

**HOSPITALITY, TOURISM &  
CULINARY ARTS**



TURN YOUR  
**SAVOURY  
INSTINCTS**



INTO  
**A GLOBAL  
FEAST**

*Turn for your future.*



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	KDU University College, Utropolis, Glenmarie	



# INTRODUCTION

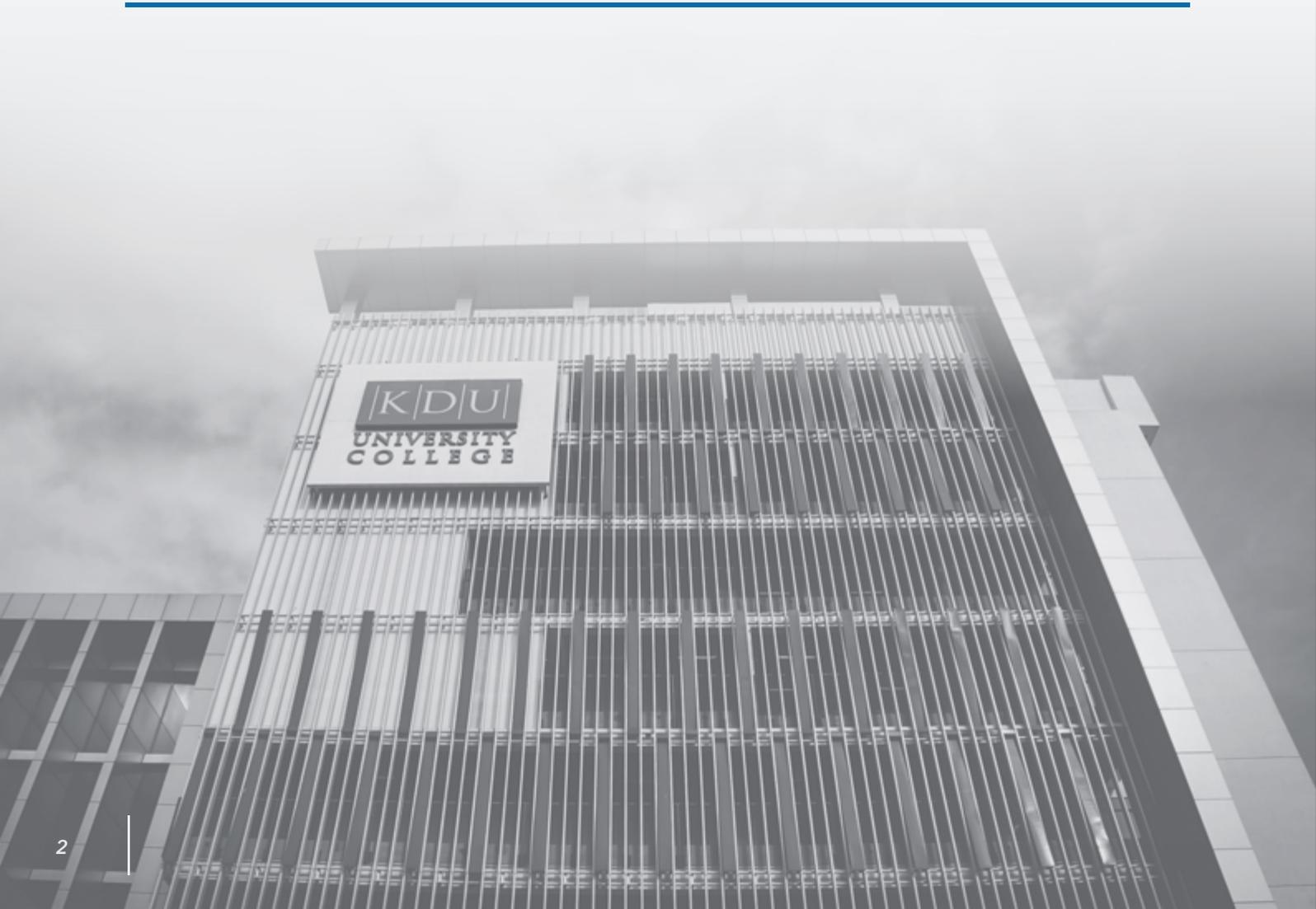
## Welcome to KDU.

Discover an institution that combines knowledge with experiential learning that goes beyond classroom teaching. Our education approach takes on real-world perspective, where our students are encouraged to embark on real-life projects that not only focus on hands-on learning but also education that will help them develop leadership and interpersonal skills, ensuring that they hit the ground running and become graduates who think, do and innovate in order to cater to the needs and betterment of the world we live in.

Here at KDU, we have nurtured many bright and passionate minds who have contributed to society in varieties of ways. We provide a platform for practical, impactful ideas to be conceived and incubated. Our global connections open the minds of our graduates and broaden the perspectives of our future generations.

A pioneer in providing private tertiary education, KDU has seen thousands of spirited and hopeful youths from different background, culture and countries teeming its corridors of vibrant campuses in pursuit of quality education for the past 35 years. As the first institution to have a purpose-built campus, and the first to offer twinning programmes in the nation, KDU is proud to have over 45,000 successful alumni since its inception. Some of whom, include corporate leaders, entrepreneurs and celebrities around the globe.

KDU has two campuses in Selangor – KDU University College in Utropolis Glenmarie and KDU College in Damasara Jaya, and are part of Paramount Education.



# ENTREPRENEURIAL SPIRIT & WORKING WITH COMMUNITIES

Richard Branson, Mark Zuckerberg and Elon Musk are entrepreneurs who are highly enthusiastic, creative problem solvers, risks takers who learn from failures and thrive on challenges. At KDU, we foster these eminent traits by encouraging our students to think outside the box, be innovative in developing their business sense and to cultivate entrepreneurial ideas into impactful action.



## Making Monster Impact

In an effort to spur and accelerate the students' entrepreneurial mindset, the School of Computing and Creative Media has established a development, publishing & commercialisation initiative called Daikaiju Studios, an avenue where staff and/or students form development teams to take on a variety of projects. One of the many success stories was in 2015 – when a group of KDU Game Development students entered a competition to develop a mobile game based on an upcoming animated TV series called Ejen Ali. The students won RM100,000 as a development start-up capital and are currently incubated within the studio. Another one of the initiatives of the studio is to produce original content. As of today, there are two registered digital game IPs currently in development.



## Fine Appreciation of Modern Malaysian Cuisine

An entrepreneurial project of the School of Hospitality, Tourism and Culinary Arts, Dewakan Restaurant is currently Malaysia's rising star in the fine dining scene. Named after the word 'Dewa' for God in Malay and 'Makan' which means 'to eat', Dewakan is looking to change the way we understand Malaysian cuisine by presenting scrumptious and enticing plates that are sure to delight our taste buds. Dewakan believes that food is symbolic of love and the restaurant looks to celebrate the bountiful blessings given by our land through a plethora of innovative courses. This successful entrepreneurial project exists through the vision and passion of KDU culinary lecturer and author of *Redefinition: Molecular Cuisine*, Chef Darren Teoh.



## Turning Designers into Designpreneurs

The growing phenomenon of entrepreneurial designers has given birth to designpreneurs. Designers are normally associated with artistes and visual-makers who tend to be wrapped within their own creative process and creation. However, designers have innate entrepreneurial sense which allows them to expand, experiment and broaden their designs within the commercial, marketing, industrial and trading enterprise. The Entrepreneurial Design students of the School of Communication and Creative Arts understand this concept the most. They are taught to sharpen creative and personalised designs, as well as to market these designs by integrating advanced creative works with business strategies. Through the annual Designpreneur Faire, final year students will showcase and commercialise brands and products they have produced during the period of their studies.



