



PROGRAMME HANDBOOK

Diploma in Islamic Tourism Management

Kolej Ketengah 2025

Kolej Ketengah

Vision

Peneraju Pusat Kecemerlangan Pendidikan Komuniti Luar Bandar

Mission

1. Membentuk graduan yang holistik, berkemahiran digital dan bercirikan keusahawanan
2. Menyediakan peluang pendidikan yang berkualiti
3. Menjadi pusat akademik dan pembelajaran TVET terpilih

REVISION HISTORY

Version	Date	Prepared by	Reviewed by	Approved by	Summary of Change
1.0	1 March 2022	Academic Department	School of Management & Accounting	-	
2.0	1 June 2025	School of Management	Academic Department		

FOR OFFICIAL USE ONLY.

THIS DOCUMENT CONTAINS PROPRIETARY AND CONFIDENTIAL INFORMATION AND IS THE INTELLECTUAL PROPERTY OF KOLEJ KETENGAH. NO PART OF THIS DOCUMENT IS TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING ON ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE PERMISSION IN WRITING FROM KOLEJ KETENGAH

1.0 INTRODUCTION [ABOUT SCHOOL OF MANAGEMENT AND ACCOUNTING)

The school of management and accounting offers students a higher learning experience through outstanding teaching, decent administrative support and adapted kindness. Our team of dedicated and experienced academics conveys knowledge and skills in the field of management and accounting, and along the way prepare students with good morals and competence to serve the need of the community.

The school comprises four units. There are:-

1. Diploma in Islamic Tourism Management
2. Diploma in Business Studies/ franchise UiTM (soon)
3. Diploma in Digital Entrepreneurship (soon)

The school of management and accounting aims to cater our students to learn in our best active learning environments, having theoretical understanding and transfer of corrective content knowledge and skills that adopted through cognitively demanding practical application in real world situation. All the affective, leadership skills, general education and risk-taking program assists to train students with vital skills and capabilities to develop the morals-driven and public responsibilities.

2.0 PROGRAM EDUCATIONAL OBJECTIVES (PEO)

The Diploma in Islamic Tourism Management program has focus on:-

1. Solve issues based on knowledge, principles and technical skills in the field of Islamic Tourism
2. Foster leadership qualities and collaboration with the stakeholders through effective communication skills in the field of Islamic Tourism
3. Apply numeracy and digital skills when conducting innovations and entrepreneurship in the field of Islamic Tourism
4. Apply ethical and professional values to fulfil professional and social responsibilities

3.0 PROGRAM LEARNING OUTCOMES (PLO)

1. Understand fundamental knowledge and principles pertaining to Islamic Tourism
2. Integrate basic problem solving skills pertaining to Islamic Tourism issues
3. Display basic technical skills in Islamic Tourism management
4. Demonstrate good personality traits and teamwork when dealing with tourism stakeholders
5. Practice effective and excellent communication skills when engaging with tourism stakeholders
6. Use basic digital skills related to tourism computer application
7. Use basic numeracy skills in preparing report and research in Islamic Tourism
8. Show effective leadership by working independently and collaboratively
9. Demonstrate outstanding personal skills in self and professional development.
10. Exhibit entrepreneurial skills to commercialize Islamic tourism in various platforms
11. Adhere integrity in personal and professional Islamic Tourism settings

4.0 CURRICULUM DESIGN AND DELIVERY

Providing training based on scientific principles that encompasses competency through knowledge in Islamic tourism management, professionalism, leadership and lifelong learning, entrepreneurial and managerial concerns in Islamic tourism issues.

Industrial training is crucial in the development of students' maturity and experience. Hence, school allocate a required number of units for this purpose. For the purpose of calculation of credits, 1 credit is equal to a minimum of 2 weeks of training. For Diploma Programme the recommended duration is 4 months.

Table below shown a summary of components in the programme:

Refer to Appendix 1 for Course Structure

No.	Course Classification		Credit Value	Percentage (%)
1.	Compulsory courses/modules		9	10
2.	Core courses	Common	22	24
3.		Discipline	51	57
4.		Industrial training	8	9
5.	Optional/Elective courses		-	-
Total Credit Value			90	100

Delivery methods:

- i. Lectures
- ii. Tutorials
- iii. Problem based
- iv. Project

5.0 ASSESSMENT OF STUDENT LEARNING

“Student assessment is a crucial aspect of quality assurance because it drives student learning. It is one of the most important measures to show the achievement of learning outcomes. The result of assessment is also the basis in awarding qualifications. Hence, methods of student assessment have to be clear, consistent, effective, reliable and in line with current practices and must clearly support the achievement of learning outcomes” (COPPA, 2008, pp.15).

