

De La Salle-College of Saint Benilde

Master of Science in Tourism and Hospitality Management

Program Specification

Awarding Institution	De La Salle-College of Saint Benilde
School	School of Hotel, Restaurant and Institution Management
Program Accreditation	Accredited by Commission on Higher Education (CHED) as Delivering Higher Educational Institution for Graduate Studies in the K to 12 Transition Period through CHED Memorandum Order No 08 Series of 2016.
Name of Final Award	Master of Science in Hotel, Restaurant and Institution Management (MSTHM)
Program Title	Master of Science in Hotel, Restaurant and Institution Management (MSTHM)
Description of the Program	<p>The Master of Science in Tourism and Hospitality Management (MSTHM) adopts a pronounced applied orientation with courses designed to allow the students to get a better grasp of the processes and practices in the key areas of operation of the expansive tourism and hospitality industry.</p> <p>One of the unique features of the program is having three major tracks namely travel and tourism management, hospitality management and culinary management. The graduate student has the option to take thesis or strategic management paper or internship with case study & teaching needs as final requirement.</p>

Expected Program Learning Outcomes

Upon completion of the **M.S. in TOURISM AND HOSPITALITY MANAGEMENT**, students are expected to:

- PO1. Value the uniqueness and diversity of people to ensure and maintain harmony and order in the workplace through the use of company policies and procedures.
- PO2. Model the prescribed values, ethics and norms of behavior needed to succeed in the workplace to preserve a just and humane society using company policies, relevant laws and its practice.
- PO3. Practice evidence-based business acumen to achieve targets using best company and industry practices.
- PO4. Communicate plans, reports, research and strategies effectively to inform, influence and innovate (3i's).
- PO5. Produce relevant business development and strategic plans towards building a sustainable enterprise.
- PO6. Exhibit technical expertise in order to establish credibility using global tourism and hospitality industry standards.
- PO7. Model technical expertise to mentor and train potential future leaders using current industry trends and best practices.
- PO8. Sharpen expertise to continuously improve professional credibility through lifelong learning and holistic growth.
- PO9. Produce a scholarly output as an expression of integrative learning and experience to contribute to the body of knowledge in the tourism and hospitality industry.

Admission Requirements

All students must pass the **Benildean Entrance Exam (BEE)** for Graduate Students. The information regarding application, admission timetable, and application results may be viewed at **Benilde Admissions Center**. Downloadable forms and school brochures are available from this site. The applicant shall also pass an interview to be conducted by the Program Chair and/or Dean.

Applicants applying to any degree or non-degree program offered by DLS-CSB are expected to provide a complete medical disclosure of past or present conditions that may have an effect on student learning and their intention to be a member of the Benildean community.

As an additional requirement for the School of HRIM for MSTHM, applicants are required to submit the following:

- Transfer Credentials/Honorable Dismissal (for applicants who completed degrees in the Philippines) or Certificate of Graduation (for applicants who completed degrees abroad, indicate degree title and date of graduation).
- Updated Curriculum Vitae/Resume indicating at least work years of work experience.

Note: Applicants with non-tourism or non-hospitality undergraduate degree need to take 9 units of bridging subjects to be accepted formally in the program.

Program Overview

The Program consists of 42 academic units distributed as follows:

	Units
Foundation and Core Courses.	18
Major Courses	12
Elective Courses	6
Major Requirement: (Choice of thesis, strategic paper or practicum)	6
Written Comprehensive Examination	0
Lasallian Association, Mission and Principles (LAMP): An Introduction to the La Sallian Way	0

Curriculum and Program Structure

The curriculum and program structure are outlined in the program checklist. The curriculum map shows the alignment between the courses in the program and the program outcomes.

Teaching and Learning Strategy, Assessment

DLS-CSB espouses and promotes learner-centered parameters. A balance of theory and practice is achieved through lecture courses combined with laboratory courses/sessions and application sites such as the teaching hotel, training restaurants and training travel agency unit. Further, the program is being delivered through its innovative and multi-dimensional teaching approaches to the discipline in hybrid mode via face to face and e-learning.