## From Class to Café

Come lunch hour, the alluring smells of mouth-watering desserts and pastries at KDU's Café 8ighty 7even are brought to you by the School of Hospitality, Tourism and Culinary Arts' bakery students. The café allows students to be involved in the process of preparing and baking savouries and pastries for the café, as well as managing the ins and outs of a business model. The students are tasked to prepare sandwiches, tarts and a variety of breads, and they are able to witness the sales of their own culinary creations for the day. This not only allows them to work in the latest well-equipped kitchens but also to participate in real café environment. You can also get some of the best brewed coffee to go with your delicious pastries!

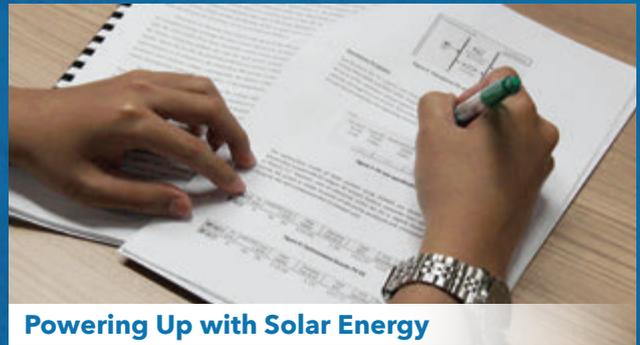
# WORKING WITH & WITHIN COMMUNITIES

One of the most vital traits of real-world education in parallel with real-world needs, is to work with and within communities. At KDU, we believe that the communities around us play an important role in shaping and influencing future leaders and professional businesses. We interact with variety of communities and imbue our students the skills required to work with these communities effectively.



**Corporate Social Responsibilities**

Initiatives that benefit society by corporate enterprises are important in ensuring that the business world remain connected to its own corporate conscience for better environment and better communities. One of the CSR projects initiated by KDU students include the Pre-United Club's efforts of raising more than RM50,000 for the University Malaya Medical Centre (UMMC)'s Children Cancer Fund through its fundraising activities and initiatives. An on-going project since 2010, some of the initiatives from the club include raising funds through tickets sales for musical showcases, food carnivals, competitions such as bowling tournaments and more.



**Powering Up with Solar Energy**

Putting what they learnt into practice, Tharmaraj A/L Vilosamy, Tan Kin Sun and Vinodkumaran, three students from School of Engineering undertook a feasibility study on alternative power sources for Kampung Sesapan Batu Minangkabau. The students proposed and designed a green energy system, which will allow the remote village to produce solar energy to generate electricity for the entire area. Through this hands-on project, the students not only improved their understanding of the utilisation of renewable energy and honed their technical knowledge, but also provided the village with a useable, cost-effective and sustainable solution.



**Bridging Academia with Industry**

The School of Business ensures students obtain real-life learning experiences by bridging academia with industry, through partnerships and collaborations.

### **Digi Cooperative Education Programme**

An industry partnership through the adoption of the Introduction to Business module where students receive on-the-job structured learning experiences in relevant operational areas within the telecommunications industry.

### **Growing Banking Sector: AICB collaboration with KDU**

The Asian Institute of Chartered Bankers (AICB) signed an academic partnership with KDU to groom and nurture the next generation of banking graduates. The demand for talented and skilled individuals in financial sector is rising and this partnership is an example of realising the needs within a rapidly changing environment in the banking industry.



### **The Edge Education Foundation – 'Money & Me' Youth Financial Empowerment Programme**

Incorporating relevant aspects and the spirit of corporate social responsibility, our students volunteered to become facilitators to reach out and inculcate the concept of 'financial literacy' to school students.

# HOSPITALITY, TOURISM & CULINARY ARTS

**Fulfill that passion for crossing continents & cultures!**

Hospitality, tourism, and culinary arts are all inextricably interrelated to the pursuit of fulfilling experiences. Dynamic and constantly evolving, the hospitality, tourism and culinary arts industries are bustling full of exciting employment opportunities, locally and internationally.

These exciting service-focused fields require broad skills, knowledge and etiquette covering a range of areas; from front office management, hospitality and tourism geography, event management, food and beverage services, menu development and such for hospitality, to culinary essentials, food nutrition and production, culinary artistry, molecular cuisine, advanced butchery and various cuisine styles for culinary.

At KDU, students are taught in specialised facilities that mirror state-of-the-art, real world environments. Our range of programmes ensure graduates are armed with a combination of knowledge and skills for an industry that is a growing contributor to burgeoning economies.

KDU is also a member of and carries recognition from:

- World Association of Chefs Societies (WACS) Recognition of Quality Culinary Education
- Pacific Asia Travel Association (PATA)
- The Malaysian Food and Beverage Executives Association



# WHY CHOOSE KDU?

## GLOBAL OUTLOOK THROUGH INTERNATIONAL NETWORK

KDU provides its hospitality, tourism and culinary arts students an international experience, allowing them to achieve a global outlook be it during or after their studies. They develop an acute appreciation of the added value of graduating with relevant international study and work experience, and how this benefits their personal development and future career.

During their studies, students can participate in these international study opportunities:

### IMI (SWITZERLAND) INTERNATIONAL RESIDENTIAL STUDY TRIP

- An optional 10-day study trip to IMI, Switzerland, for degree students.
- The study trip includes field visits, classes and assignments.
- Students will receive dual certification from IMI and KDU upon graduation.



### ITALIAN CUISINE - SEMESTER ABROAD AT ALMA LA SCUOLA INTERNAZIONALE, ITALY

- The first and only Malaysian higher education institution to offer an Italian Cuisine major.
- The semester abroad covers 4 months of classes in ALMA, the world's leading Italian culinary education centre, and 4 months of stage (internship) in renowned and Michelin-starred Italian restaurants, such as Piccolo Lago in Piemonte (1-Michelin) and La Pineta in Tuscany (1-Michelin).
- Includes field trips to experience the heritage, culture and cuisine of Italy. ALMA is situated 20 minutes away from Parma, a UNESCO-recognised City of Gastronomy famous for Prosciutto di Parma (Parma ham), Parmigiano Reggiano (parmesan cheese) and balsamic vinegar.



Students also have the opportunity of undergoing their internship abroad.

#### PARTNERSHIP WITH HOSCO

- KDU sends its hospitality and culinary students on internships in global placements through HOSCO, which is based in Geneva, Switzerland, where top hospitality organisations, schools and students from all over the world convene and interact.
- Students gain access to leading hospitality organisations and their available positions on a global market basis, enabling them to better select their internships and first permanent positions, and to access valuable social tools and applications.

#### PARTNERSHIP WITH HILTON WORLDWIDE

- The partnership with HILTON WORLDWIDE, the Hilton Class programme, aims to develop talents for the country's rapidly growing hospitality industry. The programme offers KDU students rigorous on-the-job training and a theoretical curriculum designed to equip them for successful careers in hospitality.

#### J1 EXCHANGE VISITOR VISA PROGRAMME

- Through this programme, degree students get the opportunity to go through on-the-job experience in the United States for up to 12 months.

#### COLLABORATION WITH ACCORHOTELS

- Providing internship & career opportunities to students & graduates of SHTCA.
- Including graduate employment program – New Generation Leaders program (Management Trainee program) for graduates

### INTERNSHIPS (LOCAL AND ABROAD)

Internships offer the potential for valuable learning opportunities outside the standard classroom setting. It is to put to practice what students were taught in the school and to develop their skills within all the different departments in the Hospitality Industry. Internships serves as a bridge between traditional academic settings and the professional world to which the students aspires to get into. It is the beginning of a lifelong journey for students and from thereon begin their careers in the Hospitality Industry. Internships strengthens the students resume for future career advancements.