The following table provide a summary for the method of evaluation for this programme:

Qualifications	Modules		Requirement
	Continuous Assessment (%)	Final Assessment	
Diploma in Islamic Tourism Management	40	60	Written Assessment Oral assessment Practical Assessment Industrial Attachment / Internship Project

Grading System Kolej Ketengah

MARKAH	GRED	NILAI	PRESTASI
80 – 100	A	4.00	Cemerlang
75 – 79	A-	3.67	Cemerlang
70 – 74	B+	3.33	Kepujian / Baik
65 – 69	B	3.00	Kepujian / Baik
60 – 64	B-	2.67	Sederhana
55 – 59	C+	2.33	Sederhana
50 – 54	C	2.00	Sederhana
47 – 49	C-	1.67	Pencapaian Minimum
44 – 46	D+	1.33	Pencapaian Minimum
40 – 43	D	1.00	Pencapaian Minimum
39 ke bawah	F	0.00	Gagal

6.0 STUDENT SELECTION

General entry requirement for this programme:

A pass in SPM with at least credit in any 3 subjects inclusive of Mathematics or any equivalent qualification;

OR

A pass in Sijil Tinggi Persekolahan Malaysia (STPM) , with a minimum of Grade C (GP 2.0) in any subject or any equivalent qualification and a credit in Mathematics at SPM level or its equivalent;

OR

A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul (pass) and a credit in Mathematics at SPM level or its equivalent;

OR

A pass in SKM Level 3, and a credit in Mathematics at SPM level or its equivalent;

OR

A pass in any qualifications equivalent to Certificate (Level 3, MQF) and a credit in Mathematics at SPM level or its equivalent.

Candidates without a credit in Additional Mathematics at SPM Level or its equivalent may be admitted if the Diploma programme contains subjects in mathematics that are equivalent to Additional Mathematics at SPM Level.

Candidate with a credit in computing related subject at SPM or STPM level or its equivalent may be given preferential consideration.

-Reference to MQA Program Standard – Computing

7.0 ACADEMIC STAFF

“The quality of the academic staff is one of the most important components in assuring the quality of Higher Education and thus every effort must be made to establish proper and effective recruitment, service, development and appraisal policies that are conducive to staff productivity” (COPPA, 2008, pp. 21)

Staff Development

Academic staffs are vital to deliver a quality programme and to perform teaching effectively, as well as to produce graduates that are employable and accepted by the industry. As the industry is dynamic and globally influenced, academic staff needs to continually update themselves with changes around the globe. Thus, at Kolej Ketengah all academic staffs are well-equipped with the latest knowledge and skills in their teaching and learning activities. Kolej Ketengah facilitate academic staff to participate in relevant Continuous Professional Development (CPD) programmes of at least 40 hours per year, such as:

- i. Professional development for full-time staff.
- ii. Updated teaching and learning skills.
- iii. Updated research and supervisory skills.
- iv. Industry attachment (if required by HEPs).
- v. Research, consultation and community services involvements.

Overall, academic staff qualification for this programme:

- i. Bachelor's Degree in related field.

(with minimum THREE (3) years relevant industrial work experience or professionally certified in the relevant area).

Academic staff ratio

- i. Full-time and part-time teaching faculty – At least 60% full-time.
- ii. Overall Staff-Student ratio – 1:20.

8.0 EDUCATIONAL RESOURCES

For this programme, Kolej Ketengah provides sufficient resources conducive to support teaching and learning in the field. For lecture and tutorial rooms, and computer labs, sufficient space to accommodate student-centered learning have been provided.

Below are the facilities provided for the students:

- i. Computer Labs
- ii. Tutorial Room
- iii. Lecture Rooms
- iv. Library and Information Centers
- v. Internet Access
- vi. Sufficient access to relevant software and hardware
- vii. Computer Lab -Student ratio - 1:20

9.0 PROGRAMME MONITORING AND REVIEW

Feedback from multiple sources such as students, alumni, academic staff, employers, professional bodies (industry) and parents is obtained in order to assist in enhancing the quality of the programme.

10.0 LEADERSHIP, GOVERNANCE AND ADMINISTRATION

Leadership

In this programme, academic leadership is largely focused on suitable qualified persons to carry out the necessary curriculum monitoring and review of computing programmes. The leaders of the programme should be a full time staff with relevant knowledge and reflects the attributes of good ethical values in work practices.

Governance

Kolej Ketengah practice full compliance with the policies and practices of good governance according to applicable laws (e.g Private Higher Education Institutions Act 1996 (Act 555), circular). We are also in the process of doing benchmarking of the programme in order to ensure comparability with Islamic tourism management programmes offered by international universities that have good standing.

11.0 CONTINUAL QUALITY IMPROVEMENT

Kolej Ketengah is expected to provide evidence of ability to keep pace with changes in the field and requirements of stakeholders.

These should be demonstrated by:

- i. A comprehensive curriculum review should be conducted at least once every programme cycle. However, updating the curriculum to keep pace with the current developments should be conducted at a more regular interval.
- ii. Continuous quality assessment processes by external reviewers who are qualified in the relevant fields.
- iii. Continuous benchmarking against top universities at national and international levels.

In addition, Kolej Ketengah is likely to adopt the following practices, but not limited to;

- i. linkages with industry;
- ii. continuous review of industrial attachment practices and records;
- iii. dialogue sessions with stakeholders;
- iv. active participation of academic staff at relevant conferences, seminars, workshops and short courses;
- v. presentations by invited speakers, local or international; and
- vi. organisation of conferences, seminars and workshops.

