

1- Tourism Destination Marketing.
2- Tourism Planning and Development.
3- Tourism and Travel Business.
4- Tourism, Leisure and Event Management.

The educational process in the faculty is governed by a set of **Rules and Regulations** specified below.

The study in the faculty is carried out according to a given **Academic Plan**, including the curricula and the **Academic Requirements** for the B.Sc degree in Tourism and Hotel Management.

Course Descriptions are presented in a separate section.

ARTICLE 3 - ADMISSION REQUIREMENTS

- Applicants must hold the Egyptian Secondary School Certificate or an official equivalent.

- Applicants are nominated for admission to the faculty according to the rules of the Supreme Council of Private Universities.

- Applicants must pass admission exams in English Language and a Personal Interview (with 50% pass mark).

- All registering students must pass a medical check up and complete the medical form supplied by the faculty.

- Foreign students are nominated for admission to the faculty according to the general regulations of the Ministry of Higher Education.

- Full-time study is a requirement for all students.

ARTICLE 4 - FACULTY EDUCATION SYSTEM

- The Faculty Board has the authority to teach one or more courses following the hybrid education system after consulting relevant academic department. This depend on the nature of the courses basically the theoretically courses in which 50-60% are face-to-face education and 40-50% as web-based online learning.

- Concerning the practical courses, the study of these courses will be 60-70% face-to-face education and 30-40% as web-based online learning, or any other percentage approved by the supreme council of Universities. This decision should be presented to the faculty board and the University's Education and Student Affairs Committee for approval and to be raised to the University Council for Accreditation.

- All courses carry a credit value. One credit equals one hour of theoretical study (50 minutes) per week for one semester or two hours of practical or applied work (50 minutes each) per week for one semester.

- The academic year is composed of 2 semesters, Fall & Spring in addition to a Summer session. Fall & Spring semesters are 15 weeks each, while the Summer session is 6 weeks. The weekly duration of each summer course is twice its duration during regular (Fall or Spring) semesters.

- The study in the first and second year is general (no specialization). Students specialize in the third year by joining one of the two fields of specialization, according to the regulations of the administration office.

- Students choose their second foreign languages in the first year. English language is obligatory as first language.

- To obtain the **B.Sc. degree**, undergraduates in all departments of the Faculty of Tourism and Hotel Management are required to pass successfully at least **144 credit hours.**

- The student is allowed to register for a total of credit hours for the semester according to his/her abilities and examination results, usually between 12 Cr to a maximum of 22 Cr in the fall and spring semesters.

- Selected courses by the faculty may be offered in the summer semester in which students can register in not more than 9 credit hour, according to the regulations of the faculty, and without contradiction with their summer training. In some special cases, summer credit hours can exceed 9 credit hours after the approval of the university council according to the suggestion of the faculty council.

  - Punctual attendances of all classes, laboratory periods, tests, etc.. are expected of all students. Absences can only be excused on the grounds of emergencies or illness, of which proof is required.

ARTICLE 5 - ACADEMIC ADVISING

The faculty assigns to each student a staff member as academic advisor. Faculty members can provide a wide range of advice, e.g. registration procedures, suggestions for courses to study, books to read or facilities to use and any specific information about the faculty or department regulations.

In order to track student progress toward completion of degree requirement, faculty academic advisors should:

- Provide students with necessary information about services available on campus.

- Introduce students to Pharos University academic rules & regulations.

- Offer students proper academic suggestions and help them become self-directed.

- Review each student study plan prior to registration.

- Sign various forms concerning study plan, drop/add courses, or withdrawal from a semester before submission to student affairs office.

- Follow up student grades and achievements regularly.

- Meet students confronting academic difficulty more frequently to provide them with appropriate advice.

ARTICLE 6 - REGISTRATION PROCEDURE

1 - Normal Registration

Students are required to register at the beginning of each semester during the assigned registration period. Candidates select courses with the consultation of the academic advisor who must approve their work load before registration. The registration department issues a regulation bulletin as well as the procedures to be followed.

2 - Late Registration

Candidates are allowed to register one week after the registration deadline, with the approval of the Dean of the Faculty.

3 - Adding and Dropping Subjects

Candidates may add or drop a course during the period announced on the time-table of each semester as long as his/her work load remains within the permitted load limits.

4 - Withdrawal

Candidates have the right to withdraw from an academic semester within the withdrawal period announced on the academic calendar of the semester.

5 - Repeating Courses

Students can have the privilege to re-register in a given course (i.e. repeat the course) provided that no more than 3 attempts are made per course.

Courses can be repeated for the following purposes:
1. To correct (F), (NE) or (DN) grades (see "Student attendance"; To improve grades.
2. Following withdrawal from a course; under such condition, the 3 attempts are still reserved.

Students should be notified that repeating a course does not result in removing the original course grade from their transcripts. However, the highest grade is the one included in the calculation of CGPA and the lower grade(s) are ignored.

If a student receives (F), (NE) or (DN) grade in a required course 3 times, he will be dismissed from his Faculty.

6 - Attendance

If the student's attendance is below 75% of the total number of hours in any one course throughout the semester (with or without excuse) s/he should drop the course altogether. Otherwise, s/he will receive an (DN) grade in the course evaluation.

7 – Registration Form

The students themselves must undertake the registration procedure of their varied courses. They must abide strictly by all the rules stated in the registration instructions bulletin distributed on time.

8- Students Code of Conduct

The faculty through the university reserves the right to suspend or expel a student whose conduct is not in compliance with the standards and traditions of academic life.

ARTICLE 7 – EXAMINATIONS & GRADING SYSTEM

A- EXAMINATIONS

Midterm and Final Exams; written, oral, and practical follows the internal faculty bylaw. The faculty board has the authority to decide to hold electronic exams in one or more courses, in the whole course or part of it and the exams are to be electronically marked. This depends on the nature of the courses and after taking the opinion of the relevant department council. This should be presented to the faculty board and the University's Education and Student Affairs Committee for approval and to be raised to the University Council for Accreditation.

1. Each credit hour is allotted a total of 100 points.

2. 100 marks are assigned for each course of the semester as follows:

- 20% for the sixth week written examination, and /or any scientific activity.

- 20% for the eleventh week written examination and / or any scientific activity.

- 10% for attendance & class activities.

- 50% for the final written examination

B-Grading System

Grade		Numerical Average	Grade points
Excellent	A	90 ≤ X < 100	4.0
	A-	85 ≤ X < 90	3.7
Very Good	B+	80 ≤ X < 85	3.3
	B	75 ≤ X < 80	3.0
Good	B-	70 ≤ X < 75	2.7
	C+	65 ≤ X < 70	2.3
Pass	C	60 ≤ X < 65	2.0
Pass Conditional	C-	56 ≤ X < 60	1.7
	D+	53 ≤ X < 56	1.3
	D	50 ≤ X < 53	1.0
Fail	F	X < 50	0.0
By Law	BL	X < 30% in the written exam	0.0

X = Percentage Grade.

In addition to the previously mentioned 12 letter grades (from A+ to BL), the letter grades below may appear on the student official transcript.

Grade Description	Percentage	Letter Grade	Grade Point
No grade-Pass	____	NP	____
No grade-Fail	____	NF	____
In-progress	____	IP	____
Withdrawal	____	W	____
Forced withdrawal		FW	
Incomplete		I	
Absence with No Excuse	0.0	NE	0.0
Denial	0.0	DN	0.0

- **NP/NF (No grade-Pass NP) or (No grade-Fail NF)** is assigned for courses offered based on a pass or fail, e.g., the internship course. When NP is assigned, the credit hours of these courses will be added to the number of earned credit hours.

