



HOSPITALITY

WELCOME TO THE WORLD WITH A TRULY INTERNATIONAL EXPERIENCE

K|D|U
COLLEGE

ABOUT KDU

As a pioneer in private tertiary education in the region, KDU College sets itself apart by focusing on delivering quality programmes partnering with top universities around the world. With more than 48,000 alumni, KDU has built a strong presence in the region and continues to inspire its students to greater heights.

VISION - The premier learning organisation that sparks curiosity, inspires success and promotes responsibility.



OUR PROMISE



“ Our experience being the 1st Hospitality & Culinary Arts school in Northern Malaysia & RM 5 million worth of facilities makes our students stand out above the rest. Get the Swiss edge with us.”

Ms Cindy Loh
Acting Academic Department Head
School of Hospitality, Tourism & Culinary Arts

HOSPITALITY



What come to mind when you are dreaming of your future, Do you want to travel the world? Manage world-class hotels?

Hospitality & Tourism is a fast growing industry, and is the world's largest single revenue earner. It has developed swiftly over the last decade and employs approximately 10% of the worldwide labour force. With a vast potential for job opportunities, career advancement and job satisfaction, this industry has more to offer that meets the eye.

At KDU, we help you turn your dreams into reality. Join us and discover the endless opportunities we have to offer.



Career Options

// Hospitality & Food Service:

Hotels, Resorts, Restaurants and Catering Establishments.

// Marketing & Communication:

Public Relations, Journalism, Advertising and Sales.

// Education & Training:

Hotel and Tourism Training Institutions.

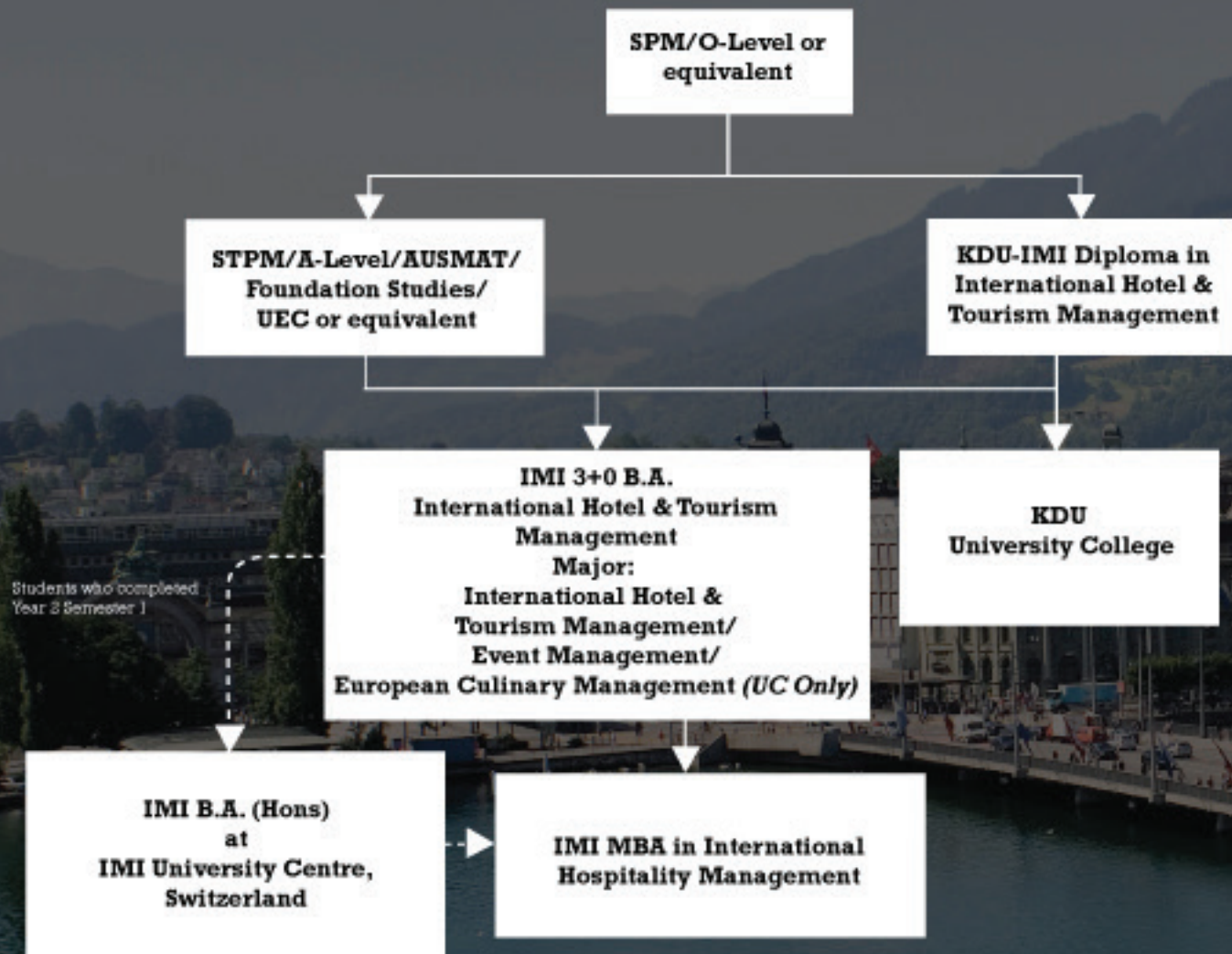
// Consultancy:

Management Consultancy, Technical Consultancy, Project Management, Product Development, Destination Development.

// Tourism:

Theme Parks, Golf Clubs, Equestrian Clubs, Casinos, Sports Club and Attractions.

STUDY ROUTE



Students can also articulate into these universities after the completion of the diploma programme:

Australian Universities: University of Tasmania, Griffith University, Victoria University of Technology, Edith Cowan University, International College of Tourism and Hotel Management, La Trobe University, Le Cordon Bleu

US Universities: Ashland University, Johnson & Wales University, Hawaii Pacific University, Lynn University, New Hampshire University, Purdue University, Widerner University

United Kingdom Universities: Leeds Metropolitan University, Middlesex University, Oxford Brookes University, Thames Valley University, University of Strathclyde, University of Wolverhampton, UC Birmingham

Entry with advanced standing

KDU believes that people should learn more from people and not just from books. Here at KDU, the lessons are learned but the people are celebrated for the inspiration they bring to each other.



Jimmy Loh Chee Hau General Manager Flo Group China

KDU Penang has provided me with both, the theoretical background as well as the practical, hands-on experience needed to prepare for a best possible career-start in the hospitality industry.

The course structure at the KDU is very dynamic and fast-moving, perfectly preparing for the ever-changing world of hospitality. What I personally always liked about the KDU Hotel School is the practical orientation of the program where you learn to behave like a manager with good leadership skills, which is something that is very valuable for the future. It is because of KDU that I have excelled in my career for the last 12 years. KDU's Hotel School understands that learning is learning through actions and setting a good foundation is the core of future success for any hotelier.

Kenneth Khaw Cheng Haw Asst. Front Office Manager Golden Sands Resort

KDU Penang is one of the best college here for Hospitality and Catering. The facilities are very complete and I was able to gain a diverse set of skills through its practical lessons. During my time here, I have learnt so much and made many friends from all over the world, so I will always cherish the memories of my experience in KDU. One of the highlights of my experience as a student was being able to work with lecturers who always stressed on the importance of the customer and to deliver them a service that always has to be beyond their expectations.



Prakash Jakathesan Lecturer Hospitality & Tourism Program - KDU SHTCA

KDU Penang courses are excellent. The campus facilities are best and they have lecturers with very good experiences and the knowledge I've gained was applicable directly to the industry.

Today I am here because of the brand and pride of KDU and it has also made me someone in the community! Thanks KDU!



Diploma in Hotel Management

JPT/EPF (PA1095) 06/17

The Malaysia Center for Tourism and Hospitality Education (MyCenTHE) is an organization aimed towards improving the quality of tourism and hospitality education through collaborative partnerships between domestic public and private sectors, referred to as clusters, to guarantee large-scale economic growth within the national industries of tourism and hospitality as part of the Malaysian Government's economic transformation programme (ETP).

In support of this national initiative, KDU College Penang, the cluster leader under MyCenTHE will offer a Work-based Learning (WBL) Diploma in Hotel Management. This special programme is designed to resemble an apprenticeship training programme where students will be attached to a designated hotel establishment for a period of 9 months throughout the duration of the programme. On top of the classroom tertiary education experience they will receive from KDU College Penang, students will be provided a chance to receive a quality and recognized hospitality diploma programme that comes with a truly unique experience coupled with fixed allowance throughout their industry attachment.

Year 1

- Basic Food Preparation
- Computing Studies
- Food & Beverage Studies
- Hospitality & Tourism Communication
- Industry Placement 1
- Introduction to Tourism & Hospitality Industry
- Managing Guest Experience

Year 2

- Commercial Cookery
- Food and Beverage Management
- Front Office Operation & Management
- Fundamentals of Marketing
- Hospitality & Tourism Economics
- Industry Placement 2
- Introduction to Accounting
- Introduction to Human Resource Management
- Introduction to Management

Year 3

- Banquet and Event Management
- Eco Hospitality
- Hospitality & Tourism Law
- Hospitality & Tourism Management Accounting
- Industry Placement 3
- Introduction to Foreign Languages in Hospitality
- Project (Entrepreneurship)

MPU Subjects

Local

- Pengajian Malaysia II
- Oral Communication II/ Bahasa Kebangsaan A
- Ethics and Moral II
- Holistic Personal Development

Foreign

- Bahasa Melayu Komunikasi I
- Oral Communication II
- Ethics and Moral II
- Holistic Personal Development

Duration : 8 Semester (2 years 6 months - 2 years 8 months)

Offered at : KDU PENANG

Why pursue a MyCenTHE hospitality diploma in KDU?