APPENDIX 1 - COURSE STRUCTURE - DIPLOMA IN ISLAMIC TOURISM MANAGEMENT

SEMESTER	KOD SUBJEK	SUBJEK	JAM KREDIT	JUMLAH KUMULATIF JAM KREDIT
1	KPU 2012	ENGLISH I	2	8
	KPU 2013	INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY	3	
	MPU 2113	PENGHAYATAN ETIKA DAN PERADABAN	3	
2	KPP 2023	FUNDAMENTALS OF ISLAMIC TOURISM	3	19
	KPU 2033	FUNDAMENTALS OF MANAGEMENT	3	
	KPU 2053	TOURISM GEOGRAPHY	3	
	MPU 2282	PENGURUSAN MAJLIS DAN ACARA	2	
3	KPU 2022	ENGLISH II	2	36
	KPU 2043	TOURISM INFORMATION TECHNOLOGY	3	
	KPU 2063	ISLAMIC CIVILIZATION AND HISTORY	3	
	KPP 2103	ATTRACTION MANAGEMENT	3	
	KPP 2163	FOOD TOURISM	3	
	KPP 2193	FOUNDATION OF ARABIC TOURISM	3	
4	KPP 2153	TOURISM AND HALAL INDUSTRY	3	47
	KPP 2213	TRAVEL WRITING AND PHOTOGRAPHY	3	
	KPP 2233	CULTURAL AND HERITAGE TOURISM	3	
	MPU 2482	KURSUS INTEGRITI DAN ANTI RASUAH	2	
5	KPU 2073	INTRODUCTION TO TOURISM ACCOUNTING	3	65

	KPP 2083	GLOBAL DISTRIBUTION SYSTEM	3	
	KPP 2093	TRAVEL AND TOUR OPERATIONS	3	
	KPP 2113	SPECIAL INTEREST IN ISLAMIC TOURISM	3	
	KPP 2133	TOURISM SERVICE QUALITY	3	
	KPP 2173	ISLAMIC TOURISM DESTINATION MARKETING	3	
6	KPP 2123	TOURISM ENTREPRENEURSHIP	3	82
	KPP 2143	ISLAMIC TOURISM OPERATION MANAGEMENT	3	
	KPP 2183	ISLAMIC TOURISM FINAL YEAR PROJECT	3	
	KPP 2203	TOUR GUIDING SERVICES	3	
	KPP 2243	HAJI AND UMRAH MANAGEMENT	3	
	MPU 2412	PENCINTA ALAM	2	

SEMESTER	KOD SUBJEK	SUBJEK	JAM KREDIT	JUMLAH JAM KREDIT	JUMLAH KUMULATIF JAM KREDIT
7	KPP 2228	INDUSTRIAL TRAINING	8	8	90

APPENDIX 2 - COURSE SYNOPSIS BY COMPONENT

1.	Name of Course :	INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY				
	Course Code :	KPU2013				
2.	Synopsis :	This fundamental course provides students with the basic components of hospitality and tourism industry through an overview of the economic activities. This includes elements of products and services, customers, stakeholders, business environment and infrastructures. This course encompasses the important relationship of lodging, tourism, food and beverage, culinary arts and other sub industries. This face-to-face and blended learning course will enable students to manifest their understanding of the general aspects of hospitality and tourism as well as their engagement on the knowledge of this field.				
3.	Semester and Year offered :	Semester	1	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Recognize the basic components in the hospitality and tourism sector comprehensively through their products and services. (C2,PLO1)				
	CLO2	Discuss effective collaboration in addressing the issues and impacts of hospitality and tourism industry. (A2,PLO4)				
	CLO3	Demonstrate different form of communication skills with stakeholders on the key elements of hospitality and tourism system. (A3,PLO5)				

1.	Name of Course :	FUNDAMENTALS OF ISLAMIC TOURISM				
	Course Code :	KPP2023				
2.	Synopsis :	The course introduces students to the concepts of Islam and tourism to enhance greater understanding of tourism from the Islamic perspectives. The course content includes the different sub-segments of Islamic tourism, halal industry, Shariah compliant accommodation sector, Islamic product developments, Islamic events, current trends and issues. At the end of this course, this face-to-face and blended learning course is expected to expose the students to practical applications and illustrations of Islamic tourism from a variety of international perspectives.				
3.	Semester and Year offered :	Semester	2	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Describe a coherent understanding of Islamic tourism fundamentals, growth and prospects. (C1,PLO1)				
	CLO2	Demonstrate the ability to communicate principles and concepts of Islamic tourism in a formal discourse. (A3,PLO5)				
	CLO3	Perform a self-support learning in illustrating Islamic tourism applications from multi-dimensions. (A2,PLO9)				

1.	Name of Course :	FUNDAMENTALS OF MANAGEMENT				
	Course Code :	KPU2033				
2.	Synopsis :	This course provides a fundamental overview on the theory, research and practice on management. It seeks to provide knowledge on wide-ranging aspects of management functions which consist of planning, organizing, leading and controlling. Through the adoption of face-to-face and blended learning, students are expected to demonstrate competent understanding of the basic principles and approaches of fundamental management that concerns the managerial responsibilities, skills, roles and decision making.				
3.	Semester and Year offered :	Semester	2	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Evaluate the understanding of fundamental knowledge on tourism management (C2,PLO1)				
	CLO2	Support respectable leadership and teamwork in practicing the principles of fundamental tourism management. (A3,PLO8)				
	CLO3	Demonstrate the ability to organize ideas on practices of fundamental tourism management. (A3,PLO9)				