Below are some of the exciting international destinations our students have been on internship:



CHINA



SINGAPORE



HONG KONG



SPAIN



INDONESIA



THAILAND



JAPAN



UNITED ARAB EMIRATES



KOREA



UNITED STATES OF AMERICA



MACAU



ITALY



MALDIVES



VIETNAM



GERMANY



SRI LANKA



MAURITIUS



SOUTH AFRICA



BELGIUM



BANGLADESH



SEYCHELLES



NEW ZEALAND



SWITZERLAND



PHILIPPINES



INDIA



NORWAY

AMONG OUR INDUSTRY PARTNERS FOR INTERNATIONAL INTERNSHIP



# AWARDS & ACHIEVEMENTS

Our programmes are highly regarded, and our students and lecturers have gone on to participate and win in industry-recognised competitions. These include:

- Battle of the Chefs Penang, Malaysia
- Career@Hiltonlive Hospitality Talent Cup, Malaysia
- International MIHAS Apprentice Chefs' Competition, Malaysia
- Food and Hotel Malaysia Culinary Challenge (FHM), Malaysia
- Food and Hotel Asia Culinary Challenge (FHA), Singapore
- Hans Bueschkens Challenge, Chile
- Hong Kong International Culinary Classic (HOFEX), Hong Kong
- International Emirates Salon Culinaire, Dubai
- The Big Cooking Contest, Austria
- I-Chef - Worlds Largest Chefs Gathering
- FHI, Food Hotel Indonesia
- Barista Malaysian Challenge
- FHM, Food Hotel Malaysia
- Golden Jubilee of HRH The Sultan of Brunei
- World Chefs Without Borders (feeding the poor)
- Culinary World Cup in Luxembourg
- World Chef Culinary Classic Competition Under American Culinary Federation



# OUR PARTNERS

## IMI INTERNATIONAL MANAGEMENT INSTITUTE, LUCERNE, SWITZERLAND

Based in the heart of Switzerland, the birthplace of hospitality, IMI International Management Institute is a unique, private institute founded in 1991. Its combination of quality academic teaching, Swiss practical training and breath-taking scenery is a recipe for success. Students at IMI can be assured of a highly personalised and individual approach to their learning. A qualification from IMI is a stamp of excellence on any curriculum vitae and will ensure that students are top of the pile for first important interviews. KDU is proud to be partners with IMI for the past 21 years.

Students are eligible to transfer to IMI to finish their final semester of the degree programme and to continue with their International paid Placement Training in Switzerland.



INTERNATIONAL  
MANAGEMENT INSTITUTE  
SWITZERLAND

INTERNATIONAL  
CULINARY INSTITUTE  
*Switzerland*

## ALMA LA SCUOLA INTERNAZIONALE DI CUCINA ITALIANA, ITALY

ALMA is the world's leading international educational and training centre for Italian Cuisine. Situated in Parma, Italy, ALMA is housed in the magnificent Palazzo Ducale of Colorno, a venerable 18th century castle, with state-of-the-art culinary facilities and classrooms. As the world's top educator and trainer for Italian cuisine, ALMA educates chefs and sommeliers from all around the world, forming professionals of Italian cuisine with training programmes at the highest level, executed by world's leading teachers.

Students on the Italian programme will transfer to ALMA, Italy during Year 2 of the degree programme for 8 months (4 months training at ALMA and 4 months internship in Italy). Students will still come back to KDU for their final semester.



ALMA®

La Scuola Internazionale  
di Cucina Italiana

# HOSPITALITY, TOURISM & CULINARY ARTS FACILITIES

With state-of-the-art industry standard facilities covering over 65,000sq ft, students are able to experience their future working environments while being on campus.

## CULINARY LECTURE THEATRES

Lecture theatres equipped with kitchenettes and state-of-the-art IT facilities, including recording of culinary demo classes and play-back capabilities in teaching kitchens.



## TEACHING KITCHENS

### ATELIER - Hot Kitchens

Students get into action in the hot kitchen, giving them a taste of life in the industry.

### PÂTISSERIE & BOULANGERIE - Pastry and Bakery Kitchens.

Experience the magic that is churned out from our pastry and bakery kitchens – the amazing aroma and scrumptious taste of fluffy bread and pastries our students produce will tantalise one's taste buds!

### DULCIS - Sugar Works Room

Dedicated to sugar making, enabling students to pick up an additional aspect of the Pastry Kitchen and move to become a Sugar Artist. This room has controlled humidity temperatures perfect for Sugar Artistry. KDU is the only institution to impart sugar artistry techniques.

### CHOCOLAT - Chocolate Room

From chocolate pralines to chocolate showpieces, the Chocolate Room is where students are exposed to various techniques of handling and working with chocolate.

### GLACÉ - Culinary Arts and Design Room (CAD)

A purpose-built room specialising on the art of ice carving.

### ARTISANAT - Artist Room

A one-of-a-kind room specially built for students to learn, hone and perfect the art and skills of fruit carving, styrofoam carving and wedding cake designs.

### CHARCUTERIE - Butchery Kitchen

The first educational institution to start a module on this field. This is where students will learn how to make processed meats (i.e. Halal ham, bacon, sausages) for the deli industry.



### **AVANT - Molecular Kitchen**

Another first for a culinary education institution. This kitchen highlights the marriage between food and science, and provides students with an introduction on molecular methods of cooking.

### **GARDEMANGER - Cold Kitchen**

Students in this kitchen will learn preparation into cold cuts and various appetiser items as presented in an international buffet line.

### **BACCHUS - Beverage Laboratory**

The beverage lab is where students will learn the art of wine appreciation as well as the knowledge of wine pairing.



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## **RESTAURANTS & COFFEE LAB**

### **SAVEUR & MIRABELLE**

In our training restaurants, students will learn the various dining experiences available together with the service artistry of food and beverages, and create restaurant concepts as part of their curriculum.

### **DEWAKAN**

Dewakan, with its name being a marriage of two Malay words 'Dewa' and 'Makan', is a fine dining restaurant headed and run by Chef Darren Teoh, Chef de Cuisine of the restaurant and KDU chef lecturer. Dewakan is an independent entrepreneurial project, and its culinary team is made up of KDU alumni, all of whom carry culinary experience both locally and internationally. Recently voted into the Top 30 restaurants in asia. Dewakan is now listed as the No.1 fine dining restaurant in Malaysia.

### **8ighty 7even BY COFFEX - Coffee Laboratory**

The art of making and serving specially brewed coffees is gaining popularity with all ages. In this lab, students will learn to evaluate and differentiate the grades and roasts of coffee beans, as well as the art of preparation and presentation of good aromatic coffee blends. This knowledge, together with the entrepreneurial aspects attached with running this concept lab, is an added advantage all students will carry with them into the industry.

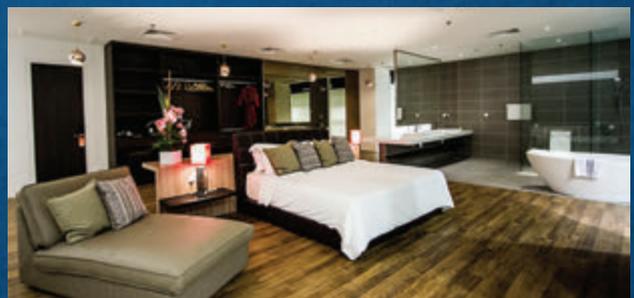


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## **HOSPITALITY SUITE**

### **EQUATORIAL SUITE - Mock Suite**

The mock suite, together with the housekeeping and the front office reception lab, is where hospitality students undergo training to be proficient in front office systems and communication, housekeeping techniques, the ins and outs of the hospitality industry, as well as the art of a service with a pleasant smile!