- **Hands-on programme syllabus.** Experience a unique Work Based training syllabus with the MyCenTHE Diploma programme.
- **International 5-Star Industry Training.** Internship placement with top 5 Star establishments as well as minimum RM150 allowance for MyCenTHE programme.



IMI University Centre, Switzerland

Diploma in International Hotel & Tourism Management

JPT/BFP (A7894) 03/17

With a syllabus that mirrors our Swiss counterpart's methods and curriculum, this diploma will expose you to the theoretical, practical and management aspects of the hospitality industry. Its combination of Swiss hotellerie and modern management techniques will ensure all the right doors are open for you!

Year 1	Year 2
<p>//Semester 1</p> <ul style="list-style-type: none"> • Personal Development Planning I • Business Language & Culture: Introduction to German/Introduction to French • Business Language & Culture: English Intermediate • Front Office Management • The Tourism Industry • Tourism & Hospitality Geography 	<p>//Semester 1</p> <ul style="list-style-type: none"> • Beverage Studies • Food Costing, Purchasing & Merchandising • Business Language & Culture: English Higher Intermediate • Marketing & E-Commerce for Hotel & Tourism • Financial Management for Hospitality & Tourism I • Hospitality Law*
<p>//Semester 2</p> <ul style="list-style-type: none"> • Introduction to Food Production • Introduction to Food Service • Business Language & Culture: Intermediate to German/Intermediate to French • Personal Development Planning II • Accommodation Operations Management • Cultural Studies* 	<p>//Semester 2</p> <ul style="list-style-type: none"> • Industrial Placement

* Offered in KDU Penang

MPU Subjects

Local

- Pengajian Malaysia II
- Oral Communication II/ Bahasa Kebangsaan A
- Ethics and Moral II
- Holistic Personal Development

Foreign

- Bahasa Melayu Komunikasi I
- Oral Communication II
- Ethics and Moral II
- Holistic Personal Development

Duration : 2 years

Offered at : KDU PENANG



IMI University Centre, Switzerland

3+0 Bachelor of Arts in

International Hotel & Tourism Management

JPT/099(A2166)26/17

Get yourself ready for the demands of management in the hospitality and tourism industry with the only 3+0 Swiss degree offered in Malaysia. With a focus on strategic business development of hospitality and tourism organisations, this programme trains you to be an independent learner, as well as offers you the opportunity for learning and developing foreign language skills.

International Hotel & Tourism Management Major/Events Management Major

Year 1

- Personal Development Planning I
- Business Language & Culture: English Intermediate
- Business Language & Culture: Introductory German/Introductory French
- Food & Beverage Services
- European Restaurant Operations
- Food Production
- The Global Hospitality & Tourism Industry
- Personal Development Planning II
- Business Language & Culture: English Higher Intermediate
- Financial Management for Hospitality & Tourism I
- Business Language & Culture: Intermediate German/French
- Beverage Studies
- Front Office Management
- The Tourism Industry
- Accommodation Operations Management

Year 3

- Personal Development Planning IV
- International Tourism Development
- F & B Themes and Applications
- Events Operations *
- Industrial Placement

* Events Management Major Only

Year 2

- Enterprise Development Project
- Human Resource Management for Hospitality & Tourism
- Financial Management for Hospitality & Tourism II
- Services Marketing
- Business Language & Culture: Advanced German/French
- Transport & Tourism
- Food & Beverage Facilities Management/ Food Costing, Purchasing & Merchandising
- Personal Development Planning III
- Research Methods
- Dissertation
- Information & Communication Systems
- Quantitative Methods
- International Strategic Marketing Management
- Meeting, Incentives, Conventions and Exhibitions (MICE) *
- Tourism Attractions Management **

* Events Management Major Only

** International Hotel & Tourism Management Major Only

MPU Subjects

Local

- Hubungan Etnik
- TITAS
- Bahasa Kebangsaan A / IELTS Preparatory Class
- Ethics & Moral III
- Holistic Professional Development

Foreign

- Bahasa Melayu Komunikasi II
- Pengajian Malaysia III
- IELTS Preparatory Class
- Ethics and Moral III
- Holistic Professional Development

Why pursue a hospitality degree in KDU?