- **IP (In-Progress)** is a provisional grade that appears on transcripts issued before the end of a given semester. At the end of the semester, IP grades are replaced by the actual course grades earned by the student.

- **W (withdraw)** is a grade assigned to the course(s) from which a student has withdrawn (W) grade is not included in the calculation of CGPA.

- **FW (Forced withdrawal)** is a grade assigned to students whose absences exceed 25% without an approved excuse. In this case, the student will be denied from sitting for the final exam. The student must be notified, and the FW grade appears in his official transcript and is not included in the calculations CGPA.

- **I (Incomplete)** is a provisional grade assigned to a student who has a compelling excuse that prevented him from sitting the final exam, accepted by the university clinic and approved by the vice-president. This excuse must be submitted to the clinic maximum by 2 days from the date of the exam. This grade applies only in the case of the student who has earned at least 60% of the course work and who did not receive a denial from sitting the final exam.

- **NE (Absence with No Excuse)** is a grade assigned to the course(s) in which a student has missed the final exam with no presented excuse. (NE) grade is equivalent to "0" points and is included in the calculation of CGPA.

- **DN (Denial)** is a grade assigned to a student who received a disciplinary penalty due to cheating in exams. The student earns (0) and repeats the exam as many as the allowed number of enrolments.

Grade Point Average

The current grade point average (G P A) (a term average) is calculated as follows:

Course	%	Grade	Quality Point	Credits	PTS Product
Course 1	83	B+	3.3	3	9.9
Course 2	58	C-	1.7	3	5.1
Course 3	78	B	3.0	✗ 4	= 12.0
Course 4	76	B	3.0	3	9.0
Course 5	63	C	2.0	3	6.0
Total				**16**	**42.0**

To calculate the term average, add the resultant (credits X quality points) and divide by the number of credit hours taken. e.g., 42 divided by 16 equals 2.63.

The cumulative average [C G P A] "total average of grades from two or more terms" equals the sum of the resultant of all the grades divided by the total number of credits taken.

ARTICLE 8 - GRADUATION REQUIREMENTS

The Faculty of Tourism and Hotel Management offers **B.Sc** degree in either Tourism or Hotel Management; on condition, students must pass successfully a total of **144 credit hours. The student CGPA should be at least 2 to graduate.**

The totally required credit hours are distributed as follows:

General Education Requirement 24 Cr (18 Comp. & 6 Op.)
Common courses THM 36 Cr (30 Comp. & 6 Op.)
English Languages 12 Cr Compulsory
Second Languages 16 Cr Compulsory
Departments Requirement 56 Cr (41 Comp. & 15 Op.)
Total **144 Cr (117 Comp. & 27 Op.)**

Grade	CGPA
Excellent (A$^-$, A)	(3.7 ,4.0)
Very Good (B, B+)	(3.0 , 3.3)
Good (C$^+$, B$^-$)	(2.3 , 2.7)
Pass (C)	(2.0)

ARTICLE 9 - ACADEMIC PLAN

The Faculty of Tourism and Hotel Management (THM) has developed an innovative program that meets the current and future needs of Tourism and Hotel Management and satisfies the requirements for the **B.Sc degree**.

The Academic Plan provides: the **Academic Requirements** for the B.Sc degree and includes the courses offered by the faculty.

The courses offered by the faculty are presented hereunder in detail using a given course coding system.

1- Course Coding System

A. Faculty required joint courses starts with **"THM"** followed by a 3-digit number. The left digit refers to the level, the middle digit to the field of specialization and the right digit to the course serial number within the specialization.

B. Courses offered by a department start with the abbreviation of the department followed by a 3-digit number. The abbreviation of departments are:
   Department of Hotel Management **"HM"**
   Department of Tourism Management **"TM"**

C. The code of English Language starts with **ENG/UGE.** The Second Language starts with **"X"SL** followed by a 3-digit number. "X" refers to the Second Language chosen. (G=German, F=French, I=Italian, S=Spanish).

2 - General Educational and common Required Courses (**First and Second Year**).

These courses are offered under direct supervision of the faculty, unless otherwise stated. The general courses are either Required or Elective according to **tables (1) and (2)** subsequently**.**

Table (1) General and Common Required Courses

Module Code	Module Name	Credit Rating
UGA 03	Arabic Language Skills	2
HM101	Introduction to Hospitality Industry	3
TM101	Theory of Tourism	3
UGE 01	English (1)	2
UGE 02	English (2)	2
UGE 03	English (3)	2
ENG 4T	Advanced English Language 4	2
ENG 5T	English Terminology 1	2
ENG 6T	English Terminology 2	2
GEN 101	Introduction to Economics	3
GEN 102	Business Administration	3
GEN 103	Ethics and Human Rights	2
GEN 104	Geography of Tourism	2
UEC 01	Computer skills and programming Concepts (1)	2
UEC 02	Computer skills and programming Concepts (2)	2
GEN 107	Basic Accounting	3
UCS 01	Communication Skills (1)	1
UCS 02	Communication Skills (2)	1
THM 201	Introduction to Tourism and Hospitality Management	3
THM 211	Franchising in Tourism and Hospitality	3
THM 221	Tourism and Hotel Marketing	3
THM 241	Tourism and Hotel Economics	3
THM 245	Legal Issues in Tourism and Hospitality	3
THM 261	Human Resource Management	3
THM 271	Quality Management in Tourism and Hospitality Enterprises	3
THM 321	Feasibility Study for Tourism and Hospitality	3

Table (2) General and Common Optional Courses

Module Code	Module Name	Credit Rating
GEN 109	History and Civilization of Ancient Egypt	3
GEN 110	Negotiations	3
THM 121	Advertising and Public Relations	3
GEN 201	Creative Awareness	3
GEN 202	Principles of Statistics	3
THM 162	Consumer Behavior in Tourism and Hospitality	3
THM 163	Social Aspects in Tourism and Hospitality	3
THM 164	Tourism and Hospitality Business Ethics	3
THM 362	Customer Service in Tourism and Hospitality	3
THM 421	E-Marketing for Tourism and Hospitality	3
THM 444	Real Estate Valuation for Tourism and Hospitality Projects	3

One hour Tutorial is added to each course

3 - Required Second Language Courses

The required second language courses for all students through the four years are shown in Table (3) Students have the option to choose between any of the foreign language offered by the faculty.

Table (3) Required Second Language Courses

Code No	Course Title	Cr
"X"SL 101	Second Foreign Language (1)	2
"X"SL 102	Second Foreign Language (2)	2
"X"SL 203	Second Foreign Language (3)	2
"X"SL 204	Second Foreign Language (4)	2
"X"SL 305	Second Foreign Language (Terminology)	2
"X"SL 306	Second Foreign Language (Terminology)	2
"X"SL 407	Second Foreign Language (Professional Writing)	2
"X"SL 408	Second Foreign Language (Technical Writing)	2
Total		**16**

4 - Department Requirements

A. *Department of Hotel Management*
A.1. Required Courses

The Required Courses for all students in the Department of Hotel Management (third and forth year) are illustrated in Table (4).