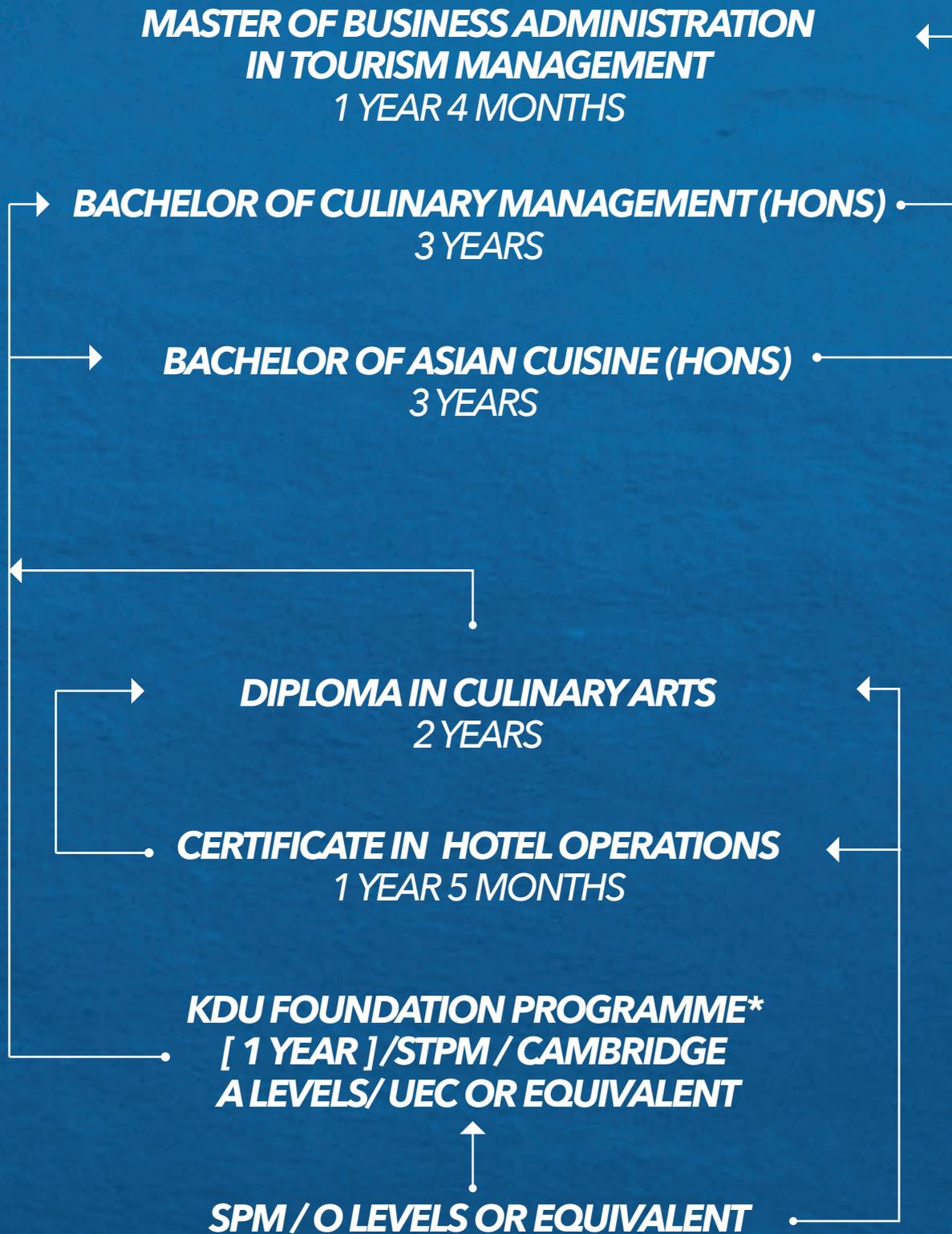
# STUDY ROUTE

## HOSPITALITY & TOURISM



\* Specific foundation programmes that meet the entry requirement.

## CULINARY ARTS



\* Specific foundation programmes that meet the entry requirement.

# CERTIFICATE IN HOTEL OPERATIONS

## First step into the dynamic hospitality industry

The Certificate in Hotel Operations equips students with the essential learning and fundamental skills needed to step into further studies of the dynamic international hospitality industry of today. Students will be introduced to the various facets of hospitality operations such as front office, housekeeping, food and beverage service, and culinary arts.

The programme covers both practical and theoretical aspects by combining both classroom learning and industry placement to prepare those who intend to continue their education or join the work force.

Upon graduation, students may articulate into the hospitality, culinary, business or communication diploma programmes at KDU.



**Duration:**  
1 Year 5 Months

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May and  
September

**Course Location:**  
KDU College, Damansara Jaya

# PROGRAMME STRUCTURE

## YEAR 1

- Higher Elementary English
- Introduction to the Hospitality Industry
- Introduction to Beverage Studies
- Introduction to Personal Development Planning
- Principles of Front Office
- Principles of Housekeeping
- Principles of Kitchen Operations
- Principles of Pastry Skills
- Principles of Restaurant Operations
- Food Hygiene & Safety
- Theory of Food
- Theory of Pastry and Bakery
- Principles of Accounting

## YEAR 2

- Industrial Placement

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 1 (International Students)
- Cultural Studies
- Elementary English
- Pengajian Malaysia 1 (Local Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

#### Academic Qualification

#### Requirement

SPM

Pass with min. 1 Credits

UEC

Min. 1 Credits

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

#### Local Student

Credit (SPM / 1119 / UEC / O Levels examination)

#### International Student

Band 4.0 in IELTS; or a score 30 (IBT) with 397 (PBT) in TOEFL ; or score of 30 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

#### Duration:

1 Year 5 Months

#### Course Mode:

Full Time

#### Intakes:

January, March, May and September

#### Course Location:

KDU College, Damansara Jaya

# FOUNDATION STUDIES (ART & TECHNOLOGY)

**Multidisciplinary. Flexible.  
Stimulating independence  
& creativity.**

The KDU Foundation Studies (Art and Technology) is a one-year multidisciplinary foundation programme aimed at preparing students for further study in the fields of

- Game development
- Business
- Communication
- Computing
- Hospitality

This flexible programme ensures students are grounded with a strong grasp of core subjects according to their choice of programmes at degree level, as well as a variety of other subjects to give them a broad-based education platform. It also helps them to explore new methods and ideas, as well as skills and concepts, to encourage independent and critical thinking.

Upon completion, students will be able to articulate seamlessly into various degree programmes, in the fields above, offered at KDU.



# PROGRAMME STRUCTURE

## CORE (6 COMPULSORY MODULES) Total of 17 modules

- Creative Studies
- Critical Writing and Referencing / Foundation English
- Fundamentals of Information Technology
- Introduction to Business
- Social Science
- Introduction to Communication

## STREAM (7 MODULES ACCORDING TO STREAM)

### GAME ART

- Design Practice
- Design Studies
- Drawing 1, 2 & 3
- History of Art and Media
- Media Appreciation

### BUSINESS / HOSPITALITY

- Introduction to Management
- Mathematics 1
- Information System
- Introduction to Quantitative Methods
- Introduction to Economics
- Social Science
- Introduction to Marketing
- Introduction to Accounting

### GAME DESIGN / COMMUNICATION

- Design Practice
- Digital Photography
- Design Studies
- History of Art and Media
- Introduction to Multimedia
- Media Appreciation
- Introduction to Marketing

### GAME TECHNOLOGY / COMPUTING

- Design Studies
- Information System
- Introduction to Multimedia
- Mathematics 1, 2 & 3
- Programming Logic and Design

## MPU

- Bahasa Kebangsaan A\*
- Pengajian Malaysia 1 (Malaysian Students)
- Bahasa Melayu Komunikasi 1 (International Students)
- Cultural Studies
- Study Skills

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / GCE O Levels	Min. 5 Credits (5Cs)
UEC	Min. 3 Credits (3Bs)
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Credit (SPM / 1119 / UEC / O Levels examination)
<b>International Student</b>	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL ; or score 36 band above in Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

### Notes:

1. Students who will be continuing their studies in Accounting and Finance degree programmes, or in the Game Technology specialisation of the Game Development programme, must have obtained a Credit in Mathematics at SPM level.
2. Students who will be continuing their studies in Computer Science and Software Engineering degree programmes must have obtained a Credit in Additional Mathematics at SPM level.
3. Student who will be continuing their studies in Business programmes, must have obtained a Pass in Mathematics at SPM level.
4. Student who will be continuing their studies in Communication programmes, must have obtained a Credit in English at SPM level.
5. Students who do not have the above requirement, must seek advice from school before enrolment.