1.	Name of Course :	TOURISM GEOGRAPHY				
	Course Code :	KPU2053				
2.	Synopsis :	This course encompasses students to the understanding of places and spaces created by tourism. This field of study considers all the aspects, activities, and perspectives that draws the holistic nature of geography through multidisciplinary views including historical and contemporary. The concept of geography considers the human and physical factors that interpret the economic, social, and environmental aspects of tourism. The students are also given inputs on the geographical concepts in globalisation, mobility, production, consumption and the changes tourism brings to the cultural and physical landscapes. Students will be exposed to teaching and learning in forms of face-to-face and blended learning. After taking this course students will be able to critically and independently asses existing knowledge within tourism geography concepts, elements and features of a tourist destination.				
3.	Semester and Year offered :	Semester	2	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Describe the important theories within social and economic geography and tourism geography. (C1,PLO1)				
	CLO2	Discuss verbally the relations of human and physical geographic in tourism Industry. (A2,PLO5)				
	CLO3	Practice data management of themes within tourism geography in relation to relevant and up to date trends of geographic concepts. (A2,PLO6)				

1.	Name of Course :	TOURISM INFORMATION TECHNOLOGY				
	Course Code :	KPU2043				
2.	Synopsis :	This course is designed to provide an overview of a contemporary update on the complexities of using information technology (IT) in the tourism industry. The goal is to help students examine IT applications in all sectors including airlines, travel intermediaries, accommodation, food service, destinations, attractions, events and entertainment. As for delivery method, this course utilizes face-to-face, blended learning, practical activity and Problem Based Learning (PBL). By this, at the end of the course, students will be able to understand IT in the context of tourism industry applications and supporting tourists decision-making before their trip, during their travels and at the destination.				
3.	Semester and Year offered :	Semester	3	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Illustrate the understanding of information technology used in the tourism industry. (C2,PLO1)				
	CLO2	Build social media or digital contents to promote tourism products and services. (P3,PLO3)				
	CLO3	Propose a clear and confident delivery of IT solution for the tourism industry. (A3,PLO5)				

1.	Name of Course :	ATTRACTION MANAGEMENT				
	Course Code :	KPP2103				
2.	Synopsis :	This course exposed the students to the task of managing the tourist attractions given its importance as the main motivators of travel within the context of tourism. It seeks to provide knowledge on the roles of attractions and what it represents in tourism. The course also discusses the issues and challenges involved in the development of new attractions from the perspectives of marketing, financial, operations and human resource management. By using the means of lecture, group work/discussions and e-Learning, it is expected that students will be able to gain experience and demonstrate their intermediate knowledge on the management aspects of tourist attractions. basics in identifying, preventing, and controlling the various crisis situations that affect tourism industry. Tourism crisis management basics, from preparation to training and compliance are discussed, as are various stages of a crisis, and the need to establish a crisis management team. The course also discusses roles and functions of each crisis management team member, which is essential for the ultimate success of contingency planning. This course will be conducted in both face-to-face and blended learning. At the end of this course, students are expected to identify best practices of planning for crisis situations and apply crisis management knowledge and skill in the development of a Crisis Management Plan for a real world organization.				
3.	Semester and Year offered :	Semester	3	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Discuss the application of various management components in the context of tourist attractions (C2,PLO1)				
	CLO2	Demonstrate effective leadership, responsibility and teamwork in managing the issues of tourist attraction (A3,PLO8)				

	CLO3	Share personal vision in providing managerial solutions in the context of tourist attraction. (A3,PLO10)
--	------	--

1.	Name of Course :	ISLAMIC CIVILIZATION AND HISTORY				
	Course Code :	KPU2063				
2.	Synopsis :	In this course, students will be exposed to the rich and insightful historical records and narratives of Islamic civilizations which spans across the regions of Asia and Europe predominantly. The content of this course includes the historical events before the age of Islamic Arabia, the age of the Prophets and Islamic caliphates to the modern age of Islamic governments. At the end of this course, it is expected that students will be able to gain an understanding on the changes and development recorded across the histories of Islamic civilization through the implementation of different delivery methods such as lecture, discussion and e-Learning.				
3.	Semester and Year offered :	Semester	3	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Explain the understanding on the concepts of history and civilization from Islamic perspective (C2,PLO1)				
	CLO2	Demonstrate respect, responsibility and teamwork to dissect the various narratives of Islamic histories and civilizations. (A3,PLO8)				
	CLO3	Report the sources and findings with positive work ethics and professionalism in the context of Islamic government histories (A3,PLO11)				

1.	Name of Course :	FOOD TOURISM				
	Course Code :	KPP2163				
2.	Synopsis :	This course provides the insights on the role of food in shaping tourism destination. The purpose of this course is to give insights on food tourism which is much more than a list of restaurants or only high-cost activities with refined gourmet perception. It is related to all activities that use food as a means of connection between people, places, and time.The focuses will be based on food tourism as form of activities that provide experiences of consumption and appreciation of food and beverages, presented in such a way that values the history, the culture, and the environment of a particular region.Students will be exposed to teaching and learning in forms of interactive lecture, group activity and case studies. At the end of the course, students will manage to discuss and share the role of food in various contexts and its function in tourism destinations.				
3.	Semester and Year offered :	Semester	3	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Justify the fundamental role and function of food in tourism development. (C2,PLO1)				
	CLO2	Explain effectively the holistic understanding, patterns and characteristics related to the gastronomy tourism around the world. (A3,PLO5)				
	CLO3	Propose the required entrepreneurial concepts in developing gastronomy tourism product and services for a destination. (A3,PLO10)				