Table (4) Required Courses for Hotel Management Department

Module Code	Module Name	Credit Rating
HM 311	Rooms Division Management	3
HM 331	Principles of Food Selection, Preparation and Evaluation	3
HM 333	Food Production Techniques	3
HM 334	Food and Beverage Management	2
HM 341	Hospitality Accounting System	3
HM 411	Resort and Condominium Management	3
HM 412	Hospitality Strategic Management	3
HM 431	Menu Planning and Design	3
HM 434	Safe Food Service Management	3
HM 441	Revenue Management in Hospitality Industry	3
HM 451	Hospitality Facilities Planning and Design	3
HM 391&392	Industry Internship (1) & (2)	2
HM 481&482	Hospitality Project(1) & (2)	2
HM 493&494	Industry Internship (3) & (4)	2
THM 321	Feasibility Study for Tourism and Hospitality	3
Total		**41**

A.2 Elective Courses

The Elective Courses for all students in the Department of Hotel Management (third and fourth year) are illustrated in Table (5).

Table (5) Elective Courses for Hotel Management Department

Module Code	Module Name	Credit Rating
HM 313	Hotel Management Information Systems	3
HM 315	International Hotel Management (Contracts)	3
HM 316	Small Hospitality Business Organizations	3
HM 322	Hospitality Sales Force Management	3
HM 323	Marketing Research for Hospitality Industry	3
HM 335	Principles of Nutrition	3
HM 336	Current Issues in Food Service Industry	3
HM 337	Food and Beverage Control	3
HM 338	Banquet Management (Events/Conferences/Functions)	3
HM 352	Travel and Hospitality Catering Management	3
HM 419	Entrepreneurship in Hospitality Industry	3
HM 422	Promotional Strategies	3
HM 432	Restaurant Management	3
HM 433	Quality Assurance for Food Operations	3
HM 443	Hospitality Cost Accounting	3
HM 462	Special Studies in International Human Resources Management	3

One hour Tutorial is added to each course

A.3 Concentrated areas

A.3.1. Elective for **International Hotel Management** (minor). Students must choose four courses (12 credits) from the offerings within the **Department of Hotel Management:**

Table (6) Elective Course Offered for **IHM** minor:

Code No	Course Title	Cr
HM 313	Hotel Management Information System	3
HM 315	International Hotel Management (contracts)	3
HM 322	Hospitality Sales Force Management	3
HM 462	Special Studies in International Human Resources Management	3
TM 472	Tourism and Globalization	3
THM 421	E-Marketing for Tourism and Hospitality	3

A.3.2. Elective for **Hospitality Management Entrepreneurship** (minor). Students must choose four courses (12 credits) from the offerings within the **Department of Hotel Management**.

Table (7) Elective Course Offered for **HME** minor:

Code No	Course Title	Cr
HM 313	Hotel Management Information System	3
HM 316	Small Hospitality Business Organizations	3
HM 337	Food and Beverage Control	3
HM 419	Entrepreneurship in Hospitality Industry	3
HM 443	Advanced Hospitality Accounting	3
THM 444	Real Estate Valuation for Tourism and Hospitality Projects	3

A.3.3. Elective for **Mass Catering Management** (minor). Students must choose four courses (12 credits) from the offerings within the **Department of Hotel Management.**

Table (8) Elective for **Mass Catering Management** (minor)

Code No	Course Title	Cr
HM 335	Principles of Nutrition	3
HM 336	Current Issues in Food Service Industry	3
HM 337	Food and Beverage Control	3
HM 338	Banquet Management (Events/Conferences/Functions)	3
HM 433	Quality Assurance for Food Operations	3
HM 443	Hospitality Cost Accounting	3

A.3.4. Elective for **Hospitality Marketing** (minor). Students must choose four courses (12 credits) from the offerings within the **Department of Hotel Management.**

Table (9) Elective for **Hospitality Marketing** (minor)

Code No	Course Title	Cr
HM 322	Hospitality Sales Force Management	3
HM 323	Marketing Research for Hospitality Industry	3
HM 422	Promotional Strategies	3
TM 461	Convention and Meeting Planning	3
TM 472	Tourism and Globalization	3
THM 421	E-Marketing for Tourism and Hospitality	3

B. Department of Tourism
B.1.Required Courses

The Required Courses for all students in the Department of Tourism (third and fourth year) are illustrated in Table (10)

Table (10) Required Courses for Tourism Department

Module Code	Module Name	Credit Rating
TM 312	Tourism Transportation	2
TM 331	Airline Reservation System and Ticketing 1	3
TM 332	Airline Reservation System and Ticketing 2	3
TM 333	Travel Agency and Front Desk Management	3
TM 371	Ecotourism	3
TM 391&392	Industry Internship (1) & (2)	2
TM 411	Events Management	3
TM 415	Strategic Tourism Management	3
TM 442	Tourism Demand and Forecasting	3
TM 451	Tourism Attractions Planning and Development	3
TM 471	International Travel and Tourism	3
TM 472	Tourism and Globalization	3
TM 481&482	Tourism Project (1) & (2)	2
TM 493&494	Industry Internship (3) & (4)	2
THM 321	Feasibility Study for Tourism and Hospitality	3
Total		**41**

B.2. Elective Courses

The Elective Courses for all students in the Department of Tourism (third and fourth year) are illustrated in Table (11).

Table (11) Elective Courses for Tourism Department

Module Code	Module Name	Credit Rating
TM 314	Tourism and the Environment	3
TM 316	Tourism Destination Marketing	3
TM 321	Marketing and Sales for Tourism and Leisure	3
TM 334	Retail Travel Services	3
TM 353	Resort Planning and Development	3
TM 354	Tourism Impact and Sustainability	3
TM 412	Tourism Operations Management	3
TM 414	Theme Park Management	3
TM 422	Marketing Research for Tourism Destination	3
TM 431	Automated Travel Systems	3
TM 441	Tourism Management Technology Applications	3
TM 461	Convention and Meeting Planning	3
TM 474	International Tourism Planning and Development	3

One hour Tutorial is added to each course

B.3 Concentrated areas

B.3.1. Elective for Tourism Planning and Development (minor).
Students must choose four courses (12 credits) from the offerings within the **Department of Tourism.**

Table (12) Elective for **Tourism Planning and Development** (minor)

Code No	Course Title	Cr
TM 314	Tourism and the Environment	3
TM 353	Resort Planning and Development	3
TM 354	Tourism Impact and Sustainability	3
TM 441	Tourism Management Technology Applications	3
TM 474	International Tourism Planning and Development	3
THM 444	Real-Estate Valuation for Tourism and Hospitality Project	3

B.3.2. Elective for Tourism Destination Marketing (minor).
Students must choose four courses (12 credits) from the offerings within the **Department of Tourism.**

Table (13) Elective for **Tourism Destination Marketing** (minor)

Code No	Course Title	Cr
TM 314	Tourism and the Environment	3
TM 316	Tourism Destination Marketing	3
TM 321	Marketing and Sales for Tourism and Leisure	3
TM 415	Strategic Tourism Management	3
TM 422	Marketing Research for Tourism Destination	3
THM 421	E-Marketing for Tourism and Hospitality	3

B.3.3. Elective for **Tourism, Leisure and Event Management** (minor). Students must choose four courses (12 credits) from the offerings within the **Department of Tourism**.