**Duration:**  
1 years

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May and September

**Course Location:**  
KDU University College,  
Utopolis, Glenmarie

# FOUNDATION IN ARTS

**Broaden horizons. Open the mind. A study in humanities teaches one how to think creatively and critically, to reason, and to ask questions.**

Take up the challenge of studying across a range of disciplines with the KDU Foundation in Arts programme. In preparation for a bachelor's degree in the humanities stream, students will have an opportunity to be exposed to basic modules of various disciplines such as:

- Economics
- Accounting
- Psychology
- Sociology
- Communications and Media Studies

This programme exposes students to the vigorous demands of tertiary education, preparing them to be critical thinkers necessary for university life. Here, students will learn:

- Critical and analytical skills
- Skills to work effectively in teams
- To hone their entrepreneurial spirit
- Curiosity to new ideas
- Social and ethical responsibility



# PROGRAMME STRUCTURE

## CORE (6 COMPULSORY MODULES) Total of 16 modules

- Academic Writing Presentation and Research Skills
- Critical Thinking and Problem Solving
- Introduction to Information Technology
- Introduction to Sociology
- Introduction to Communication

## ELECTIVES (CHOOSE 7 MODULES)

- Introduction to Accounting
- Introduction to Communication Studies
- Introduction to Psychology
- Microeconomics
- Macroeconomics
- Media Studies
- Principle of Accounting
- Statistics
- Fundamental of Contract
- Fundamentals of English Legal System

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 1 (International Students)
- Cultural Studies
- Pengajian Malaysia 1 (Malaysian Students)
- Study Skills

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Min. 5 Credits (5Cs)
UEC	Min. 3 Credits (3Bs)
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Credit (SPM / 1119 / UEC / O Levels examination)
<b>International Student</b>	Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL ; score of 36 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU

### Notes:

1. **Accounting/Banking and Finance** – SPM/GCE O-Level/UEC credit in Mathematics and a “Pass” in English; SAT minimum score of 550 for Mathematics; or a 60% score in Mathematics equivalent.
2. **Communication** – SPM/GCE O-Level/UEC credit in English, SAT minimum score of 550 for Evidence-based Reading and Writing; or a 60% score in English equivalent.
3. **Business** - SPM/GCE O-Level/UEC “Pass” in Mathematics and English; SAT minimum score of 530 for Mathematics; or a 50% score in Mathematics and English equivalent.
4. **Game Art/Game Design** – SPM/GCE O-Level/UEC “Pass” in Mathematics; SAT minimum score of 530 for Mathematics; or a 50% score in Mathematics equivalent.
5. **Law** – SPM/GCE O-Level/UEC Credit in English and Bahasa Malaysia; Band 5.0 in IELTS; or a score of 35 (IBT) with 415 (PBT) in TOEFL ; score of 36 and above for Pearson English Test

**Duration:**  
1 Year

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May and  
September

**Course Location:**  
KDU College, Damansara Jaya

# DIPLOMA IN CULINARY ARTS

**Explore the amazing  
world of gastronomy!**

Ignite the senses, gain that edge, and jump into the exciting world of gastronomy. This is a unique opportunity for students to learn how to use the freshest ingredients to create scrumptious gourmet dishes that inspire.

Our Diploma in Culinary Arts is designed to help students prepare for various opportunities in the culinary industry. Students can expect to spend a significant amount of time in our commercial kitchens with over 60% of the programme based on practical trainings. This hands-on programme covers various aspects of the culinary field – from theoretical classes to Hospitality Operations.

KDU is also the only institution to offer Molecular Cuisine at a diploma level, with several other specialised subjects such as Culinary Artistry and Design.

In this programme, students also have the option of obtaining an extra parchment from IMI International Management Institute, Switzerland.



# PROGRAMME STRUCTURE

## YEAR 1

- |                               |                                 |                             |
|-------------------------------|---------------------------------|-----------------------------|
| • Tertiary English 1          | • Culinary Essentials: Butchery | • Food Nutrition            |
| • The Hospitality Industry    | • Tertiary English 2            | • Food and Beverage Costing |
| • Culinary Essentials: Larder | • Food Hygiene and Safety       | • Garde Manger              |
| • Introduction to Patisserie  | • Menu Design & Development     |                             |
|                               | • Culinary French               |                             |

## YEAR 2

- |                                   |  |  |
|-----------------------------------|--|--|
| • Intermediate Patisserie         | • Beverage Studies                                 | • Culinary Artistry                        |
| • International Cuisine & Service | • Industrial Placement                             | • Supervision for the Hospitality Industry |
| • Entrepreneurship Studies        | • Marketing & E-commerce for Hospitality & Tourism | • Classical French Cuisine & Service       |

## MPU

- |   |  |   |
|---|--|---|
| • Bahasa Kebangsaan A*                                | • Co-Curricular Activities and Community | • Personal Development Planning             |
| • Bahasa Melayu Komunikasi 1 (International Students) | • Malaysia Culture and Life              | • Pengajian Malaysia 2 (Malaysian Students) |

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / O Levels	Min. 3 Credits (3Cs)
UEC	Min. 3 Credits (3Bs)
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Pass (SPM / 1119 / UEC / O Levels examination) ; MUET Band 2.0
<b>International Student</b>	Band 4.0 in IELTS; or a score 30 (IBT) with 397 (PBT) in TOEFL ; or score 30 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

**Duration:**  
2 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May,  
September and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# DIPLOMA IN INTERNATIONAL HOTEL MANAGEMENT

## Be instrumental in providing excellent hospitality service

Ever had a hotel stay that was an unforgettable experience? If exceeding guests' expectations by combining excellent service whilst maximising profit sounds interesting, consider a Diploma in International Hotel Management, which provides students a solid foundation in hospitality studies before progressing onto a degree course.

With a syllabus that strikes the perfect balance between theoretical and practical aspects of management in the hospitality industry, students receive a transformative experience where they attend classes by lecturers who hail from all over the world.

Students will study hospitality-specific modules such as Front Office Management, Food Production, Housekeeping Management along with general business subject areas. These modules give a detailed insight and understanding of the international hospitality industry, both through their practical skills training sessions and management studies.

In this programme, students also have the option of obtaining a parchment from IMI International Management Institute, Switzerland.



