

B.SC. (HONS.) IN CULINARY ARTS MANAGEMENT

The B.Sc (Hons) in Culinary Arts Management aimed at filling the gap in the supervisory level of the hospitality industry and the needs of the Food Research and Development organisations in producing R&D Chefs. This programme is designed to fulfil the demand for more skilled workers in the food production area. The programme concentrates on menu design and development, basic and advanced cooking skills and products. Students are also taught to innovate culinary products or masterpieces of their own. At the same time, issues in culinary related areas such as sanitation and food safety practices, as well as the operation and the usage of kitchen equipment in accordance to industrial standards, culinary and gastronomic trends are also emphasized.

B.SC. FOODSERVICE (HONS) MANAGEMENT WITH ENTREPRENEURSHIP

Bachelor of Science Foodservice (Hons) Management with Entrepreneurship is the only foodservice degree program that integrates entrepreneurship courses in UiTM. This program prepares graduates to become job-creating entrepreneurs whom are able to meet with the ever-changing demands and needs of the industry. The 3-years program produces foodservice entrepreneurs adept in the areas of food preparation, food safety, food product development, foodservice management, innovation management, e-commerce, as well as business management.



DIPLOMA ENTRY REQUIREMENT
SPM or equivalent with five (5) credits for any subjects inclusive of Bahasa Malaysia, Mathematics and English or A pass in Pre-Diploma in Commerce/ Pra-U from UiTM.

B.SC (HONS) ENTRY REQUIREMENT
Diploma from UiTM in any programme with CGPA of at least 2.3 or diploma from institution recognized by the government with CGPA of at least 3.00 or pass in STPM with at least grade C in 3 subjects or pass in Matriculation.

THE FACULTY

The Faculty of Hotel and Tourism Management (FHTM) was formed in 1967 and is the pioneer hospitality faculty in Malaysia which offers hospitality programmes. The faculty's focus is in line with the nation's aspiration to produce professionals in the field of hospitality and tourism. Therefore, the main objective of the faculty is to increase the number of skilled and well-trained Bumiputeras to fulfill the needs of the industry. Located at the main campus in Shah Alam, the faculty also runs its programmes in five other branch campuses namely Terengganu, Pulau Pinang, Sarawak, Sabah and Melaka.



Faculty of Hotel and Tourism Management

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Committed to Nurturing Talent, Passion & Innovation



- DIPLOMA IN HOTEL MANAGEMENT
- DIPLOMA IN TOURISM MANAGEMENT
- DIPLOMA IN FOODSERVICE MANAGEMENT
- DIPLOMA IN CULINARY ARTS
- DIPLOMA IN PASTRY ARTS

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DIPLOMA IN HOTEL MANAGEMENT

Diploma in Hotel Management is offered full time for 5 semesters which is equivalent to 2 years and 6 months. The programme was designed to provide students with comprehensive, up-to-date knowledge and hands-on experience at operational levels.

Included in the curriculum is the internship program that allows students to get hands on experience. The students are expected to complete a total of approximately four months training in the industry before they can graduate to make sure each student is adequately prepared to join the hospitality world by the time they graduate. As part of the curriculum, the students are needed to complete certain courses in practice labs.

DIPLOMA IN TOURISM MANAGEMENT



Diploma in Tourism Management programme was introduced in 1976. This two and a half year programme exposes students to the world of tourism in which it was designed to provide students with comprehensive, up-to-date knowledge and hands-on experience at operational and management levels.

A holistic learning through the perfect combination of both between knowledge and practical application in this programme will equip students with adequate knowledge and hands-on experience, improving their chances of immediate employment in the industry when they graduate. Industrial training is also included in the programme to expose the students to the reality of working in the industry and later strategize their career planning from their indispensable experiences.

DIPLOMA IN CULINARY ARTS

This three year programme was introduced in 1975 with the objective of generating skilled and educated chefs to cater to the high demand for professional chefs in the hotel industry. The programme offers students the opportunity to gain solid culinary skills in the world of knowledge about food production, safety, entrepreneurial skills as well as organization and management throughout the whole course.

As part of the curriculum, students are required to spend a significant time (two semesters) in the industry to get the exposure of working in real environment with well-established food and beverage organizations in the country. The faculty's close affiliation with the industry players and alumni will also be an advantage for students when looking for employment opportunities in the exciting world of gastronomy.



DIPLOMA IN FOODSERVICE MANAGEMENT

The main objective of the programme is to train students to manage and operate foodservice institutions and other foodservice industries.

In fact, the programme prepares students with a wide array of other related professional careers in hotels and resorts, hospital, private clubs, restaurants, conference centres, fast food chains and catering businesses through its curriculum. The curriculum design of this programme was developed to provide students with necessary knowledge in foodservice industry such as menu planning, sales forecasting, foodservice systems, restaurant design and layout as well as food safety rules and regulations in the foodservice organization. In line with the requirements from the industry, all these elements trains students to be a good manager of any foodservice or restaurant businesses and increase their desire to work in an international milieu.

DIPLOMA IN PASTRY ARTS

Diploma in Pastry Arts was designed for aspiring students who wish to make a career in this ever growing industry and to attain foundation in the art and science of pastry and baking in general. This programme aims to impart professional and management skills to students thus produce quality pastry chefs in the world of bakery when they graduate.



This programme provides students with all the essential and advanced knowledge, techniques and skills of pastry and bakery production through a combination of comprehensive hands-on training and theoretical classes. The faculty's affiliation with the industry and alumni will also enhance the marketability of graduates in various foodservice establishments or companies.



B.SC. (HONS.) IN HOTEL MANAGEMENT

The programme concentrates on broad coverage of hospitality industry at both operational and managerial departments that includes food and beverage, front office, housekeeping, foodservice, event management, sales and marketing, club management, revenue management, hotel marketing and human resources. Further, the programme prepares students with a wide array of professional careers in hotels and resorts, private clubs, restaurants, conference centres and catering businesses. Through its strong curriculum design that involves participation from the industry and various stakeholders, students will have an exciting career opportunity at management, supervisory and administrative positions in the hotel industry.

B.SC. (HONS.) IN TOURISM MANAGEMENT

This programme governs broad areas of tourism industry that includes computerized fares and ticketing, event management, park and recreation, e-tourism, human resources, sales and marketing, and professional development. This programme prepares the graduates a wide array of professional careers in travel agencies, private clubs and resorts, conference centres and airline industries. The faculty is the first education institution in Malaysia that uses the Online Reservation System (ORS) in class learning and training purposes that is in line with the need for a paradigm shift from traditional classroom learning to real-time hands-on practice.

B.SC. (HONS.) IN FOODSERVICE MANAGEMENT

The programme is designed to equip students with the knowledge, skill and ability to take up challenges in managing diverse foodservice management activities in the industry. In producing high-performing foodservice business leaders and managers, the curriculum focuses on nearly every aspect of the foodservice business such as operations, revenue management, human resources, training, marketing, merchandising, and customer service. The programme also ensures graduates are equipped with the right skills and the 'know-how' strategies to increase customer satisfaction as well as to retain and motivate employees. Graduates also understand issues such as maximizing profitability, forecasting the market, protecting assets besides assuring food quality and understanding nutrition and food science.