Table (14) Elective for **Tourism, Leisure and Event Management**

Code No	Course Title	Cr
TM 314	Tourism and the Environment	3
TM 321	Marketing and Sales for Tourism and Leisure	3
TM 413	Sports Tourism and Event Management	3
TM 414	Theme Park Management	3
TM 461	Convention and Meeting Planning	3
HM 352	Travel and Hospitality Catering Management	3
THM 362	Customer Service in Tourism and Hospitality	3

B.3.4. Elective for **Tourism and Travel Business** (minor). Students must choose four courses (12 credits) from the offerings within the **Department of Tourism.**

Table (15) Elective for **Tourism and Travel Business** (minor)

Code No	Course Title	Cr
TM 334	Retail Travel Services	3
TM 412	Tourism Operations Management	3
TM 431	Automated Travel Systems	3
TM 443	Travel Agency Accounting	3
HM 352	Travel and Hospitality Catering Management	3
THM 362	Customer Service in Tourism and Hospitality	3

ARTICLE 10 - STUDY PLAN

First year
All Students in Faculty of Tourism & Hotel Management

First Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
TM 101	Theory of Tourism	3	3	-	2
GEN 101	Introduction to Economics	3	3	-	1
GEN 102	Business Administration	3	3	-	1
GEN 103	Ethics and Human Rights	2	2	-	1
	* 1 Elective Course	3	3	-	1
UGE 01	English (1)	2	-	2	4
"X"SL 101	Second Foreign Language (1)	2	1	2	-
UEC 01	Computer skills and programming Concepts (1)	2	1	2	-
UCS01	Communication Skills (1)	1	-	2	-
	Semester Credit	**21**	**16**	**8**	**10**

Second Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
HM 101	Introduction to Hospitality Industry	3	3	-	2
GEN 104	Geography of Tourism	2	2	-	2
UEC 02	Computer skills and programming Concepts (2)	2	1	2	-
GEN 107	Basic Accounting	3	2	2	-
	* 1 Elective Course	3	3	-	1
UGE 02	English (2)	2	-	2	4
"X"SL 102	Second Foreign Language (2)	2	1	2	-
UGA 03	Arabic Language Skills	2	2	-	-
	Semester Credit	**19**	**14**	**8**	**9**

X=any chosen second language (German, Italian, French, Spanish)

Second Year
All Students in Faculty of Tourism & Hotel Management

Third Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
THM 201	Introduction to Tourism and Hospitality Management	3	3	-	2
THM 221	Tourism and Hotel Marketing	3	3	-	2
THM 241	Tourism and Hotel Economics	3	3	-	2
THM 271	Quality Management in Tourism and Hospitality Enterprises	3	3	-	2
	* 1 Elective Course	3	3	-	1
UGE 03	English (3)	2	-	2	4
"X"SL 203	Second Foreign Language (3)	2	1	2	-
	Semester Credit	**19**	**16**	**4**	**13**

Fourth Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
THM 211	Franchising in Tourism and Hospitality	3	3	-	2
THM 245	Legal Issues in Tourism and Hospitality	3	3	-	1
THM 261	Human Resource Management	3	3	-	1
	* 1 Elective Course	3	3	-	1
ENG 4T	Advanced English Language (4)	2	1	2	-
"X"SL 204	Second Foreign Language (4)	2	1	2	-
	Semester Credit	**16**	**14**	**4**	**5**

X=any chosen second language (German, Italian, French, Spanish)

Department of Hotel Management
Third Year

Fifth Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
HM 311	Rooms Division Management	3	2	2	-
HM 331	Principles of Food Selection , Preparation and Evaluation	3	2	2	-
HM 341	Hospitality Accounting System	3	2	2	-
HM 391	Industry Internship (1)*	-	-	-	-
	* 1 Elective Course	3	3	-	1
ENG 5T	English Terminology (1)	2	1	2	-
"X"SL 305	Second Foreign Language (Terminology) (1)	2	1	2	-
	Semester Credit	**16**	**11**	**10**	**1**

Sixth Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
HM 333	Food Production Technique	3	1	4	-
HM 334	Food and Beverage Management	2	2	-	2
HM 392	Industry Internship (2)*	2	-	4	-
THM 321	Feasibility Study for Tourism and Hospitality	3	2	2	_
	* 1 Elective Course	3	3	-	1
ENG 6T	English Terminology (2)	2	1	2	-
"X"SL 306	Second Foreign Language (Terminology) (2)	2	1	2	-
	Semester Credit	**17**	**10**	**14**	**3**

*The Internship is a 2 credit extended over both semesters

Department of Hotel Management
Fourth Year

Seventh Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
HM 412	Hospitality Strategic Management	3	3	-	2
HM 431	Menu Planning and Design	3	2	2	-
HM 451	Hospitality Facilities Planning and Design	3	2	2	-
HM 481	Hospitality Project 1	1	1	-	-
HM 493	Industry Internship (3)*	-	-	-	-
	* 2 Elective Course	6	6	-	2
"X"SL 407	Second Foreign Language (Professional Writing)	2	1	2	-
	Semester Credit	**18**	**15**	**6**	**4**

Eighth Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
HM 411	Resort and Condominium Management	3	3	-	2
HM 434	Safe Food Service Management	3	3	-	2
HM 441	Revenue Management in Hospitality Industry	3	3	-	2
HM 482	Hospitality Project 2	1	-	2	-
HM 494	Industry Internship (4)	2	-	4	-
	* 1 Elective Course	3	3	-	1
"X"SL 408	Second Foreign Language (Technical Writing)	2	1	2	-
UCS02	Communication Skills (2)	1	-	2	-
	Semester Credit	**18**	**13**	**10**	**7**

*The Internship is a 2 credit extended over both semesters

Department of Tourism
Third Year

Fifth Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
TM 312	Tourism Transportation	2	2	-	2
TM 331	Airline Reservation System and Ticketing (1)	3	2	2	-
TM 371	Ecotourism	3	3	-	2
TM 391	Industry Internship 1*	-	-	-	**-**
	* 1 Elective Course	3	3	**-**	1
ENG 5T	English Terminology (1)	2	1	2	**-**
"X"SL 305	Second Foreign Language (Terminology) (1)	2	1	2	**-**
	Semester Credit	**15**	**12**	**6**	**5**

Sixth Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
TM 332	Airline Reservation System and Ticketing (2)	3	2	2	**-**
TM 333	Travel Agency and Front Desk Management	3	2	2	**-**
TM 392	Industry Internship 2*	2	**-**	4	**-**
THM 321	Feasibility Study for Tourism and Hospitality	3	2	2	**-**
	* 1 Elective Course	3	3	**-**	1
ENG 6T	English Terminology (2)	2	1	2	**-**
"X"SL 306	Second Foreign Language (Terminology) (2)	2	1	2	**-**
	Semester Credit	**18**	**11**	**14**	**1**

*The Internship is a 2 credit extended over both semesters

Department of Tourism
Fourth Year

Seventh Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
TM 415	Strategic Tourism Management	3	3	-	2
TM 451	Tourism Attractions Planning and Development	3	3	-	2
TM 471	International Travel and Tourism	3	3	-	2
TM 481	Tourism project 1	1	1	-	-
TM 493	Industry Internship 3*	-	-	-	-
	* 2 Elective Course	6	6	-	2
"X"SL 407	Second Foreign Language (Professional Writing)	2	1	2	-
	Semester Credit	**18**	**17**	**2**	**8**

Eighth Semester					
Course Code	**Course Title**	**Cr**	**Hours**		
			L	**P**	**T**
TM 411	Events Management	3	3	-	1
TM 442	Tourism Demand and Forecast	3	3	-	2
TM 472	Tourism and Globalization	3	3	-	2
TM 482	Tourism Project 2	1		2	-
TM 494	Industry Internship 4	2	-	4	-
	* 1 Elective Course	3	3	-	1
"X"SL 408	Second Foreign Language (Technical Writing)	2	1	2	-
UCS02	Communication Skills (2)	1	-	2	-
	Semester Credit	**18**	**13**	**10**	**6**