Various assessment strategies are used such as class discussion, written and oral examinations, return demonstration, journal submission, reflective essay, assignment, seatwork, case study analysis, portfolio submission, final project and individual/group report.

Date of Revision

AY 2019-2020

PROGRAM CHECKLIST

Master of Science in Tourism and Hospitality Management

Term 1

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTOURLW	Business Ethics and Tourism and Hospitality Laws	3		
GRESMET	Advanced Research Methods	3		
GQUANTT	Quantitative Analysis for Tourism and Hospitality	3		

Term 2

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTOURIN	Foundations of Tourism and Hospitality	3		
GMANFIN	Management of Financial Institutions	3		
GNEWVEN	New Venture Formulation in Tourism and Hospitality	3		

Term 3 (Travel and Tourism Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTOURMG	Micro and Macro Tourism Organization and Management	3		
GSTNTUR	Sustainable Destination Tourism	3		
GCOMPTR	Comparative Tourism Studies	3		

Term 4 (Travel and Tourism Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTRNDST	Trends and Issues in the Tourism and Travel Industry	3		
---	Elective 1	3		
---	Elective 2	3		

Term 5 (Travel and Tourism Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
---	Written Comprehensive Examination	0		
---	Lasallian Association, Mission and Principles (LAMP): An Introduction to the La Sallian Way	0		

Term 6 (Travel and Tourism Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTHESIS or GSTRAMA or GPRACTI	Thesis Strategic Management Paper Practicum	6		

Term 3 (Hospitality Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GSRVMGT	Managing Service Quality in Tourism and Hospitality	3		
GADVMRK	Advanced Hospitality Marketing	3		
GOPRMGT	Operations and Information Management	3		

Term 4 (Hospitality Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTRNDSH	Trends and Issues in the Hospitality Industry	3		
---	Elective 1	3		
---	Elective 2	3		

Term 5 (Hospitality Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
---	Written Comprehensive Examination	0		
---	Lasallian Association, Mission and Principles (LAMP): An Introduction to the La Sallian Way	0		

Term 6 (Hospitality Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTHESIS or GSTRAMA or GPRACTI	Thesis Strategic Management Paper Practicum	6		

Term 3 (Culinary Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GGASCUL	Gastronomy and Culture	3		
GKITMGT	Kitchen Organization Management	3		
GCULDEV	Culinary and Food Product Innovation and Development	3		

Term 4 (Culinary Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GNULFEM	Lifestyle and Wellness Management	3		
---	Elective 1	3		
---	Elective 2	3		

Term 5 (Culinary Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
---	Written Comprehensive Examination	0		
---	Lasallian Association, Mission and Principles (LAMP): An Introduction to the La Sallian Way	0		

Term 6 (Culinary Management Track)

Course Code	Course Title	Units	Pre-requisite	Co-requisite
GTHESIS or GSTRAMA or GPRACTI	Thesis Strategic Management Paper Practicum	6		

CURRICULUM MAP

Travel and Tourism Management Track

I.	Foundation and Core Subjects	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1	Business Ethics and Tourism and Hospitality Laws (GTOURLW)	✓	✓		✓				✓	
2	Advanced Research Methods (GRESMET)	✓	✓		✓		✓		✓	✓
3	Quantitative Analysis for Tourism and Hospitality (GQUANTT)	✓	✓		✓		✓		✓	✓
4	Foundations of Tourism and Hospitality (GTOURIN)	✓	✓		✓		✓	✓	✓	
5	Management of Financial Institutions (GMANFIN)	✓	✓	✓	✓	✓	✓	✓	✓	
6	New Venture Formulation in Tourism and Hospitality (GNEWVEN)	✓	✓	✓	✓	✓	✓	✓	✓	✓

II.	Major Subjects	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1	Micro and Macro Tourism Organization and Management (GTOURMG)	✓			✓	✓			✓	✓
2	Sustainable Destination Tourism (GSTNTUR)	✓	✓		✓	✓	✓		✓	✓
3	Comparative Tourism Studies (GCOMPTR)	✓	✓		✓		✓		✓	✓
4	Trends and Issues in the Tourism and Travel Industry (GTRNDST)	✓		✓	✓			✓	✓	✓

