

A degree in hospitality management

THE growing employment market in the hospitality and tourism industry – in golf clubs, casinos, leisure and cruise management roles – calls for well-trained and qualified employees.

To prepare students with an expertise in hospitality management, INTI offers the Bachelor of Business (Hons) Hospitality Management degree for individuals aspiring to enter the hospitality industry.

The three-year degree helps students develop competency through international exposure, innovative learning and individual development.

Designed to be a business degree rather than a craft-based degree, the Bachelor of Business (Hons) Hospitality Management allows students to gain knowledge in running a business before exposing them to specialised modules such as golf and club management, casino and entertainment management, park and outdoor recreation management, cruise services management and visitor management.

"Students of this programme will have the best of both worlds. In terms of job opportunities, they will be able to cast their

net wider than their peers. This comes from them mastering the art of running a business in the first one and a half years of the degree, followed by a major in hospitality management for the remainder of the course," says Dr Jagdeep Singh, acting dean, Faculty of Business, Communications and Law of INTI International University.

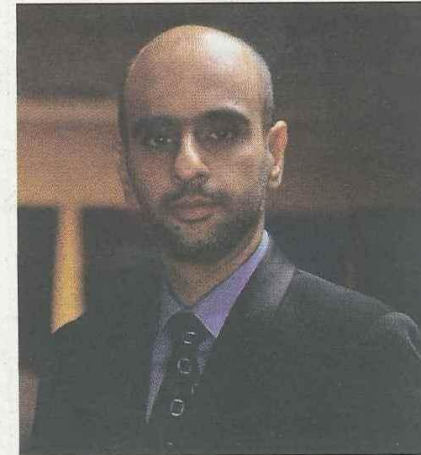
In their final year, students get work experience in various establishments such as golf resorts and cruise lines.

They get to work on real projects and do further internships to gain more learning opportunities.

Available for students are also study abroad opportunities and international case discussions, which provide additional avenues for their professional development.

Graduates will be able to position themselves as viable candidates in other specialisations as the degree allows students to choose four elective modules as their minors. The options include marketing, human resource management, finance, accounting, international business and business administration.

In addition, students will learn a wide



Dr Jagdeep Singh believes students will greatly benefit from a degree that combines the art of running a business with knowledge of hospitality management.

range of skills throughout the course such as cross-cultural communication, negotiation, customer service excellence as well as financial, writing and presentation skills.

"Hospitality is not just about hotel and resort management. Prospective students should be informed that the tourism and hospitality sector is larger than presumed. Education has to be fun and we make it so at INTI.

"Where else can one complete a business degree and get the opportunity to learn how to play golf, do an assignment on casinos, work on a cruise liner or conduct an outdoor park project?" asks Dr Jagdeep.

■ For more information on INTI's Bachelor of Business (Hons) Hospitality Management degree, call 06-798 2000 or visit www.newinti.edu.my