Duration : 3 years

Offered at : KDU PENANG

- **Swiss IMI made European programme syllabus.** Experience a renowned European syllabus which incorporates the very best of the Swiss hospitality and culinary art trade.
- **5-Star Kitchens, Restaurant, Al-Fresco Café and Mock Up Suite.** Our students are taught using what the PROs use with our RM6 million worth of learning facilities.
- **Rounded Hospitality syllabus.** A true hospitality trade syllabus encompassing hospitality, tourism and event management.
- **Study in IMI, Lucern for 10 days!** Get the total experience with an inclusive study trip to the IMI campus in Switzerland.
- **Taught by Award Winning Chefs and Hospitality Gurus!** Taught by the experts including Master and Celebrity Chefs, F&B specialists and Hospitality & Tourism Researchers.
- **Complete Dissertation module to graduate with Honours.**

UNIVERSITY PARTNER

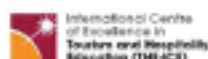


IMI University Centre, Switzerland

<http://www.imi-luzern.com/imi>

KDU's partnership with IMI University Centre was established in 1997, making KDU's School of Hospitality, Tourism & Culinary Arts School the only one in Malaysia that offers a complete Swiss experience. Through this collaboration, KDU students have the opportunity to obtain prestigious Swiss qualifications without having to go abroad. One of the unique features of the KDU-IMI programmes is the exposure to industry placement in reputable local or international hotels and restaurants where practical skills are enhanced in real-life situations.

PROFESSIONAL MEMBERSHIPS



THE-ICE (International Centre of Excellence in Tourism and Hospitality Education)



SMBA (Swiss Malaysia Business Association)



CAM (Chef Association of Malaysia)



MATTA (Malaysian Association of Tour & Travel Agents)



MAH (Malaysian Association of Hotels)



WACS (World Association of Chefs Societies)



RCA (Research Chefs Association)



TEAM (Tourism Educators Association of Malaysia)



CHRIE (Council on Hotel, Restaurant, and Institutional Education)



WACS Recognition of Quality Culinary Education

INDUSTRY PARTNERS



FACILITIES

- // Business Lounge
- // Carême
 - Pastry & Bakery Kitchen
- // Cafeteria
- // Computer labs and iMac labs
- // Escoffier
 - Garde Manger & Butchery Kitchen
- // Fully-equipped science labs
- // Games Design Lab
- // Gymnasium
- // Library
 - Electronic book databases
 - Electronic journal databases
 - Specialized electronic databases
- // KDU-Holiday Inn Hospitality Training Suite
- // Pastry Kitchens
 - Fully-equipped hotel specification kitchen
 - State-of-the-art equipment
- // Service Restaurants
 - Bon Appétit - Fine Dining
 - Bar 91 - Alfresco Casual Dining
- // Spin Doctor Lab
- // Surau
- // Wi-Fi enabled campus





BUSINESS • Cert. in Financial Planning (CFP) • Dip. in Business • Keele University
3+0 B. Arts (Hons) Business Management (Double Major)

MASS COMMUNICATION • Dip. in Mass Communication • Northumbria
University 3+0 BSc. (Hons) Communication and Public Relations

COMPUTING • Cert. in Information Technology • Dip. in Computer Studies • Dip. in
Games Technology • Northumbria University 3+0 BSc. (Hons) in Computing Studies
• University of London 3+0 Bsc. (Hons) in Creative Computing

DESIGN • Diploma in Creative Media Design • Diploma in Interior Design

ENGINEERING • Dip. in Electrical & Electronic Engineering (Microelectronics)
• Dip. in Electrical & Electronic Engineering (Mechatronics) • Northumbria
University 3+0 BEng. (Hons) in Electrical & Electronic Engineering

HOSPITALITY, TOURISM & CULINARY ARTS • Dip. in Hotel Management • IMI
University Centre Dip. in International Hotel & Tourism Management • IMI
University Centre Dip. in Professional Chef Training • IMI University Centre 3+0 B.A.
in International Hotel & Tourism Management

LANGUAGE • Intensive English Language • IELTS Preparatory Course • CIDTT •
Intensive English Language Enhancement Programme (IELEP) • Holiday English
Language Course (HELIC) • Corporate Training • Better English for Better Business
Opportunity • Creative Tips and Tricks in Teaching English

PRE-UNIVERSITY • OCE A-Level



MyQuest Audit 2010/2011
MyQuest Audit 2012/2013
By the Ministry of Education, Malaysia

KDU College (Pg) Sdn. Bhd. DK 210 (P)
By Paramount Education

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Email : best@kdupg.edu.my

Website: [http:// www.kdupg.edu.my](http://www.kdupg.edu.my)

Other members include:

