

## **PROGRAMS**

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### **Bachelor of Science in Tourism Management (BSTM)**

Academic Year 2018 – 2019

Reference CMOs: CMO No. 62, s.2017, CMO 4, s.2018 and CMO 20, s. 2013

#### **Curriculum Description**

The BS Tourism Management program provides tourism education to students wanting to excel in the tourism industry. It prepared students for leadership position in tourism planning and product development, events planning, transportation services, travel and tour operations and other operational and administrative roles.

#### **Program Objectives**

The primary goal of BSTM program is to produce competent, values driven and service-oriented professionals by providing the required knowledge, skills and values that will enable them to become globally competitive professionals. These capabilities will keep pace with the demands of local and global travel, tourism and hospitality environment following policies, standards and guidelines set by the industry.

#### **Program Outcomes**

Students should be able to:

1. Research, plan and conduct various guiding activities.
2. Plan, implement and monitor tours and sales activities.
3. Develop appropriate marketing programs arrange required travel services
4. Plan, organize, implement and evaluate MICE activities.
5. Plan, develop and evaluate tourism sites and attraction

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**CURRICULUM**

**Bachelor of Science in Tourism Management (BSTM)**

Academic Year 2018 – 2019

Reference CMOs: CMO No. 62, s.2017, CMO 4, s.2018 and CMO 20, s. 2013

<b>FIRST YEAR</b>						
<b>FIRST SEMESTER</b>						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
TM 101	Global Culture and Tourism Geography	3	3	0		
IHM 103	Quality Service Management in Tourism and Hospitality	3	3	0		
IHM 104	Philippine Culture and Tourism Geography	3	3	0		
IHM 101	Macro Perspective in Tourism and Hospitality	3	3	0		
IHM 102	Risk Management as Applied to Safety, Security and Sanitation	3	3	0		
HME 101	Housekeeping Operations – Lecture	2	2	0		
HME 102	Housekeeping Operations – Laboratory	1	0	3		HME 101
NSTP 111	National Service Training Program 1	3	3	0		
PE 101	Physical Fitness, Gymnastics and Aerobics	2	2	0		
	<b>Total</b>	<b>23</b>	<b>22</b>	<b>3</b>		

<b>FIRST YEAR</b>						
<b>SECOND SEMESTER</b>						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
GEd 106	Purposive Communication	3	3	0		
GEd 105	Reading in Philippine History	3	3	0		
GEd 102	Mathematics in the Modern World	3	3	0		
IHM 105	Micro Perspective of Tourism and Hospitality	3	3	0	IHM 101	
TM 102	Tour and Travel Management	3	3	0		
TME 101	Tour Guiding	3	3	0		
HME 207	Front Office Operation – Lecture	2	2	0		
HME 208	Front Office Operation – Laboratory	1	0	3		HME 207
NSTP 121	National Service Training Program 2	3	3	0	NSTP 111	
PE 102	Rhythmic Activities	2	2	0	PE 101	
	<b>Total</b>	<b>26</b>	<b>25</b>	<b>3</b>		

SECOND YEAR						
FIRST SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
GEd 109	Science, Technology, and Society	3	3	0		
GEd 107	Ethics	3	3	0		
TM 203	Sustainable Tourism	3	3	0	IHM 101	
HME 205	Food & Beverage Service – Lecture	2	2	0		
HME 206	Food & Beverage Service ; Laboratory	1	0	3		HME 205
HME 314	Culinary Fundamentals – Lecture	2	2	0	IHM 102	
HME 315	Culinary Fundamentals – Laboratory	2	0	6		HME 314
PE 103	Individual and Dual Sports	2	2	0	PE 101	
	<b>Total</b>	<b>18</b>	<b>15</b>	<b>9</b>		

SECOND YEAR						
SECOND SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
GEd 101	Understanding the Self (GE)	3	3	0		
TM 204	Tourism Policy Planning and Development	3	3	0	TM 203	
THM 203	Introduction to MICE – Lecture	2	2	0		
THM 204	Introduction to MICE – Laboratory	1	0	3		THM 203
THM 201	Foreign Language 1	3	3	0		
IHM 206	Legal Aspects in Tourism and Hospitality	3	3	0		
TME 102	Ecotourism Management	3	3	0	TM 203	
TM 205	Applied Business Tools and Technologies in Tourism – Lecture	2	2	0		
TM 206	Applied Business Tools and Technologies in Tourism – Laboratory	1	0	3		TM 205
PE 104	Team Sports	2	2	0	PE 101	
	<b>Total</b>	<b>23</b>	<b>21</b>	<b>6</b>		

SECOND YEAR						
MIDTERM						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		

<b>IHM 207</b>	Practicum 1 (300 hours)	<b>3</b>	<b>0</b>	<b>3</b>		
	<b>Total</b>	<b>3</b>	<b>3</b>	<b>0</b>		

<b>THIRD YEAR</b>						
<b>FIRST SEMESTER</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>	<b>Hour/s</b>		<b>Pre-Requisite/s</b>	<b>Co-Requisite/s</b>
			<b>Lec</b>	<b>Lab</b>		
IHM 310	Multicultural Diversity in Workplace for Tourism Professional	3	3	0		
THM 202	Foreign Language 2	3	3	0	THM 201	
BME 302	Strategic Management in Tourism and Hospitality	3	3	0		
IHM 308	Professional Development and Applied Ethics	3	3	0		
IHM 309	Tourism and Hospitality Marketing	3	3	0		
LITR 102	ASEAN Literature	3	3	0		
	<b>Total</b>	<b>18</b>	<b>18</b>	<b>0</b>		

<b>THIRD YEAR</b>						
<b>SECOND SEMESTER</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>	<b>Hour/s</b>		<b>Pre-Requisite/s</b>	<b>Co-Requisite/s</b>
			<b>Lec</b>	<b>Lab</b>		
BME 301	Operations Management in Tourism and Hospitality Industry	3	3	0		
TME 303	Tourism Information Management – Lecture	2	2	0		
TME 304	Tourism Information Management – Laboratory	1	0	3		TME 303
GEd 104	The Contemporary World	3	3	0		
GEd 103	Life and Works of Rizal	3	3	0		
GEd 108	Art Appreciation	3	3	0		
TM 307	Research Methods Applied in Tourism Management	3	3	0		
FILI 101	Kontekstwalisadong Komunikasyon sa Filipino	3	3	0		
	<b>Total</b>	<b>21</b>	<b>20</b>	<b>3</b>		

<b>FOURTH YEAR</b>						
<b>FIRST SEMESTER</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>	<b>Hour/s</b>		<b>Pre-Requisite/s</b>	<b>Co-Requisite/s</b>
			<b>Lec</b>	<b>Lab</b>		
IHM 311	Entrepreneurship in Tourism and Hospitality	3	3	0	IHM 309	
TM 408	Thesis Writing in Tourism Management	3	3	0	TM 307	
TM 409	Transportation Management	3	3	0		
TME 404	Cruise Tourism	3	3	0		
FILI 102	Filipino sa Iba't-ibang Disiplina	3	3	0		
	<b>Total</b>	<b>15</b>	<b>15</b>	<b>0</b>		

**FOURTH YEAR**  
**SECOND SEMESTER**

Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
IHM 412	Practicum 2 (600 hours)	6	0	6	Regular Standing	
	<b>Total</b>	<b>6</b>	<b>0</b>	<b>6</b>		