X=any chosen second language (German, Italian, French, Spanish)
*The Internship is a 2 credit extended over both semesters

ARTICLE 11 – COURSE DESCRIPTION

English Language Courses

UGE 01 **English (1)**   **2Cr**

In this introductory course, students learn the fundamental structures of the first language by engaging in brief conversation sessions, directed dialogues, and a variety of oral exercises. In addition, short reading passages, comprehension, writing activities, and grammar are integral components of the course. **(Compulsory)**

UGE 02 **English (2)**   **2Cr**

This course continues to develop the four language skills learned in first language 1 - listening, speaking, reading, and writing. Students develop their vocabulary, learn new grammatical concepts, and develop a deeper understanding of the First language culture. **(Compulsory)**

UGE 03 **English (3)**   **2Cr**

This course aims to increase students' proficiency in the first language. At this stage, students are expected to read authentic materials and participate in oral presentations. Reading and writing skills, introduced gradually in the earlier levels, are also expanded. **(Compulsory)**

ENG 4T **Advanced English Language (4)**   **2Cr**

In this course, more readings are intended to increase vocabulary, promote classroom discussion, and acquaint students with the first language culture. Structures taken from specific reading selections serve as models for oral and written exercises in the area of tourism and hotels. **(Compulsory)**

ENG 5T **English Terminology (1)**   **2Cr**

The goal of this course is to achieve a higher level of proficiency in conversation and in writing skills, and, at the same time, to increase the students' familiarity with career specific texts and terms. **(Compulsory)**

ENG 6T **English Terminology (2)**   **2Cr**

This course completes aspects of the first language grammar and affords students the opportunity to use more effectively the phrases and key concepts that they have learned in the classroom with relation to their fields of study (tourism and hotels). **(Compulsory)**

Second Foreign Language (French, German, Italian, Spanish)

"X"SL 101 **Second Foreign Language (1)** **2Cr**

This course introduces the second language to students by emphasizing communicative competency. The course is based on the needs of students for a second language.

"X"SL 102 **Second Foreign Language (2)** **2Cr**

Meaningful, real-life situations are included in this course as a framework to acquire reading, writing, speaking, and listening skills. Students will be trained to use the second language for communication through lively classroom discussions.

"X"SL 203 **Second Foreign Language (3)** **2Cr**

In this course, students will learn the fundamental structure of the second language by engaging in brief conversation sessions, directed dialogues, and a variety of oral exercises. In addition, short reading passages, aural comprehension, writing activities, and grammar are integral components of the program.

"X"SL 204 **Second Foreign Language (4)** **2Cr**

Second language 4 builds on the oral and cultural skills attained in the previous levels of second language courses (1-4). Students will augment their oral proficiency through real-life activities as career specific text and terms are introduced during the course.

"X"SL 305 **Second Foreign Language (Terminology)** **2Cr**

During this course, students will role-play travel business, hospitality services, restaurants and meals and tourism-related activities through telecommunication scenarios including video or audiocassettes and/or guest speakers.

"X"SL 306 **Second Foreign Language (Terminology)**   **2Cr**

This course continues to develop the four basic language skills listening, speaking, reading, and writing. Students will increase their vocabulary and learn new grammatical concepts. At this stage, students will practice the skill of speaking through class discussions and presentations.

"X"SL 407 **Second Foreign Language (Professional Writing) 2Cr**

This course assists students to expand their knowledge of the second language; Grammar structure and vocabulary already learned are thoroughly reviewed and reinforced. Reading and writing skills introduced in earlier levels are then expanded.

"X"SL 408 **Second Foreign Language (Technical Writing)   2Cr**

This course enhances and refines students' second language proficiency in listening, speaking, reading, and writing. Students will be introduced to more advanced grammatical structures, and will engage in simulations that require application of second language communicative skills to the area of tourism and hospitality.

General Education Requirement

UGA03 **Arabic Language** **2Cr**

This course helps students utilize basic Arabic skills they have acquired to achieve better writing styles.

يُعنى المقرر بمهارات اللغة العربية الأساسية الضرورية لاستخدام اللغة وسيلةً للتواصل والتوظيف داخل مجالات التخصص المختلفة، مع التركيز على المهارات التنظيمية والفكرية والأسلوبية واللغوية اللازمة في استعمال اللغة وظيفيًا ، خاصةً ما تعرض منها لأخطاء شائعة في استخدامها ، ويحتاج إلى تصويب من مستخدم اللغة .

GEN 101 **Introduction to Economics** **3Cr**

Covers such basic economic concepts as the elements of national income, inflation and unemployment, the economic roles of government, determination of the national income, business cycles, global economy, and monetary and fiscal policies. **(Compulsory)**

GEN 102 **Business Administration** **3Cr**

Concepts of administration and management, scientific management and human relations, and approach, bureaucracy system, business structure, function and classification, the influences of environment on business administration, management process and executives' significant roles and activities. **(Compulsory)**

GEN 103 **Ethics and Human Rights** **2Cr**

This course addresses key ethical dilemmas in world politics. It begins by surveying the main ethical traditions in International Relations, such as cosmopolitanism and communitarians. The course then engages in a range of practical issues, including human rights, international law, humanitarian intervention, war crimes and poverty. **(Compulsory)**

GEN 104 **Geography of Tourism** **2Cr**

Consideration of tourism in terms of its functional system; study of the impacts of tourism on regions, communities and landscapes; introduction to development and management of resources for tourism and tourism planning. **(Compulsory)**

UEC 01   **Computer Skills and Programming Concepts (1)**   **2Cr**

The course aims to introduce students to the concepts and terminologies of computer science and to provide students with an understanding of the role of computation. actually, students will develop algorithmic thinking and explore the various topics of basic computer science. the course also aims to help students, regardless of their major, to feel justifiably confident of their ability to write small algorithms that allow them to accomplish useful goals. **(Compulsory)**

UEC 02   **Computer Skills and Programming Concepts (2)**   **2Cr**

The aim of this course is to teach newcomers spreadsheet, databases, and hypertext markup language. In addition to enable the student to carry out simple or more complicated calculations using numerical data and formulas using the variety of tasks that spreadsheets are used. Further, to help students to analyze, organize, and manipulate data and to create webpage by using the hypertext markup language (HTML). **(Compulsory)**

GEN 107   **Basic Accounting**   **3Cr**

Basic principles of accounting, concepts, and procedure; record- keeping and financial statements preparation for profit and non- profit organizations; basic principles of cost accounting; the use of accounting information in management, ratio analysis, statement of changes in financial position**. (Compulsory)**

GEN 109   **History and Civilization of Ancient Egypt**   **3Cr**

This course covers the history and civilization of ancient Egypt from its formative period (3500-3100 BC) to its conquest by Alexander the Great in 332. Egypt was, along with ancient Mesopotamia, the most important cultural force in the ancient world until at least 1000 BC. **(Optional)**

GEN 110   **Negotiations**   **3Cr**

This course provides students with the opportunity to learn basic problem solving skills with an emphasis on negotiation. The course will include an introduction to conflict resolution, self- identification of conflict resolution styles, causes of conflict, good communication and negotiation skills. **(Optional)**

THM 121 **Advertising and Public Relations** **3Cr**

This course provides a study of the viewpoints and the operations of public relations of private business organizations, including their responsibilities to society. The course also provides an in-depth study made of the various strategies and techniques used in advertising and promotion to reach the consuming public and, in particular, the hospitality and tourism consumers. Students are required to develop and compile an advertising promotional program for any major segment of the industry. **(Optional)**

GEN 201 **Creative Awareness** **3Cr**

This is an introductory course focusing on the development of creative expression, and cultural and historical awareness. **(Optional)**

GEN 202 **Principals of Statistics** **3Cr**

A business, problem-solving approach using statistics to solve business-related problems. Topics include measures of central tendency, dispersion, probability, sampling, hypothesis testing, and estimation, covering variance and regression and correlation analysis. Students are introduced to SPSS software. **(Optional)**

UCS 01 **Communication Skills (1)** **1Cr**

To develop students' communication and presentation skills and train them to present themselves and their ideas orally and written in an effective manner that leads them to excellence and leadership in their work and lives.

UCS 02 **Communication Skills (2)** **2Cr**

To provide a professionally oriented, skills-based learning that helps the students to get appropriate jobs and emphasizes on providing the community with qualified graduates showing excellence in their career.

Common Courses

THM 162 Consumer Behavior in Tourism and Hospitality   **3Cr**

This course examines the nature and behavior of the tourist market. Students are here exposed to a demand-based perspective of tourism business and development. The class explores the key factors and dynamic processes that influence tourist behavior at both the aggregate tourism market and the individual tourist levels. **(Optional)**

THM 163 Social Aspects in Tourism and Hospitality   **3Cr**

This course is designed to provide a socio-cultural examination of tourism society. The importance is given to the nature of changes in the quality of life of residents of tourist destinations as a result of the social and cultural impacts of tourism. The course also covers key areas such as politics and tourism, gender relations, tourism and crime and international security issues. **(Optional)**

3Cr

THM 164 Tourism and Hospitality Business Ethics

This course examines the concepts and issues of tourism business ethics. It is intended to help students further develop their abilities to understand and to participate in business. **(Optional)**

3Cr

THM 201 Introduction to Tourism and Hospitality Management

This course presents an introductory overview of tourism management, and includes approaches to the study of tourism; tourism products and definitions in tourism; tourism trends and flow patterns; stages in tourism development; determinants of tourism demand and tourist motivations; tourism organizations; tourism impacts; the structure of the tourism industry; the chain of distribution; integration in tourism; and an examination of the sectors in the tourism industry. **(Compulsory)**

3Cr

THM 211 Franchising in Tourism and Hospitality

The focus of this course is on business format franchising - the transfer of a particular business format or way of conducting business. The costs and benefits of franchising from both the franchisee's and franchiser's point of view will be explored. Students will examine how to determine the feasibility of a franchise opportunity, the legal dimensions of franchising, characteristics of the typical franchisee, and international franchising as a means of expansion**. (Compulsory)**

THM 221 Tourism and Hotel Marketing   **3Cr**

Studies principles and practices of marketing the services of the hotel and restaurant industry. Emphasizes; all sales and marketing activities from the customers viewpoint, May include practical sales/marketing exercises**. (Compulsory)**

THM 241 Tourism and Hotel Economics   **3Cr**

This course focuses on the economic impact of tourism, it applies on topics of discussion in macroeconomics at the national level, including: Inflation, unemployment, economic growth theories, as well as regional economic decisions. Tourism multiplier effect is one of the many other subjects, which are related to the tourism industry. Policies to overcome some of the national economic problems will be elaborated, and the role of the tourism sector will be emphasized throughout the course. **(Compulsory)**

THM 245 Legal Issues in Tourism and Hospitality   **3Cr**

This course aims to develop and update the legal knowledge required to ensure business compliance with legislation governing the tourism industry. **(Compulsory)**

THM 261 Human Resource Management   **3Cr**

This course outlines all the prerequisites necessary for successful human resource management within an organization: planning, communication, training, performance appraisal, group dynamics and organizational change. **(Compulsory)**

THM 271 Quality Management in Tourism and Hospitality Enterprises   **3Cr**

An Integral course intended to draw together the several disciplines on which hospitality administration is based. Examines operational reality through field observation with the aim of improving guest satisfaction, decision making and productivity of resources. **(Compulsory)**

THM 321 **Feasibility Study for Tourism and Hospitality**   **3Cr**

This course provides a clear presentation of the numerous investment decisions involved in hotel real estate. It examines the basic of hotel investment: a complete understanding of the steps for planning the investment; a procedure for determining the economic feasibility of the investment; criteria for choosing a management company and a franchise affiliation. The course also provides a number of case studies that illustrate the various procedures used in evaluating hotel investments in a real-world setting. Issues covered by this course will include: hotel investment, hotel valuation, hotel performance, hotel financing, investment options and strategies. **(Compulsory)**

THM 362 **Customer Service in Tourism and Hospitality**   **3Cr**

This course develops skills to communicate on the telephone effectively, promote tourism products and services, deal with conflict and work with customers and colleagues from diverse backgrounds. **(Optional)**

THM 421 **E-Marketing for Tourism and Hospitality**   **3Cr**

This course aims to develop practical sales and marketing skills, supervisory skills and knowledge and work related attitudes required by these positions in a variety of industry sectors including wholesaling and tour operations, information services, attractions, meetings and events. **(Optional)**

THM 444 **Real Estate Valuation for Tourism and Hospitality Projects**   **3Cr**

Real Estate Valuation is an applied course in the valuation of tourism properties and projects. Performance appraisals and management of portfolios is included. Compensation in insurance and compulsory purchases of land among other various Real Estate Investment Analysis related topics is also presented. **(Optional)**

Required Courses for Department of Hotel Management

HM 101   **Introduction to Hospitality Industry**   **3Cr**

This orientation course presents the history, organization, opportunities and challenges that exist in the many careers that make up the dynamic world of hospitality management. Examples of selected topics include: pioneers and leaders in hotel, restaurant and culinary management; independent and chain hotels, restaurants franchising and management contracts, cultural diversity, ethics and quality service management

HM 311   **Rooms Division Management**   **3Cr**

An analysis of jobs in the hotel-motel front office: cashiering, switchboard, auditing and posing machine operations, procedures involved in registering, credit, accounting for the checking out of guests. This course will identify also, define and describe the fundamentals of housekeeping and laundry management, including a thorough study of proper record keeping, organization, functions and responsibilities as part of the hotel-motel industry.

HM 331   **Principals of Food Selection, Preparation and Evaluation**

This course presents essentials of food selection, storage, preparation and evaluation. The students will develop the ability to recognize and produce quality food items   **3Cr**

HM 333   **Food Production Techniques**

Students will focus on the knowledge and preparation of meats, poultry, seafood, as well as starches, fruits and vegetables. Students will utilize all dry and moist methods of cooking. Menu selection and balance will be studied. The course emphasizes safety and sanitation procedures. Students will operate kitchen equipment and tools.   **3Cr**

HM 334   **Food and Beverage Management**

A study of standards of quality, grades, methods of purchasing, receiving, issuing, storage, inventory and service of food commodities. Basic principles of beverage management and merchandising as related to the hospitality industry will be studied. Detailed study of wines and spirits, their origins, manufacturing process and service.   **2Cr**

HM 341   **Hospitality Accounting System**   **3Cr**

Relevant accounting terms and concepts as they apply in the hospitality industry, including the Uniform System of Accounts**.**

HM 411   **Resort and Condominium Management**   **3Cr**

Resort and Condominium development seeks to introduce students to the process of developing a resort from inception of the concept to the decision to invest. It looks at market analysis, environmental assessment procedures and planning issues. Students are introduced to case studies which are used to illustrate issues associated with resort and condominium development and management.