# PROGRAMME STRUCTURE

## YEAR 1

- Tertiary English 1
- The Hospitality Industry
- Hospitality & Tourism Geography
- Front Office Management
- Cultural Studies
- Tertiary English 2
- Food Hygiene and Safety
- Menu Design & Development
- Introductory French
- Food Nutrition
- Food and Beverage Costing
- Housekeeping Management

## YEAR 2

- Dining Room Service
- Introduction to Food Production
- Entrepreneurship Studies
- Beverage Studies
- Industrial Placement
- Hospitality Information Technology
- Marketing & E-commerce for Hospitality & Tourism
- Principles of Hospitality Accounting
- Supervision for the Hospitality Industry
- Management of Food & Beverage Project

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 1 (International Students)
- Co-Curricular Activities and Community
- Malaysia Culture and Life
- Personal Development Planning
- Pengajian Malaysia 2 (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
SPM / GCE O Levels	Min. 3 Credits (3Cs)
UEC	Min. 3 Credits (3Bs)
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Pass (SPM / 1119 / UEC / O Levels examination) ; MUET Band 2.0
<b>International Student</b>	Band 4.0 in IELTS; or a score 30 (IBT) with 397 (PBT) in TOEFL ; or score 30 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

**Duration:**  
2 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, March, May,  
September and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR OF ASIAN CUISINE (HONS)

**Discover the secrets of authentic Asian Cuisine to unlock your future.**

Step up your game and embrace the unique values of indigenous recipes from the authentic Asian dishes by acquiring the right qualifications to venture into this promising path of Asian culinary brought to you by KDU University College at its flagship campus located at Utopolis, Glenmarie.

This programme is predominantly tailored to suit those who seek to build their career as international Chefs and skilled personnel in Asian Food Culture industry through rigid practical and theoretical courses that meet the world-class standard. Students will attain comprehensive learning on different cuisines such as South East Asian, Middle Eastern, Oriental as well as Asian Pastry skills. This programme is set to provide students an edge on being highly marketable and competitive overseas in the Asian cuisine industry which could cater to the ever growing demands in the overseas restaurants and hotels.

KDU also promises to deliver module variations of Asian cuisine within the programme which will be conducted by guest lecturers from the actual professional industrial scene to lead certain modules.



## CAREER OPPORTUNITIES

- Executive Chef
- Food and Beverage Manager
- Food Service Manager
- Sous Chef
- Private Chef
- Cruise Chef
- Airline Chef
- Restaurateur
- Educationalist
- Food Technologist
- Food Critic after years of experience

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1 & 2
- Personal Development Planning
- Culinary Essential
- Food Nutrition
- Principle of Gardemanger
- Food Commodities
- Food Production
- Menu Planning
- Baking and Pastry Techniques

## YEAR 2

- Hospitality Marketing & Sales Technique
- South East Asia Cuisine – North & East
- Middle East & South Asia Cuisine
- South East Asia Cuisine – South & West
- Hospitality Financial Management
- Asian Pastries and Desserts
- Research Methodology
- Culinary Artistry and Design
- Asian Beverage Management Studies
- Food Hygiene and Safety
- Asian Breads

## YEAR 3

- East Asia and Oriental Cuisine
- Dining Room Service
- Contemporary Asian Cuisine
- Food Culture
- Final Year Project
- Industrial Placement

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 1 (International Students)
- Corporate Social Responsibility
- Entrepreneurship
- Hubungan Ethnik / Pengajian Malaysia
- Life in Malaysia
- Pengajian Malaysia 3 (International Students)
- Tamadun Islam & Asia / Bahasa Melayu Komunikasi

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels / STPM	2 Principal Passes or CGPA 2.0
UEC	5 Credits (5Bs)
Diploma	Pass with min. CGPA of 2.0
Foundation Studies	Pass

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

Local Student	Band 4 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a score 35 (IBT) with 415 (PBT) in TOEFL ; or score 36 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

### Notes:

In addition to the above mentioned requirement, the student must have obtained a Pass in Mathematics at SPM level or its equivalent.

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, July, September and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR OF CULINARY MANAGEMENT (HONS)

**Embrace creativity & innovation  
in a new world of avant garde cuisine!**

The gastronomic experience is no longer just about cooking skills. Students today who aspire to become professionals in culinary arts, need to understand nutrition, basic chemistry, arts and presentation amongst other things.

Our degree programme prepares students to address all aspects of the kitchen and meet the challenges of an increasingly sophisticated and demanding culinary industry. In addition to subjects such as Culinary Essentials, Baking Principles and Bakery Skills, students will also study Corporate Social Responsibility, Entrepreneurship, Sales and Marketing and more.

Students may choose from three different majors:

- **Culinary Operations**

Exposes students to culinary traditions and methods, from classical French cuisine to contemporary Asian delights, through in-depth knowledge of both management and practical aspects.

- **Baking and Pastry**

Develops students' skills in various baking and decorating techniques while furnishing them with useful managerial skills so they may excel in the patisserie industry.

- **Italian Cuisine**

Jointly taught by ALMA La Scuola Internazionale (Italy), this specialization gives students an introduction to Italian produce and products, original and regional Italian recipes and a deeper appreciation of its gastronomic traditions and culture. Students will spend a semester abroad at ALMA, Italy, and will receive a certificate from ALMA upon graduation.



## CAREER OPPORTUNITIES

- Executive Chef
- Food and Beverage Manager
- Food Service Manager
- Sous Chef
- Private Chef
- Cruise Chef
- Airline Chef
- Restaurateur
- Educationalist
- Food Technologist
- Food Critic after years of experience

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1
- Academic English 2
- Basic Patisserie
- Culinary Essentials : Larder Preparation
- Culinary French
- Food Nutrition and Health
- Food Hygiene and Safety
- Professional Development Planning
- Menu Planning
- Culinary Essentials :Principles of Garde Manger

## YEAR 2

- Culinary Artistry and Design \*
- Food and Beverage Management
- Hospitality Financial Management \*
- Hospitality Marketing and Sales Techniques
- Hospitality Human Resources Management
- Research Methodology
- F&B Catering
- Food Costing, Purchasing and Merchandising.

## SPECIALIZATION

### CULINARY OPERATIONS

- Malaysian Cuisine and Its History
- Charcuterie

### BAKING & PASTRY

- The Science of Baking
- Advanced Baking & Pastry Techniques

### ITALIAN CUISINE

- Charcuterie

## YEAR 3

- Final Year Project
- Industry Placement
- Gastronomy Studies\*

## SPECIALIZATION

### CULINARY OPERATIONS

- Molecular Cuisine
- Asian Cuisine
- Commodity Cooking

### BAKING & PASTRY

- Artisan and Decorative Breads
- Chocolates and Confections
- International Pastry Arts and Crafts

\* Not applicable for Italian Cuisine Major.

## MPU

Students transfer to ALMA, Italy.

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International Students)
- Corporate Social Responsibility
- Entrepreneurship
- Hubungan Etnik (Malaysian Students)
- Life in Malaysia
- Pengajian Malaysia 3 (International Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels/ STPM	2 Principal Passes or CGPA 2.0
UEC	5 Credits (5Bs)
Diploma	Pass with min. CGPA of 2.0
Foundation Studies	Pass

Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)

Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

Local Student	Requirement
Local Student	Band 4 in MUET
International Student	Requirement
International Student	Band 5.0 in IELTS; or a score 35 (IBT) with 415 (PBT) in TOEFL ; or score 36 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, July, September and November

**Course Location:**  
KDU University College, Utropolis, Glenmarie

# BACHELOR OF HOSPITALITY MANAGEMENT (HONS)

**Take on the hospitality world confidently!**

With the global hotel industry revenue estimated at 550 billion U.S. dollars for 2016 (statistica.com), times are vibrant and positive for the hospitality industry.

KDU's Bachelor of Hospitality Management (Hons) prepares students to enter the world of hospitality as leaders and managers, allowing great potential for employment and career advancement. It combines management theory covering areas such as Corporate Social Responsibility, Hospitality Financial Management, Hospitality Law, Strategic Human Resources Management and more, with hands-on practical subjects as well as two majors for students to choose from:

- **Tourism Management**

Focuses on the strategic development of hospitality and tourism organisations. Students will gain in-depth insights and knowledge on international tourism development, its environment and impacts.

