

**MINISTRY OF EDUCATION AND TRAINING
NAM CAN THO UNIVERSITY**



**OUTPUT STANDARDS OF TRAINING CURRICULUM
OF HOTEL MANAGEMENT UNIVERSITY DEGREE**

*(Issued under Decisions No:/QD-DHNCT dated May 2022 signed by the
Rector of Nam Can Tho University)*

Can Tho, 2022

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A. PROGRAM INTRODUCTION

1. Training program.

Name of program: Hotel Management
Program code: **7810201**
Degree training: University (4 years)
Degree graduated: Bachelor of Hotel Management

2. General objective

Training high-quality human resources with good political, ethical, and health qualities; having the knowledge, skills, and responsible working attitude to be able to work independently or cooperate in the field of tourism - hotel business and the environment with foreign elements.

3. Specific goals

M1 Equip the knowledge to build political qualities, patriotism, and national pride, have a sense of protecting and promoting the nation's tourism resources, and be responsible in serving the community and guests.

M2 Equip background knowledge in management sciences, social sciences and humanities, economics, business administration in general, and business administration in the field of tourism, hotel, and restaurant.

M3 Ensure the optimization of beneficial socio-economic impacts, and environmental protection, towards sustainable development in the tourism - hotel business.

M4 Apply management knowledge about human resources, finance, facilities, business and marketing plans, development activities, supply, and quality assurance of products and services in the hotel business.

M5 Forming the ability to self-study and self-research in the professional field, thereby developing the corresponding competencies in both lives and guiding the people around, thereby changing and improving social life.

B. PROGRAM OUTPUT STANDARDS

Graduates of Travel and Tourism Service Management must have the knowledge, skills, autonomy, and responsibility, specifically as follows:

1. Knowledge

- General knowledge

PO1 Having general knowledge about Marxism-Leninism, the network line of the Communist Party of Vietnam, and Ho Chi Minh Thought; There is knowledge of natural

sciences, humanities, state, and law as the theoretical and practical foundation for the hotel management industry.

PO2 Having knowledge of management science, economic management, and business administration as a theoretical and practical foundation for the Hotel Management industry; Have an understanding of the developments, opportunities – challenges, roles, and key factors in the tourism industry and the basic business activities in the tourism sector

PO3 Reaching foreign language proficiency in English and Informatics as prescribed by the University

- Expertise knowledge

PO4 Having in-depth knowledge of tourism business administration; Thorough understanding of planning, organization, monitoring, and evaluation of financial activities of tourism enterprises, service quality management, and risk management in tourism business; Deep understanding of tourism information systems in practice at the enterprise.

PO5 Having a deep understanding of the hotel business, understanding the overall architectural space, interior and hotel facilities.; Having in-depth knowledge of operational positions, service processes, and operations at functional departments in the hotel; Understanding the activities of human resource management, finance, and business, ensuring labor efficiency in hotel businesses and accommodation businesses; Thorough understanding of revenue and cost management in the management and evaluation of hotel business performance.

PO6 Understand, analyze, evaluate, and apply scientific research methods with modern informatics tools, equipment, and software to carry out independent and practical scientific research in the field of tourism - hotel; In-depth understanding of investment project planning and management in the hotel sector; Deep understanding of e-commerce, e-marketing, sales management, building, and brand management in the hotel business.

2. Skills

- Professional skills:

PO7 Having skills to perform reception and customer service operations according to the service process at the front desk, restaurant, room, and other departments in the hotel.

PO8 Having skills in designing, planning, implementing, and evaluating hotel projects and business plans.

PO9 Skilled in systems thinking, reasoning, and problem-solving in economics, business, and management.

PO10 Have skills in detecting problems and the correlation between issues in the field of tourism - hospitality such as tourism - hotel and economy, society, politics, and natural environment; Collect, synthesize, analyze, and process information for application to evaluate problems, events and phenomena arising in tourism and hotel activities.

- Soft skills:

PO11 Having negotiation, persuasion, and negotiation skills in the tourism and hotel business on the basis of good ethics, being responsible to themselves, and society, and obeying the law.

PO12 Skilled in teamwork, planning, organizing, directing, coordinating, and maintaining activities for groups with the same goals.

PO13 Having basic and applicable information technology skills in professional work; Having skills in operating machinery and equipment to support work such as computers, computers, payment machines, specific communication devices, using a number of management software in the field of tourism and hotel.

PO14 Have effective communication and presentation skills in a multicultural working environment in Vietnamese and 01 foreign language equivalent to level 3/6

3. Autonomy capacity and self-responsibility

PO15 Responsible for work, customers, community, and environment.

PO16 Having a professional, hard-working, proactive working style, eager to learn, progressive, and creative in work.

PO17 Having professional ethics, complying with the laws of the State of Vietnam as well as those of other countries in contracts and organization of tourism and hotel business activities.

4. Job position

Bachelor of Hospitality Management can work in state agencies or domestic and foreign enterprises related to tourism such as:

a. In hotels, resorts, and accommodation establishments:

- Staff/Supervisor/Head, Deputy/Director of Reception Department
- Staff/Supervisor/Head, Deputy/Director of restaurant and bar department
- Staff/Supervisor/Head, Deputy/Director of Room Division
- Employee/Head, Deputy/Director of Sales Department
- Employee/Supervisor/Head, Deputy/Director of Customer Relations and Care Department
- Staff/Head, Deputy/Director of HR, Administration, and Accounting departments.

b. In other manufacturing, trading, and service enterprises:

- Employee/Head, Deputy Sales Department
- Staff/Head, Deputy Sales Department
- Staff / Head, deputy customer care department
- Tellers
- Staff / Head, deputy head of human resources, administration, and accounting departments.

c. The staff of the state management agencies, and NGOs related to the hotel.

d. Create jobs for yourself and others.

e. In addition, students also have the opportunity to research and teach at intermediate schools, colleges, and universities with training in tourism and hotel and restaurant management.

5. Ability to study and improve after graduation

Graduates can continue to study and improve their professional qualifications at the Master's level in Tourism and Travel Service Management, Hotel Management, and Restaurant Management at universities in and around the world.

A. REFERENCES

Output standards for the undergraduate training program in Tourism and Travel Service Administration of Nam Can Tho University are built on the basis of reference:

- According to the circulars and regulations of the Ministry of Education and Training;
- ABET, AUN, and CDIO international standards sets;

- Training programs as well as output standards for tourism and travel service management majors of Can Tho University, Can Tho University of Technology, Ho Chi Minh City University of Food Industry, Nha Trang University, and foreign schools.

RECTOR



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