

## CURRICULUM OUTLINE FOR THE PROGRAM

**Bachelor of Science in International Tourism Management**  
**Associate in International Tourism Management**  
 BSITM / AITM

Tel.: (043) 723-0706 loc al 107-108

Effective AY 2024-2025 (REVISION 6)

## FIRST YEAR

First Semester				Second Semester							
Subject Code	Description	Units	Lec	Lab	Pre-Req	Subject Code	Description	Units	Lec	Lab	Pre-Req
HM 2	Macro Perspective of Tourism and Hospitality	3	3	0		HM 4	Micro Perspective of Tourism and Hospitality	3	3	0	
HM 3	Philippine Culture and Tourism Geography	3	3	0		HRA 2	Front Office Operations	3	2	1	
GEC-PCOM	Purposive Communication	3	3	0		Tour 4	Travel Agency Operations and Management	3	3	0	
GEC-TCW	The Contemporary World	3	3	0		GEC-MATH	Mathematics in the Modern World	3	3	0	
GEC-UTS	Understanding the Self	3	3	0		Tour 1	Business Communication Protocols in Tourism and Hospitality	3	3	0	
BSC 1	Being Skills Course 1	1.5	1.5	0		HM 1	Risk Management as Applied to Safety, Security and Sanitation	3	3	0	
PE 1	Physical Fitness and Gymnastics	2	2	0		PE 2	Rhythmic Activities	2	2	0	PE 1
Tour 2	Tourism in ASEAN Perspective	3	3	0		NSTP 1	National Service Training Program	3	3	0	
		<b>21.5</b>	<b>21.5</b>	<b>0</b>		BSC 2	Being Skills Course 2	1.5	1.5	0	
								<b>24.5</b>	<b>23.5</b>	<b>1</b>	

  

Summer					
Subject Code	Description	Units	Lec	Lab	Pre-Req
HRA 3	Fundamentals of Food Service Operations	4	2	2	HM 1
Tour 3	Essentials of Land and Water Transportation	3	3	0	
PE 3	Team Sports / Games	2	2	0	PE 2
		<b>9</b>	<b>7</b>	<b>2</b>	

## SECOND YEAR

First Semester				Second Semester						
Subject Code	Description	Units	Lec	Lab	Pre-Req	Subject Code	Description	Units	Hours	Pre-Req
CA 1	Kitchen Essentials and Basic Food Preparation	4	2	2	HM 1	Tour 10A	Practicum 1 - Travel Agency / Food and Beverage	4	400	Pre-Practicum, HRA 3, Tour 4
HM 8	Quality Service Management in Tourism and Hospitality	3	3	0						
EPC	English Proficiency	3	3	0						
Tour 5	Applied Business Tools and Technologies in Tourism and Hospitality Industry	3	2	1	HRA 2					
Tour 6	Tour Guiding	3	3	0						
EC 1	Fundamentals of Accounting, Business Management and Business Finance	4	4	0						
PE 4	Individual/Dual Sports (Swimming)	2	2	0	PE 3					
NSTP 2	National Service Training Program 2	3	3	0	NSTP 1					
Pre-Prac.	Pre-Practicum Seminar and Workshop	1	1	0						
		<b>26</b>	<b>23</b>	<b>3</b>						

Note: Completion of 2nd year subjects will be granted Associate in International Tourism Management

## THIRD YEAR

First Semester				Second Semester							
Subject Code	Description	Units	Lec	Lab	Pre-Req	Subject Code	Description	Units	Lec	Lab	Pre-Req
Tour 7	Tourism Policy Planning and Development	3	3	0		Tour 8	Airline Operations and Service Management	3	3	0	
Tour 11	Global Culture and Tourism Geography	3	3	0		Tour 9	International Fares and Ticketing	3	3	0	Tour 4
Tour 13	Tourism Product Development and Destination Management	3	3	0		Tour 10	Tour Operations and Management	3	3	0	Tour 4
FL 1	Foreign Language 1 (French/Spanish/Nihongo/Mandarin/Korean)	3	3	0		Tour 12	Heritage Tourism	3	3	0	
Research 1	Research in Tourism and Hospitality 1	3	3	0		Tour 14	Introduction to Meetings, Incentives, Conferences and Events Management	3	3	0	
HM 9	Professional Development and Applied Ethics	3	3	0		FL 2	Foreign Language 2 (French/Spanish/Nihongo/Mandarin/Korean)	3	3	0	FL 1
EC 2	Applied Economics	3	3	0		Research 2	Research in Tourism and Hospitality 2	3	3	0	Research 1
GEC-RPH	Readings in Philippine History	3	3	0		Rizal	Life and Works of Jose Rizal	3	3	0	
BME 1	Operation Management	3	3	0		BME 2	Strategic Management with Organization Management	3	3	0	
		<b>27</b>	<b>27</b>	<b>0</b>				<b>27</b>	<b>27</b>	<b>0</b>	

  

Summer					
Subject Code	Description	Units	Lec	Lab	Pre-Req
HM 5	Multicultural Diversity in Workplace for the Tourism Professionals	3	3	0	
HM 6	Tourism and Hospitality Marketing	3	3	0	
GEC-ART	Art Appreciation	3	3	0	
		<b>9</b>	<b>9</b>	<b>0</b>	

## FOURTH YEAR

First Semester				Second Semester						
Subject Code	Description	Units	Hours	Pre-Req	Subject Code	Description	Units	Lec	Lab	Pre-Req
Tour 10B	Practicum 2 - Airlines / Tourism Destination / Travel Agency / MICE	6	600	Pre-Prac., Tour 10A, Tour 8, Tour 9, Tour 14	HM 7	Legal Aspects in Tourism and Hospitality Industry	3	3	0	
		<b>6</b>			HM 10	Entrepreneurship in Tourism and Hospitality	3	3	0	
					Tour 15	Sustainable Tourism	3	3	0	
					HBO	Human Resource Management and Organizational Behaviour	3	3	0	
					GEC-ETHICS	Ethics	3	3	0	
					JPL	Life and Works of Jose P. Laurel	3	3	0	
					GEC-STC	Science, Technology and Society	3	3	0	
					Lit	World Literature	3	3	0	
							<b>24</b>	<b>24</b>	<b>0</b>	

TOTAL NO. OF UNITS:

178

## NOTE FROM THE REGISTRAR

Except under very special circumstances as approved by the Office of the Registrar, registered students must follow the study plan in each academic year strictly as specified in this curriculum. It is recommended that any subject failed during a semester be enrolled during summer term. Please keep this Curriculum Outline for your self evaluation, future reference during the course enrollment and for graduation purposes.

NAME:	_____
STUDENT NO.:	_____
EVALUATED BY:	_____
ENROLLMENT DATE:	_____
REMARKS:	_____ _____ _____