HM 412   **Hospitality Strategic Management**   **3Cr**

This course exposes students to the strategic management process through a combination of lectures and case studies. Lectures introduce students to the major strategy theories and models. Using the analytical tools acquired in lectures, students apply what they have learned in the context of hospitality management case studies.

HM 431   **Menu Planning and Design**   **3Cr**

This course is designed to present menu planning as a guide to managing. The emphasis is on the key role menu planning plays in relation to the entire operation of food service establishments.

HM 434   **Safe Food Service Management**   **3Cr**

This course develops an understanding of sanitation and safety concepts in the operation of a food service establishment. Concentration on current laws, food-borne illnesses, safe storage for food, protecting food in preparation and serving and pest control

HM 441   **Revenue Management in Hospitality Industry**   **3Cr**

This course will explore implementing hotel revenue management strategies in order to achieve maximum profits in hotels. Students will analyze the potential return on investment associated with implementing hotels' revenue strategies.

HM 451	**Hospitality Facilities Planning and Design**	**3Cr**

The formulation of a design project program will be taught and practiced with the writing of a lodging design study. The student will create a limited space l o d g i n g design, such as the development of a suite, bar, meeting space, front office layout etc. Emphasis will be placed on function and the designing process

HM (481/482)	**Hospitality Project 1&2**	**Each 1Cr**

The purpose of this course is to provide students with an opportunity to develop and enhance fundamental intellectual skills through application of a proposed feasibility study on the tourism industry. The major assignment of this course is a guided independent research project. The preparation of the project involves thorough investigation and rigorous critical reflection; the topic chosen should be of vital interest and relevance to the student as a practicing tourism professional. Public presentation is required for the assessment of this course.

HM (391/392) (493/494)	**Industry internship (1) (2) (3) (4)**	**2Cr +2Cr**

Summer training is a degree required. Every undergraduate must complete a minimum of two summer period of eight weeks each. It must undertake in any Touristy or Hospitality premises approved by the faculty. Student performance is evaluated at the end of the training period by the organization where training is undergone and by department and faculty coordinator. One day trips will be arranged every week through the semester to one of the hospitality premises around. Beside a long trip to one of touristy destination.

Optional Course for Department of Hotel Management

HM 313 **Hotel Management Information Systems** **3Cr**

This course examines the techniques necessary for successful planning, evaluation and management of business information systems. A project management approach is used to develop an integrated systems study. Emphasis will be placed on developing the skills necessary to identify cost-effective opportunities in the workplace, to streamline and re-engineer business processes where appropriate, to determine opportunities for new applications and propose cost-effective technology alternatives to successfully introduce business systems. A Request for Proposal will be developed as part of proposing business system solutions. As part of implementation strategies, the implications of culture related issues will be explored

HM 315 **International Hotel Management (contracts)** **3Cr**

This course outlines the context of the international environment and examines general strategies to internationalization adopted by tourism and hospitality organizations.

HM 316 **Small Hospitality Business Organizations** **3Cr**

Hands-on practical approach for those interested in small business operations. Covers all aspects of operating an existing business, including problems and solutions. Includes preparation of a business plan, methods of raising capital, buying, and financial evaluation methods.

HM 322 **Hospitality Sales Force Management** **3Cr**

The focus in this course is on the primary elements associated with sales and its relationship to the marketing mix. Emphasis is placed on understanding the sales function in hospitality and tourism properties from the perspective of the director of sales. Managing sales force and writing sales plans are also represented. The inter-relationship of the sales department with the various marketing intermediaries is also discussed

HM 323   **Marketing Research for Hospitality Industry**   **3Cr**

This course deals with the planning, collection, organization, interpretation, and presentation of marketing information to aid marketing decision makers. It includes research methods, types of data, sources of data, and analysis techniques in the hospitality industry.

HM 335   **Principles of Nutrition**   **3Cr**

Fundamental knowledge for evaluating the nutrient needs of the individual body based on its function and its relationship to food intake and metabolic needs.

HM 336   **Current Issues in Food Service Industry**   **3Cr**

This course takes the perspective that hotel management takes place within a socio-political context and hotel managers must be sensitive to emerging issues which affect the industry. Content may vary to take account of international developments affecting the food service industry.

HM 337   **Food and Beverage Control**   **3Cr**

This course examines the control function in food and beverage operations. Definition, planning, design, and analysis of food and beverage cost controls are studied. Other topics include control of sales income, control of labor costs, and the use of automation in food and beverage planning and cost.

HM 338   **Banquet Management (Events/Conferences/Functions)**   **3Cr**

This course introduces the student to the trends, organization and the structure of events and their importance in the travel business. It is suggested that students interested in the organization of events and conferences undertake the event and conference management.

HM 352   **Travel and Hospitality Catering Management**   **3Cr**
Students understand business process and logistics involved in the travel catering industry, this includes the processes of procurement organizations. Apply fundamental catering procedures, processes and systems as practiced in the industry. Including: Importance of the service element, Menus and menu planning, Production process, Quality control, Operational hygiene, Introduction to logistics, Supply chain management-purchasing and Supply chain management –distribution.

HM 419   **Entrepreneurship in Hospitality Industry**   **3Cr**

This course examines the core concepts of entrepreneurship in the hospitality industry and establishes an overall understanding and knowledge relative to the field of entrepreneurship. This serves as a strong foundation on which to develop a comprehensive framework within which aspects specific to enterprise development within an entrepreneurship context can be investigated and understood.

HM 422   **Promotional Strategies**   **3Cr**

This course is an in-depth study of the methods and techniques employed by the hospitality and tourism industry to accomplish effective and efficient operations. It includes discussion of management theories, systems, decision making and leadership directly relevant to the hospitality and tourism profession. The course also covers the business facets of human resource management, finance, ethics and marketing within the hospitality and tourism environment.

HM 432   **Restaurant Management**   **3Cr**

Food and beverage outlets, planning and design, including work flow space allocation, food and beverage service, staffing, procedure. Planning and organizing events (banquets, buffets, cocktail parties, out-door catering, etc.).

HM 433   **Quality Assurance for Food Operations**   **3Cr**

Lectures will include general concepts and expectations of quality assurance from consumer, government, managerial and technological points of view and discuss the relationship of national and international groups concerned with quality assurance**.**

HM 443   **Hospitality Cost Accounting**   **3Cr**

An in-depth study of cost analysis and product costing for both the profit and non-profit sectors of the economy. Accounting for labor, material and manufacturing overhead will emphasize the use of source documents to analyze and record cost data in both manual and computerized accounting systems. The methods of allocation of indirect costs to products will be introduced. Budgeting concepts will be reviewed with emphasis on capital budget technique

HM 462 **Special Studies in International Human Resources Management** **3Cr**

Students to research a topic of interest on various issues related to their studies, including: study of the principles, policies, and practices used to develop human resources in organizations. Topics include job analysis, organization development, recruitment selection, training, human resource planning, compensation management, performance appraisal, employee health and safety as well as labor relations pertaining to disciplines of equal employment opportunity

Required Course for Department of Tourism

TM 101 **Theory of Tourism** **3Cr**

This course introduces the theory of tourism to students, the focus is on the history of tourism, the development of tourism during different ages, the structure of the industry, types of tourism , tourists, the travel concept and other inter-related issues. The course also provides case studies and examples of the tourism industry in different parts of the globe.

TM 312 **Tourism Transportation** **2Cr**

This focused course highlights the importance of travel transportation, its management, structure and control.

TM 331 **Airline Reservation System and Ticketing (1)** **3Cr**

This course provides further familiarization with and assessments of various travel products and their distribution channels. Development of skills in problem solving and task functions such as: information gathering, promotion, reservation, and ticketing.

TM 332 **Airline Reservation System and Ticketing (2)** **3Cr**

This course provides further familiarization with and assessments of various travel products and their distribution channels. Development of skills in problem solving and task functions such as: information gathering, promotion, reservation, and ticketing.

TM 333 **Travel Agency and Front desk Management** **3Cr**

This course offers an introduction to travel agency management and operations including the industry's regulations & functions. The course will include responsibilities of agency operations, training, staffing practices, accounting and legal procedures. The course also includes the aviation business, tour operating, travel retailing, planning, marketing package tours, organization of air fares, issuing of tickets, reservation system, airlines, computerized reservation system and promotional fares.

TM 371   **Ecotourism**   **3Cr**

This course aims to develop ecotourism management skills and knowledge such as how to coordinate marketing activities and how to develop and operate ecologically sustainable and culturally appropriate tourism operations. This includes various case-studies and success experiences in the ecotourism and nature-based areas of the tourism industry across many parts of the world.

TM 411   **Events Management**   **3Cr**

This course introduces the student to the trends, organization and the structure of events and their importance in the travel business. It is suggested that students interested in the organization of events and conferences undertake the event and conference management.

TM 415   **Strategic Tourism Management**   **3Cr**

This course introduces a range of concepts about strategic management and shows how these are applied in organizations from the travel and tourism industries. Three themes are studied in sequence: strategies, organizations and contexts and the relationships between them. Although case studies are examined, in order to bring a degree of focus and depth, only a narrow range of examples is included.

TM 442   **Tourism Demand and Forecasting**   **3Cr**

The Course deals with methods for estimating visits, demand and value of recreation & tourism, demand shifters and elasticities, qualitative structure and time series methods for forecasting R&T demand/consumption, price indices, leading indicators and seasonal adjustment, economic and other notions of value, travel cost, CVM, and hedonic approaches to valuation

TM 451   **Tourism Attractions Planning and Development** **3Cr**

This course is designed to provide the student with knowledge of the role of management science in the design of a destination. The student will have an understanding of Management Science and its application to Tourism destination planning and development. The planning process will be a major focus of study. The student will be exposed to management issues that relate to urban and rural tourism development and will have the opportunity to apply knowledge through case studies of selected destinations

| **TM 471** | **International Travel and Tourism** | **3Cr** |
| | This course outlines the context of the international environment and examines general strategies to internationalization adopted by tourism and hospitality organizations. | |

| **TM 472** | **Tourism and Globalization** | **3Cr** |
| | Tourism not only plays an important role in the development of this process, it is also becoming subject to transformation of the international business environment. The issue of competition of such a globalizing world has taken a new form. To be able to compete, one needs to understand the new parameters and to upgrade innovative strategies. For this reason, organizations have become the focal point. As tourism is taking a new direction-from Mass to Sustainable - new organizational approaches are inevitable. | |

| **TM (481/482)** | **Tourism Project 1& 2** | **Each 1Cr** |
| | The purpose of this course is to provide students with an opportunity to develop and enhance fundamental intellectual skills through application of a proposed feasibility study on the tourism industry. The major assignment of this course is a guided independent research project. The preparation of the project involves thorough investigation and rigorous critical reflection; the topic chosen should be of vital interest and relevance to the student as a practicing tourism professional. Public presentation is required for the assessment of this course. | |

| **TM (391/392) (493/494)** | **Industry internship (1) (2) (3) (4)** | **2Cr +2Cr** |
| | Summer training is a degree required. Every undergraduate must complete a minimum of two summer period of eight weeks each. It must undertake in any Touristy or Hospitality premises approved by the faculty. Student performance is evaluated at the end of the training period by the organization where training is undergone and by department and faculty coordinator. One day trips will be arranged every week through the semester to one of the hospitality premises around. Beside a long trip to one of touristy destination. | |

Optional Courses for Department of Tourism

TM 314   **Tourism and the Environment**   **3Cr**

This course provides an introduction to theoretical and practical importance of environmental management. Specifically it defines environmental conservation, and looks at options for sound environmental -and economic effects.

TM 316   **Tourism Destination Marketing**   **3Cr**

This course is designed to provide an in-depth study of the variety of organizations and strategies utilized to market a destination. The student will study marketing management as it relates to a destination and will be exposed to the structures of destination marketing organizations, funding sources, and operations.

TM 321   **Marketing and Sales for Tourism and Leisure**   **3Cr**

This course aims to develop practical sales and marketing skills, supervisory skills and knowledge and work related attitudes required by these positions in a variety of industry sectors including wholesaling and tour operations, information services, attractions, meetings and events.

TM 334   **Retail Travel Services**   **3Cr**

Provides a broad range of 'core' operational skills and an understanding of the travel industry. This includes tourism industry knowledge, working in teams, customer service, manual reservations, retail /wholesale sales & services.

TM 353   **Resort Planning and Development**   **3Cr**

Resort development seeks to introduce students to the process of developing a resort from inception of the concept to the decision to invest. It looks at market analysis, environmental assessment procedures and planning issues. Students are introduced to case studies which are used to illustrate issues associated with resort development and management.

TM 354   **Tourism Impact & Sustainability**   **3Cr**

This course focuses on the analysis of impacts of tourism on host societies, destination economies & natural & built environment. It is designed to examine the impacts of tourism from several distinct but interrelated perspectives: social, political, economic and environmental. Limits to future tourism growth are discussed and possible planning strategies are detailed.

TM 412   Tourism Operations Management   3Cr

Deals with the operational and management aspects of major supply side businesses of the tourism industry, such as tour wholesalers, tour operators, travel agents, attraction operators, events managers and accommodation operators. Emphasis will be on how these key sectors interact in facilitating holiday experiences.

TM 414   Theme Park Management   3Cr

This course aims to develop the practical operational skills and associated knowledge required by these positions in the attractions sector of the tourism industry. It focuses on issues with relation to museums, theme parks, cultural centers or other business attraction.

TM 422   Marketing Research for Tourism Destination   3Cr

This course deals with the planning, collection, organization, interpretation, and presentation of marketing information to aid marketing decision makers. It includes research methods, types of data, sources of data, and analysis techniques in the tourism industry.

TM 431   Automated Travel Systems   3Cr

Comprehensive, hands on computer learning experience, students will progress from the characteristics and development of automation in the retail travel agency to practical applications in computerized reservations and back- office systems.

TM 441   Tourism Management Technology Applications   3Cr

This course offers a detailed examination of the IT applications in the major tourism sectors. It concludes with an examination of the emerging trends of IT development and the ways of strategically managing IT to achieve competitive advantage. Applications of Global Distribution Systems such as: Galileo, Saber, World span, Amadeus" will be examined.

TM 461   Convention and Meeting Planning   3Cr

This course introduces the student to the trends, organization and the structure of events and their importance in the travel business. It is suggested that students interested in the organization of events and conferences undertake the event and conference management.

TM 474   International Tourism Planning and Development   3Cr

This course is designed to provide the student with knowledge of the role of management science in the design of a destination. The student will have an understanding of Management Science and its application to Tourism destination planning and development. The planning process will be a major focus of study. The student will be exposed to management issues that relate to urban and rural tourism development and will have the opportunity to apply knowledge through case studies of selected destinations