- **Events Management**

Students learn to conceptualise, plan and execute various kinds of private functions and corporate activities through this major. Areas that will be covered in this major include events planning, management, marketing and sponsorship, risk management, as well

as MICE (Meetings, Incentives, Conferences, Exhibitions) management.

In this programme, students also have the option of obtaining a parchment from IMI International Management Institute, Switzerland.



## CAREER OPPORTUNITIES

### Management

- Events
- Resort
- Tour
- Spa & Wellness
- Corporate Communications

- Airlines
- Food & Beverage
- Cruise
- Casino

### Others

- Consultant
- Entrepreneur
- Manager

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1
- Academic English 2
- Accommodation Operations Management
- Culinary Essentials
- Introductory French
- Front Office Management
- Hospitality and Tourism Studies
- Introduction to Food Production
- Introduction to Food Service
- Professional Development Planning

## YEAR 2

- Food and Beverage Themes
- Hospitality Financial Management
- Quantative Methods
- Modern Beverage Management
- Research Methodology
- Strategic Human Resources Management
- Food Costing, Purchasing and Merchandising
- Yield Management
- Hospitality Marketing and Sales Techniques

### SPECIALIZATION

#### TOURISM MANAGEMENT

- Tourism Attractions Management
- Tourism Impact

#### EVENTS MANAGEMENT

- Events Planning and Management
- MICE Management

## YEAR 3

- Final Year Project
- Industrial Placement
- Hospitality Law

### SPECIALIZATION

#### TOURISM MANAGEMENT

- Tourism and Its Environment
- Transport and Tourism
- International Tourism Development

#### EVENTS MANAGEMENT

- Events Marketing and Sponsorship
- Events Project Management
- Risk Management and Critical Issues in Events Management

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International Students)
- Corporate Social Responsibility
- Entrepreneurship
- Hubungan Etnik (Malaysian Students)
- Life in Malaysia
- Pengajian Malaysia 3 (International Students)
- Tamadun Islam dan Tamadun Asia (Malaysian Students)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels / STPM	2 Principal Passes or CGPA 2.0
UEC	5 Credits (5Bs)
Diploma	Pass with min. CGPA of 2.0
Foundation Studies	Pass
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 4 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a score 35 (IBT) with 415 (PBT) in TOEFL ; or score 36 and above for Pearson English Test

If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, July, September and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# BACHELOR OF HOSPITALITY ENTREPRENEURSHIP (HONS)

**Integrating the hospitality  
business with the spirit of  
entrepreneurship**

The Bachelor of Hospitality Entrepreneurship, the first of its kind in Malaysia, integrates both the study of hospitality and entrepreneurship in one programme. The programme appeals to students who'd like to start their own hospitality business, encouraging the spirit and developing the skills of entrepreneurship.

Students will gain the knowledge, practical skills and industry experience needed in a global hospitality environment, with an added focus of entrepreneurship that will widen the application of their skills in the context of starting and running their own business.



## CAREER OPPORTUNITIES

### Management

- Events
- Resort

- Tour
- Spa & Wellness
- Corporate Communications

- Airlines
- Food & Beverage
- Cruise
- Casino

### Others

- Consultant
- Entrepreneur
- Manager

# PROGRAMME STRUCTURE

## YEAR 1

- Academic English 1
- Academic English 2
- Business Statistics
- Front Office Management
- Hospitality and Tourism Studies
- Accommodation Operations Management
- Introduction to Food Production
- Introduction to Food Service
- Professional Development Planning

## YEAR 2

- Enterprise Development Project
- Fundamentals of Modern Culture
- Strategic Human Resources Management
- Global Entrepreneurship
- Hospitality Economics
- Hospitality Marketing & Sales Technique
- Hospitality Accounting
- Managing Pub Operations
- Hotel Yield Management
- Intrapreneurship
- Research Methodology
- Hospitality Financial Management

## YEAR 3

- Applied Entrepreneurship for Hospitality Enterprise
- Family Business and Entrepreneurship
- Final Year Project
- Industrial Placement
- Information Usage Technology in the Hospitality Industry
- Hospitality Law
- Tourism Attractions Management

## MPU

- Bahasa Kebangsaan A\*
- Bahasa Melayu Komunikasi 2 (International Student)
- Corporate Social Responsibility
- Entrepreneurship
- Hubungan Etnik (Malaysian Student)
- Life in Malaysia
- Pengajian Malaysia 3 (International Student)
- Tamadun Islam & Tamadun Asia (Malaysian Student)

### \*Notes:

Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programmes)

### ENTRY REQUIREMENT

Academic Qualification	Requirement
GCE A Levels / STPM	2 Principal Passes or CGPA 2.0
UEC	5 Credits (5Bs)
Diploma	CGPA 2.0
Foundation Studies	Pass
Any other qualifications deemed equivalent by the Ministry of Education, Malaysia (or as stated in the Document Senarai Nilai Taraf Kelayakan Akademik, Malaysian Qualifications Agency)	Pass (Subject to review and approval of certified transcripts)

### ENGLISH REQUIREMENT

<b>Local Student</b>	Band 4 in MUET
<b>International Student</b>	Band 5.0 in IELTS; or a score 35 (IBT) with 415 (PBT) in TOEFL ; or score 36 and above for Pearson English Test
If English Language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.	

**Duration:**  
3 Years

**Course Mode:**  
Full Time

**Intakes:**  
January, July, September and November

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# MASTER OF BUSINESS ADMINISTRATION IN TOURISM MANAGEMENT

**Cultivate leadership skills as you delve into the tourism and hospitality industry.**

Elevate your standard and qualification in Tourism Management by equipping yourself with the world-class education offered by **KDU's Master of Business Administration in Tourism Management** programme. This programme is tailored to develop leaders, educators and researchers who will take on the opportunities and challenges in tourism and hospitality industry in Malaysia and Asia Pacific regions into the next centuries.

This programme is suitable for bachelor degree holder and working professionals in the tourism and hospitality industry who seek to expand their portfolio to become leaders in the industry through a blend of strategic perspectives and pragmatic implementation. The objective of the programme is to develop students' industry practice, functional management and research competencies.

In addition, the programme also aims to produce graduates that:

- Effective, independent and confident in business and also become self-directed learners with a focus on deep learning;
- Understand the learning and relate their learning to a wider context;
- Improve their general skills for business and career management;
- Articulate their personal goals and evaluate progress towards their achievement; and
- Encourage a positive learning attitude throughout life.



## CAREER OPPORTUNITIES

- Senior Management in Tourism and Hospitality Industry
- Industry Leaders in the Entertainment Business
- Management Executives in the Tourism Board
- Education and Training
- Marketing and Communication and many more....

# PROGRAMME STRUCTURE

## CORE

- Accounting & Finance for Managers
- Business Economics for Managers
- Human Resource Management
- Marketing Management
- Organisational Behaviour
- Research Methodology
- Strategic Management

## SPECIALISATION

- Asian Business Culture
- Hospitality & Tourism Operations Development
- International Hospitality Entrepreneurship
- Managing Operations in Hospitality Business

## RESEARCH

- MBA Research Project & Dissertation

### ENTRY REQUIREMENT

Academic Qualification	Requirement
Bachelor Degree	Completed with a min. CGPA of 2.50 or its equivalent qualifications
	Bachelor Degree with min. CGPA of 2.00 can be accepted with a min. of 5 years relevant working experience

### ENGLISH REQUIREMENT

Local Student	Requirement
	Band 5 in MUET
International Student	Requirement
	Band 6.0 in IELTS; or a min. score of 60 (IBT) or 499 (PBT) in TOEFL; or score 50 and above for Pearson English Test

If English language requirements are not fulfilled, additional English module(s) may be taken at KDU University College.