III.	Suggested Electives	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1	Advanced Hospitality Marketing (GADVMRK)	✓		✓	✓	✓	✓		✓	✓
2	Organizational Behavior (GORGBEV)	✓	✓		✓		✓	✓	✓	

IV.	Final Requirement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1	Thesis (GTHESIS) or Strategic Management Paper (GSTRAMA) or Practicum (GPRACTI)	✓	✓	✓	✓	✓	✓	✓	✓	✓

CURRICULUM MAP

Hospitality Management Track

I. Foundation and Core Subjects	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Business Ethics and Tourism and Hospitality Laws (GTOURLW)	✓	✓		✓				✓	
2 Advanced Research Methods (GRESMET)	✓	✓		✓		✓		✓	✓
3 Quantitative Analysis for Tourism and Hospitality (GQUANTT)	✓	✓		✓		✓		✓	✓
4 Foundations of Tourism and Hospitality (GTOURIN)	✓	✓		✓		✓	✓	✓	
5 Management of Financial Institutions (GMANFIN)	✓	✓	✓	✓	✓	✓	✓	✓	
6 New Venture Formulation in Tourism and Hospitality (GNEWVEN)	✓	✓	✓	✓	✓	✓	✓	✓	✓

II. Major Subjects	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Managing Service Quality in Tourism and Hospitality (GSRVMGT)	✓	✓	✓	✓	✓			✓	
2 Advanced Hospitality Marketing GADVMRK	✓		✓	✓	✓	✓		✓	✓
3 Operations and Information Management (GOPRMGT)		✓	✓	✓	✓			✓	
4 Trends and Issues in the Hospitality Industry (GTRNDSH)	✓		✓	✓			✓	✓	✓

III. Suggested Electives	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Sustainable Destination Tourism (GSTNTUR)	✓	✓		✓	✓	✓		✓	✓
2 Organizational Behavior (GORGBEV)	✓	✓		✓		✓	✓	✓	

IV. Final Requirement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Thesis (GTHESIS) or Strategic Management Paper (GSTRAMA) or Practicum (GPRACTI)	✓	✓	✓	✓	✓	✓	✓	✓	✓

CURRICULUM MAP

Culinary Management Track

I. Foundation and Core Subjects	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Business Ethics and Tourism and Hospitality Laws (GTOURLW)	✓	✓		✓				✓	
2 Advanced Research Methods (GRESMET)	✓	✓		✓		✓		✓	✓
3 Quantitative Analysis for Tourism and Hospitality (GQUANTT)	✓	✓		✓		✓		✓	✓
4 Foundations of Tourism and Hospitality (GTOURIN)	✓	✓		✓		✓	✓	✓	
5 Management of Financial Institutions (GMANFIN)	✓	✓	✓	✓	✓	✓	✓	✓	
6 New Venture Formulation in Tourism and Hospitality (GNEWVEN)	✓	✓	✓	✓	✓	✓	✓	✓	✓
II. Major Subjects	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Gastronomy and Culture (GGASCUL)	✓	✓		✓				✓	
2 Kitchen Organization Management (GKITMGT)	✓	✓	✓	✓	✓	✓	✓	✓	✓
3 Culinary and Food Product Innovation and Development (GCULDEV)			✓	✓	✓		✓	✓	
4 Lifestyle and Wellness Management (GNULFEN)	✓			✓			✓	✓	
III. Suggested Electives	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Advanced Hospitality Marketing (GADVMRK)	✓		✓	✓	✓	✓		✓	✓
2 Organizational Behavior (GORGBEV)	✓	✓		✓		✓	✓	✓	
IV. Final Requirement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1 Thesis (GTHESIS) or Strategic Management Paper (GSTRAMA) or Practicum (GPRACTI)	✓	✓	✓	✓	✓	✓	✓	✓	✓