1.	Name of Course :	INTRODUCTION TO TOURISM ACCOUNTING				
	Course Code :	KPU2073				
2.	Synopsis :	This course provides the students a basic knowledge on the principles of accounting in the context that is relevant within tourism setting. The content of this course centered on the premise of how to deliver a significant and systematic reporting of financial transactions which is crucial in the decision making processes within tourism organizations. Examples of such reports include the financial statements which consist of income statement. Balance sheet, equity statement and statement of cash flows. By using the lecture, tutorial and e-Learning as the means of delivery, it is expected that the students will be able to understand the technicalities in preparing basic accounting reports in the professional tourism context.				
3.	Semester and Year offered :	Semester	5	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Explain the application of accounting concepts in tourism financial statements and cost management (C2,PLO1)				
	CLO2	Demonstrate competent communication skills in presenting the financial tourism accounting concepts (A3,PLO5)				
	CLO3	Perform numerical skills in terms of relevant financial and management accounting techniques for the management of tourism organizations (A2,PLO7)				

1.	Name of Course :	TOURISM AND HALAL INDUSTRY				
	Course Code :	KPP2153				
2.	Synopsis :	In this course, students will be exposed to the importance of tourism industry that has expanded into various lifestyle offerings including halal travel, tourism, and hospitality services. The Halal tourism is a particular type of religious tourism which focusses on the things which are in conformity with the Islamic laws and teachings regarding diet, dressing, conduct, and behaviorisms. The global Halal tourism industry has been accounted as one of the fastest growing tourism segments in the world and this course will expose the students with the recent development in the global halal travel and tourism industry which is caused by the ethical consumer trends and the change in the temperament of Muslim consumers globally. This course will be conducted in both face-to-face and blended learning. At the end of this course, students should be able to understand the role of Islamic law (Sharia) in tourism products and services to the target customers who are mainly Muslims and also for non-Muslim travelers.				
4.	Semester and Year offered :	Semester	4	Year	2	CORE
5.	Credit Value :	3				
7.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Analyze Halal Tourism principles, requirements and issues in providing innovative solutions and directions for tourism-related industries. (C4,PLO2)				
	CLO2	Practice interactive communications, networking and collaboration skills in conveying ideas and solving issues related to Halal tourism. (A2,PLO4)				
	CLO3	Demonstrate accountable autonomy and responsibility in managing halal principles and issues related to tourism industries. (A3,PLO8)				

1.	Name of Course :	ISLAMIC TOURISM DESTINATION MARKETING				
	Course Code :	KPP2173				
2.	Synopsis :	This course introduces the principles and practice of destination marketing through a range of approaches and challenges. This includes the role of destination management and communities in creating, promoting and developing marketing strategies that is relevant to professional practice in tourism marketing. The strategies for creating integrated destination marketing systems particularly focus on the economic, socio-cultural and environmental impacts of tourist development at destinations. This face-to-face, case study and blended learning course will enable the students to synthesize theory and application of marketing tools necessary to identify available techniques and strategies for effective destination marketing.				
3.	Semester and Year offered :	Semester	5	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Examine and discuss the key concepts and principles of marketing applied to destinations and the tourism experience based on marketing problem/opportunity. (C4,PLO2)				
	CLO2	Practice the use of Information and Communication Technologies (ICTs) for accessing effective marketing strategies applied to tourism. (A2,PLO6)				
	CLO3	Demonstrate leadership skills in tourism marketing and inquiry to inform strategic decision making accordance with professional contexts. (A3,PLO8)				

1.	Name of Course :	TOURISM SERVICE QUALITY				
	Course Code :	KPP2133				
2.	Synopsis :	This course introduces the theories and principles associated with the management of service quality in tourism. This includes activities such as designing, purchasing, manufacturing, process control, systems installation and maintenance and service delivery. It analyses issues in service delivery for the service organization, employees and consumers through core concepts, tools and techniques of service quality within the tourism industry. This course will be conducted in both face-to-face and blended learning which will provide appropriate learning experience for students on mechanism of quality management approach to providing service excellence. At the end of this course students will be able to identify effectively integrated service quality managements related to the environment, safety and maintenance to ensure tourism business continuity.				
3.	Semester and Year offered :	Semester	5	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Define service quality management concept and customer satisfaction in tourism industry. (C1,PLO1)				
	CLO2	Discuss the tourism and hospitality operations and quality management effectively apply various theoretical concepts and models for making improvements among stakeholders. (A2,PLO4)				
	CLO3	Demonstrate leaders' roles in defining, developing, and maintaining services through analyzing various case studies related to operations and quality management within the tourism industry. (A3,PLO11)				

1.	Name of Course :	TRAVEL AND TOUR OPERATIONS				
	Course Code :	KPP2093				
2.	Synopsis :	Travel and tour operation is a very important constituent in the tourism industry. Tour operators play a vital role in linking tourists with the primary service providers, and they act as a destination promotion agency. This course empowers students with the fundamental working structure of tour operations that include reservation and administration, fares and documentation, travel itinerary, sales and marketing, etc. This course will be conducted in both face-to-face and blended learning. At the end of the course, students will have the knowledge and understanding in managing tasks and the skills in enhancing personal values.				
3.	Semester and Year offered :	Semester	5	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Demonstrate a comprehensive understanding of various elements that constitute travel and tour operation. (C2,PLO1)				
	CLO2	Perform the fundamental working structure of tour operations to plan and organise holidays and tour packages. (A2,PLO4)				
	CLO3	Perform skills to manage tasks and enhance personal values. (A2,PLO9)				

1.	Name of Course :	SPECIAL INTEREST IN ISLAMIC TOURISM				
	Course Code :	KPP2113				
2.	Synopsis :	This course introduces the niche context of Islamic tourism as an alternative to mass tourism and it provides customized tourism activities and experiences driven by the specific interests or needs of individuals and groups, that decide to engage with specialized tourism products or services that satisfies their specific interests and needs. This course approaches different niches of Islamic tourism including religious sites, tourist behaviors, Halal and others. The course will be delivered in both face to face and blended learning. At the end of the course, student will be exposed to a contextualized overview of contemporary concepts, principles and real-world insights, and also considers the future of special interest tourism in light of the emergence of ethical consumerism.				
3.	Semester and Year offered :	Semester	5	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Explain basic ideas and solutions regarding issues in contemporary and global Islamic tourism. (C4,PLO2)				
	CLO2	Perform the ability to work with others and cross-cultural collaborations in gaining insights of diverse Islamic tourism areas. (A2,PLO4)				
	CLO3	Demonstrate the effective communication skills in presenting diverse global issues and contexts pertaining to niche area of contemporary Islamic tourism. (A3,PLO5)				

1.	Name of Course :	GLOBAL DISTRIBUTION SYSTEM				
	Course Code :	KPP2083				
2.	Synopsis :	This course is about reaching the product as near to the customer as possible and making the product and service available to the customer. The products must be available to the customer at the right place and at the right time and with an assortment which gives a lot of choice to the customers. The importance of this course is to let the students understand the end-customers very well and thus guides the company in offering the best product mix to the consumers. Using lecture, group activity and blended learning, at the end of the course, students will understand the end-customers very well and thus guides the company in offering the best product mix to the consumers.				
3.	Semester and Year offered :	Semester	5	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Discuss the fundamental concepts of global distribution system in tourism industry. (C2,PLO1)				
	CLO2	Demonstrate effective communication skills through perspectives and ideas of global distribution system for tourism industry. (A3,PLO5)				
	CLO3	Demonstrate the ability to organize ideas on practices of global distribution system in tourism. (A3,PLO9)				

1.	Name of Course :	TOUR GUIDING SERVICES				
	Course Code :	KPP2203				
2.	Synopsis :	This course exposes students to the comprehensive knowledge on techniques and best practices in guiding and escorting travelers. The course includes the basic knowledge in principles of tour guiding and tour operation on the differences of tour operators to travel agency based on its roles, characteristics and types. Students are also able to experience the actual activities involved in designing tour packaging such as itinerary planning and tour costing. This face-to-face and blended learning course will give opportunities to students on an actual hands-on guiding in selected tourist destination. At the end of this course, students are able to conduct, plan, evaluate and market a tour.				
4.	Semester and Year offered :	Semester	6	Year	2	CORE
5.	Credit Value :	3				
7.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Identify on destinations that have been developed for the different forms of tourism and the tourism activities that each destination is known for. (C2,PLO1)				
	CLO2	Practice the communication and planning skills in designing itineraries and tour packages based on the principle of tour guiding with stakeholders involved. (A2,PLO5)				
	CLO3	Perform tour guiding duties on an actual tour that require techniques to guide and respond to travelers. (A2,PLO9)				

1.	Name of Course :	TOURISM ENTREPRENEURSHIP				
	Course Code :	KPP2123				
2.	Synopsis :	This course is designed to provide students with understanding on business, entrepreneurial and employment opportunities within the tourism industry. It exposes them with the foundation, skills and knowledge of entrepreneurship in designing, marketing and managing tourism operations with profit and efficiency. The entrepreneurial process includes the functional areas of development, operations, management, marketing and financial management within a tourism enterprise. This face-to-face and blended learning course embedded case study discussion, problem-based learning and business coaching for the future of tourism entrepreneurship. Overall, students will learn practical guide to the process of successfully launching and growing an entrepreneurial venture.				
3.	Semester and Year offered :	Semester	6	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Express the application of entrepreneurial process in the tourism setting (C2,PLO1)				
	CLO2	Build operational skills through analysis, argumentation and evaluation of entrepreneurship in tourism industry (P3,PLO3)				
	CLO3	Propose a business plan for new venture creation within tourism industry in Malaysia/Global (A3,PLO10)				

1.	Name of Course :	ISLAMIC TOURISM OPERATION MANAGEMENT				
	Course Code :	KPP2143				
2.	Synopsis :	In this course, explanations on operations management will be provided as it emphasize its fundamental in the context of tourism. This course seeks to discuss wide ranges of topics which includes, among others, the services or resources, effective planning and management of facilities and processes, the role and structure of the tourism, operational designs, marketing and contemporary operational issues. Through lectures, e-Learning and case studies, it is expected that students will be able to develop a comprehensive understanding of different main elements that are integral to modern tourism operations management.				
3.	Semester and Year offered :	Semester	6	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Identify the application of fundamental principles of operational managements in Islamic tourism (C2,PLO1)				
	CLO2	Explain with confidence the issues of operational management in Islamic tourism (A3,PLO5)				
	CLO3	Initiate positive ethics and professionalism in developing coordination strategies of Islamic tourism operation management (A3,PLO11)				

1.	Name of Course :	FINAL YEAR PROJECT				
	Course Code :	KPP2186				
2.	Synopsis :	It is the aim of this course to provide the students to the main processes and areas of knowledge in the management of final year project, in the applied tourism context. Students are trained to demonstrate their knowledge, understanding and implementation of an acceptable standards of professionalism when they are working on their final year project. This involves preparation, planning, organization and management of the final year tourism project. Using supervision, fieldwork, discussion and e-Learning, it is expected that students will be able to develop and practice the intermediate level of principles and approaches of final year project in the real and contemporaneous tourism setting.				
3.	Semester and Year offered :	Semester	5	Year	2	CORE
4.	Credit Value :	6				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Analyze management process and its component in the context of Islamic tourism final year project (C4,PLO2)				
	CLO2	Build operational skills through competent analysis and evaluation of Islamic tourism final year project management (P3,PLO3)				
	CLO3	Demonstrate proactive, independence and integrity in managing the Islamic tourism final year project (A3,PLO11)				

1.	Name of Course :	FOUNDATION OF ARABIC TOURISM				
	Course Code :	KPP2193				
2.	Synopsis :	This course exposed the students to the certain situations in tourism context that requires the use of Arabic language. The syllabus starts with the introduction and management of the tourism as well as solutions that can be implemented to address the issues within the industry. The use of Arabic language is emphasized in terms of verbal and writing skills that are relevant to the tourism industry. Students are also required to complete their group task and presentation. This is done through the integration of blended learning mode and the elements of future ready curriculum through the contemporaneous activities. At the end of this course, students will gain understanding of the issues beleaguered the tourism industry and skills of using Arabic language in this context.				
3.	Semester and Year offered :	Semester	2	Year	1	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Illustrate the application of Arabic Language in addressing issues and challenges in tourism (C2,PLO1)				
	CLO2	Demonstrate a clear and confident verbal communication skills of Arabic language in tourism setting (A3,PLO5)				
	CLO3	Initiate proactive and independent use of Arabic language in managing tourism situations (A3,PLO11)				

1.	Name of Course :	TRAVEL WRITING AND PHOTOGRAPHY				
	Course Code :	KPP2213				
2.	Synopsis :	The purpose of this course is to deepen student knowledge of travel writing and photography in an academically rigorous and journalistically stimulating environment. Travel Writing & Photography is a highly hands-on course that will facilitate the student skills needed to capitalize on the market for professional travel journalism. Students will receive training in how to successfully research and write a travel feature, as well as produce photo using lecture, practical and field work, group activity and e-Learning. At the end of this course, students will be capable on how to market the travel stories and pictures for editorial purposes.				
3.	Semester and Year offered :	Semester	6	Year	2	CORE
4.	Credit Value :	3				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Analyze travel writing and photography principles, requirements and issues in providing innovative solutions and directions for Islamic tourism. (C4,PLO2)				
	CLO2	Display the photography and editing skills in producing interactive travel photos and products. (P3,PLO3)				
	CLO3	Demonstrate independent learning, intellectual development and self control in the context of travel writing and photography. (A3,PLO9)				

1.	Name of Course :	CULTURAL AND HERITAGE TOURISM				
	Course Code :	KPP2233				
2.	Synopsis :	The course provides a conceptual partnership between cultural heritage and tourism, analysis of a wide range of cultural heritage attractions; visitors' behavior especially motivation; contemporary approaches to cultural heritage tourism development and management; and the roles of interpretation programs employed in major cultural heritage sites, especially in Muslim countries. At the end of the course, students are expected to develop skills in identifying, collecting information and giving accounts of applications of cultural heritage tourism through academic methods and writing through face-to-face and blended learning.				
4.	Semester and Year offered :	Semester	6	Year	2	CORE
5.	Credit Value :	3				
7.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Demonstrate a comprehensive understanding of the relationships between culture, heritage and tourism from supply and demand perspectives. (C2,PLO1)				
	CLO2	Perform a hands-on approach to cultural and heritage management by examining various categories of cultural and heritage attractions in different countries. (A2,PLO4)				
	CLO3	Perform personal skills through analysis, evaluation and synthesis of academic discourse in cultural and heritage tourism management. (A2,PLO9)				

1.	Name of Course :	INDUSTRIAL TRAINING				
	Course Code :	KPP2228				
2.	Synopsis :	Industrial training is a core subject that provides the opportunities for students to hone their professional skills through work experiences in tourism industry. Duration for this course is four months where the students are required to undergo training for 18 weeks or 4.5 months at selected tourism organizations. Their performance across this duration will be monitored by both the industrial and academic supervisors. At the end of this course, students are anticipated to possess sufficient knowledge and experience in terms of industrial workloads, demands and expectations to begin their professional career in tourism.				
3.	Semester and Year offered :	Semester	1	Year	3	CORE
4.	Credit Value :	8				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Build competent operational skills in management of task and challenges in tourism industry (P4,PLO3)				
	CLO2	Practice professional etiquette and emotion management in the context of tourism social interactions (A2,PLO4)				
	CLO3	Display positive work ethics and proactiveness in executing the tasks in tourism organization (A3,PLO11)				