**Duration:**  
1 Year 4 Month

**Course Mode:**  
Full Time / Part Time

**Intakes:**  
January, May and September

**Course Location:**  
KDU University College,  
Utropolis, Glenmarie

# STUDENT LIFE

## Vibrant Community

Being on campus is one of the most exciting phases in an individual's life. A university campus is a safe and encouraging space for students to come together to learn, be inspired and spend time with their peers within a vibrant and conducive environment.

At KDU, students can opt to run for the KDU Student Council, a student-elected body which serves as a bridge between the university management and students, or get involved in the numerous clubs and societies available – from dance to debate, sports to student entrepreneurship, games to culture.

KDU's Student and Alumni Centre (SAC) creates and maintains the vibrancy required in a student's life in order to enhance positive experiences. SAC also looks to provide the highest level of quality support and welfare by cultivating five fundamental needs: social, mental, physical, emotional and spiritual aspect in order to maximise both academic and personal development. In line with the Malaysia Education Blueprint (MEB), the KDU YOUTH Empowerment Plan includes five key holistic initiatives to anchor students to adopt healthy lifestyle and maximise learning experiences.



### | FITSPIRATION

Injecting a dose of fitness into students' daily lives, this initiative encompasses all activities that will feed and boost students' body, mind and soul, such as yoga, basketball, badminton, various talks on wellbeing, and more.



### | CAREER EXPLORATION

This initiative helps students explore the various internship or job options that fit their interests, skills, and abilities. Through this initiative, students can enjoy career enrichment talks, industry engagements as well as the career placement fair.



### | SUSTAINABILITY

The Sustainability initiative is to create awareness for students to become conscious of the importance and need to sustain the world we live in. Students and staff are encouraged to waste not and to live a green life.



### | HATCH UP

Hatch Up aims to facilitate students in learning to develop entrepreneurial skills, by supporting creativity, self-generated ideas and efforts. This action plan intends to give KDU graduates a chance to see their ideas take shape in reality, with support from the university, and further fuel their journey to be a self-made success by developing an entrepreneurial mindset – driven, resourceful, persistent, and above all, dedicated to a cause to call their own.

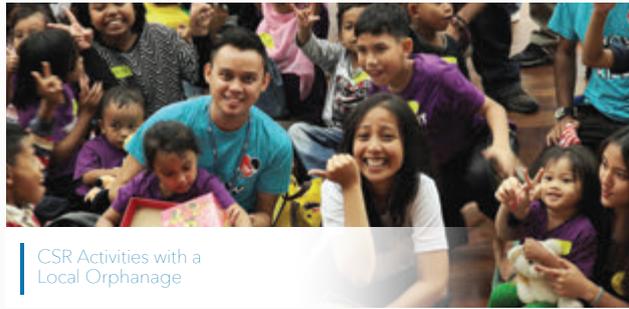


### | CULTURATION

Diversity is a big part of who we are as a society. Culturation aspires to encourage students to appreciate these differences and understand how culture influences the way they see the world. Activities students can look forward to include diversity and inclusion camps, cultural exchanges and such.



Culturation: Malay Cultural Society Homestay



CSR Activities with a Local Orphanage



Outdoor Activities at the PAC Camp



Career Exploration: Internship Fair



Strikes for Charity - Bowling Tournament by Pre-United Club



Culturation: KDU International Students Society visits Tugu Negara



An evening with Iron Chef Thailand winner, Tom Halpin, organised by Club Grapevine



Career Exploration: Students visit BFM radio station



2015 Sports Carnival Launch with YB. Khairy Jamaludin, Minister of Youth and Sports, Malaysia



Dance routine by Performing Arts (PARTS) Club



Peer to Peer Training Camp



Voices of Moderation Youth Campaign



Culturation: KDU 2nd International Student Entrepreneurship Conference



KDU Sustainability Initiative



Blood Donation Drive by Leo Club



Feed the Soul Fest by the School of Communication & Creative Arts

# CAMPUS LIFE & FACILITIES

## KDU University College, Utropolis Glenmarie

KDU University College's 10-acre flagship campus at Utropolis Glenmarie was designed around the philosophy that learning is pragmatic and can happen anywhere!

The campus comprises of collaboration spaces and discussion cubes, along with state-of-the-art lecture halls and classrooms to allow the most productive conversation and dialogue. The extensive teaching facilities include the latest and fully equipped culinary kitchens, production studios and labs, student lounges and comprehensive Wi-Fi coverage.

We also understand the need for large spaces in order to nurture out-of-the-box ideas and thoughts, therefore there are open spaces abound with large atrium and multipurpose court. There is also a landscaped amphitheatre overseeing the multipurpose

court for spectators to get an up-close view of various sporting activities, gathering and events.

Just next door, the 21-acre development include the two-storey Marketplace with various retail outlets, complete with alfresco dining, entertainment outlets, grocers, banks and other services, as well as SOHOs (small office-home offices) and Utropolis Suites apartments, making it a beacon for residents and business executives in the neighbouring areas.



**Utropolis is a live-and learn, work-and-play integrated university metropolis, modelled after the likes of student cities such as Oxford (UK) and Boston (USA).**



**KDU is a certified green campus with 16.3% green foot print. The campus has naturally-ventilated courtyards and corridors, and is fitted with various energy-efficient systems.**



**Our Student Residence is on-campus, comprising of a 7-storey block, with separate male and female wings, that accommodates up to 580 students.**



**The 50,000sq ft library encompasses three storeys, and includes a coffee bar, discussion areas and various learning pods.**



| BASKETBALL COURT



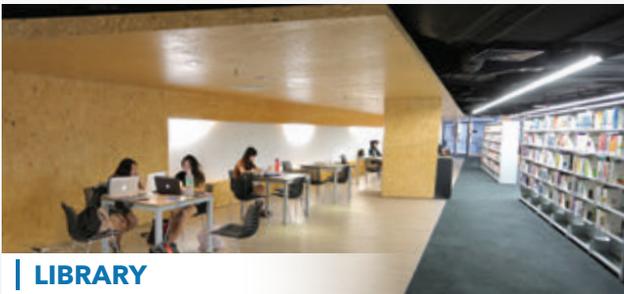
| LECTURE THEATRE



UTROPOLIS  
MARKETPLACE  
RETAIL MALL



| LEARNING PODS



| LIBRARY



| CAFÉ 8IGHTY 7EVEN



| COMPUTER LAB



| CAFETERIA



| STUDENT LOUNGE

## FACILITIES

- KDU FM
- Radio Broadcast Studio
- The Frame
- TV Production Station
- Creative Waves
- Radio Production & Recording Studio
- Shutters
- Photography Studio
- Pixel
- Mac Lab
- Engineering Labs
- Culinary Lecture Theatre
- Various culinary kitchens including hot, molecular, butchery & bakery kitchens
- Artisanat
- Kitchen Artistry Room
- Glace
- Ice Carvery
- Bacchus
- Wine Lab
- Equatorial Mock Suite
- Café 8ighty 7even by Coffex
- Dewakan
- Fine Dining Restaurant
- Mirabelle & Saveur
- Training Restaurants
- Area 51 Game Development Studio & Game Vault
- Multipurpose Hall
- Cafeteria
- Computer Labs
- Student Lounge
- Library
- Learning Pods
- Student Accommodation Village

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All information provided in the 2019 KDU PROSPECTUS is up-to-date and accurate at the time of publication. KDU reserves the right to add and many any other alternations, as it may deem necessary.

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