1.	Name of Course :	English I				
	Course Code :	KPU2012				
2.	Synopsis :	This course is offered as university subject; to guide students into acquiring basic English proficiency skills that include reading, writing, listening and speaking for academic purposes. The class will be conducted through both physical and online class. They will be exposed to individual and group assessments. At the end of the course, they will be able to show their understanding completing simple multimedia video presentation, write Descriptive/Narrative paragraph writings and also simple individual presentation.				
3.	Semester and Year offered :	Semester	1	Year	1	Teras Umum
4.	Credit Value :	2				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Demonstrate integrated verbal and written skills in problem based project (A3,PLO5)				
	CLO2	To demonstrate listening and reading proficiency through the use of academic materials i.e; literary texts (C2,PLO1)				

1.	Name of Course :	English II				
	Course Code :	KPU2022				
2.	Synopsis :	This course is a continuation of English I and is designed to provide students with essential English proficiency skills that include reading, writing, listening and speaking, and to gear them towards being proactive in oral and written English communication. This course will incorporate all four skills in-class learning activities and self-study. In this course also, students are exposed to IT skills and soft skills in completing their assignments. There will also be activities to make the students aware and familiar with appropriate English language structures so that they will become more proficient in the language. Students will be given ample opportunities to listen, talk, write, read and participate in task-based activities that will maximize their participation in the class so that they would be able to perform tasks effectively in their real life and academic settings.				
3.	Semester and Year offered :	Semester	2	Year	1	Teras Umum
4.	Credit Value :	2				
5.	Prerequisite/co-requisite: (if any)	KPU2012 English I				
6.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Apply listening, writing and reading comprehension in various English texts. (C3,PLO1)				
	CLO2	Perform a communicative project on a wide range of contemporary issues. (A3,PLO4)				

1.	Name of Course :	Pengurusan Majlis Dan Acara				
	Course Code :	MPU2282				
2.	Synopsis :	Kursus ini disediakan untuk melahirkan warganegara menguruskan sesuatu majlis atau acara. Merangkumi prosedur sebelum, semasa dan selepas majlis berlangsung.				
3.	Semester and Year offered :	Semester	2	Year	1	
4.	Credit Value :	2				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Menjelaskan prosedur sebelum, semasa dan selepas majlis berlangsung				
	CLO2	Menguruskan sesuatu majlis atau acara				
	CLO3	Mempraktikkan dalam mengendalikan majlis dan acara				

1.	Name of Course :	Pentadbiran Awam Di Malaysia				
	Course Code :	MPU2312				
2.	Synopsis :	Kursus ini merupakan pengenalan kepada Pentadbiran Awam di Malaysia. Ia membincangkan komponen penting dalam pentadbiran awam seperti pentadbiran kakitangan, dasar awam dan pentadbiran kewangan. Kursus ini juga meninjau jentera kerajaan dan pentadbiran, etika dan integriti di dalam sektor awam untuk terus memahami pentadbiran Malaysia.				
3.	Semester and Year offered :	Semester	4	Year	2	
4.	Credit Value :	2				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Menyatakan dan menerangkan amalan Tadbiran Awam Malaysia.				
	CLO2	Mengenal pasti struktur dan peranan Tadbiran Awam Malaysia.				
	CLO3	Membezakan antara pentadbiran awam dan swasta.				

1.	Name of Course :	Pencinta Alam				
	Course Code :	MPU2412				
2.	Synopsis :	Kursus ini merangkumi kedua-dua aspek teori dan praktikal rekreasi itu. Pelajar akan melaksanakan segala pemikiran asas kemahiran luar, pergerakan rekreasi di Malaysia dan sumber rekreasi.				
3.	Semester and Year offered :	Semester	6	Year	2	
4.	Credit Value :	2				
5.	Prerequisite/co-requisite: (if any)	MPU2282 Pengurusan Majlis Dan Acara				
6.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	melaksanakan semua kemahiran yang luar asas dalam rekreasi				
	CLO2	memperolehi pengetahuan dalam rekreasi, dan aktiviti luar				
	CLO3	memahami komunikasi interaktif, kemahiran kepimpinan dan kerja berpasukan dalam kelas praktikal.				
	CLO4	memahami profesionalisme, nilai, sikap dan etika dalam rekreasi.				

1.	Name of Course :	INTEGRITI DAN ANTIRASUAH				
	Course Code :	MPU2482				
2.	Synopsis :	Kursus ini merangkumi konsep asas rasuah termasuk nilai integriti, antirasuah, bentuk perlakuan rasuah, salah guna kuasa dalam aktiviti seharian dan organisasi serta kaedah pencegahan rasuah. Kes berkaitan rasuah juga dibincangkan. Kaedah pengajaran dan pembelajaran dilaksanakan dalam bentuk 'pembelajaran berdasarkan pengalaman' melalui aktiviti individu dan kumpulan. Pada akhir kursus ini, pelajar dapat memahami amalan integriti, konsep rasuah, antirasuah dan salah guna kuasa serta pencegahan rasuah dalam masyarakat dan organisasi.				
3.	Semester and Year offered :	Semester	4	Year	2	
4.	Credit Value :	2				
5.	Course Learning Outcomes (CLO) : At the end of the course the students will be able to:					
	CLO1	Menerangkan konsep integriti dan antirasuah dalam aktiviti seharian.				
	CLO2	Menilai bentuk perlakuan rasuah dan salah guna kuasa dalam aktiviti seharian dan organisasi.				
	CLO3	Menghubung kait nilai integriti dan antirasuah dengan isu semasa.				