

Saint Joseph University College (SJUC)

စိန့်ဂျိုးဇက်တက္ကသိုလ်ကောလိပ်

Campus (1) Address

No. (739-741), Block No. (123),
Bagan Road, East Dagon 11451,
Yangon, Myanmar.

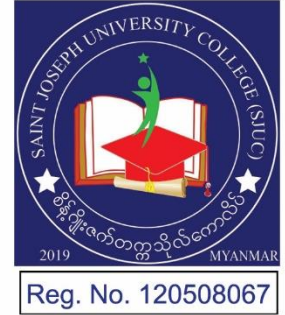
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ကျောင်းဝင်း (၁) လိပ်စာ။

အိမ်အမှတ် (၇၃၉-၇၄၁)၊ ရပ်ကွက်အမှတ်
(၁၂၃)၊ ပုဂံလမ်း၊ အရှေ့ရုံမြို့သစ် ၁၁၄၅၁၊

ရန်ကုန်၊ ရန်ကုန်တိုင်းဒေသကြီး



Reg. No. 120508067

Website: www.sjuc.edu.mm

Bachelor of Business Administration (B.B.A)

1. DEGREE CONFERRED

- Bachelor of Business Administration (Hospitality and Tourism Management)
- B.B.A. (Hospitality and Tourism Management)

2. School Fees

- Enrolment Fees is US\$ 100 (non-refundable)
- School fees is US\$ 15,000 for (4) years.

| Payment Plan | US Dollar Currency |
|--------------|--------------------|
| First Year | 6000 |
| Second Year | 4000 |
| Third Year | 3000 |
| Final Year | 2000 |

3. GRADUATION REQUIREMENTS

Saint Joseph University College confers the degree of Bachelor of Architecture in Architecture upon students who meet all of the following requirements:

- Have completed the total number of credits of the curriculum
- Have obtained a cumulative grade point average of at least 2.00
- Have participated in 16 sessions of the Professional Ethics Seminar
- Have obtained library and financial clearance from the university
- Have demonstrated good behavior and discipline
- Have to meet the minimum English Proficiency requirement specified in one of the following criteria

| Test Instruments | Required Passing Scores |
|---|--------------------------------|
| SJUC English Proficiency Assessment or | 70%* |
| TOEFL (iBT) or | 90 |
| TOEFL (P) or | 575 |
| IELTS | 6.5 |

*70% = Level B2 in Common European Framework of Reference for Language (CEFR)

4. OBJECTIVES

To produce graduates who have the characteristics, knowledge and skills as follows:

- Morally sound, committed to acting justly and open to further growth
- Possess knowledge of the principles and theories of hospitality and tourism management.
- Understand and have awareness of hospitality and tourism management professional standards and ethics
- Able to apply analytical tools and practical knowledge to acquire proficiency in hospitality and tourism management from an interdisciplinary perspective.
- Equipped with necessary leadership, managerial, and technical skills needed in today's organizations
- Able to work as a team and motivate others to work
- Have positive attitude, interpersonal, communication and presentation skills, IT skills and entrepreneurial skills

5. COURSES

General Education Courses 30 Credits

- Language
- Social Science
- Humanities
- Science and Mathematics

- **Language**

Language Courses 15 Credits

| | | |
|---------|---|---|
| BG 1001 | English I | 3 |
| BG 1002 | English II | 3 |
| BG 2000 | English III | 3 |
| BG 2001 | English IV | 3 |
| GE 1405 | Myanmar Language and Culture (For non-Myanmar Students) | 3 |

- **Social Science**
- **Social Science Courses 19 Credits**

| | | |
|----------|--------------------------|---|
| ECO 2201 | Microeconomics | 3 |
| ECO 2202 | Macroeconomics | 3 |
| GE 1204 | Physical Education | 1 |
| GE 2202 | Ethics | 3 |
| MGT 1101 | Introduction to Business | 3 |
| BG 1400 | Business Law I | 3 |
| BG 1401 | Business Law II | 3 |

- **Humanities**

Humanities Courses 6 Credits

| | | |
|----------|-----------------------|---|
| GE 2101 | World Civilization | 3 |
| MGT 2404 | Managerial Psychology | 3 |

- **Science and Mathematics**

Science and Mathematics Courses 6 Credits

| | | |
|---------|--------------------------|---|
| MA 1200 | Mathematics for Business | 3 |
| GE 1301 | Environmental Science | 3 |

Specialized Courses 135 Credits

- Core Courses
- Major Required
- Major Elective

- Minor Required

Business Core

Business Core Courses 39 Credits

| | | |
|----------|--|---|
| ACT 1600 | Fundamentals of Financial Accounting | 3 |
| ACT 2620 | Fundamentals of Managerial Accounting | 3 |
| SA 1201 | Statistics I | 3 |
| SA 2200 | Statistics II | 3 |
| MIS 1221 | Computer Literacy | 0 |
| MIS 2111 | Introduction to Management Information Systems | 3 |
| MIS 2221 | Quantitative Analysis Tools | 0 |
| FIN 2201 | Principles of Finance | 3 |
| FIN 3101 | Corporate Finance | 3 |
| IBM 2201 | International Business Environment | 3 |
| MGT 2900 | Principles of Management | 3 |
| MGT 3905 | Operations Management | 3 |
| MGT 3940 | Business Research Methodology | 3 |
| MGT 4914 | Entrepreneurship | 3 |
| MKT 2280 | Principles of Marketing | 3 |

Major Required (Major Required Courses 30 credits)

| | | |
|----------|---|---|
| HTM 3101 | Introduction to Hospitality Management | 3 |
| HTM 3102 | Introduction to Tourism Management | 3 |
| HTM 3103 | Consumer Behavior in Hospitality and Tourism Industry | 3 |
| HTM 3204 | Human Resource Management in Hospitality and Tourism | 3 |
| HTM 3205 | Marketing in Hospitality and Tourism | 3 |
| HTM 3206 | Personality and Communication Management in Hospitality and Tourism | 3 |
| HTM 3211 | Food and Beverage Management | 3 |
| HTM 4117 | Information Technology in Hospitality and Tourism | 3 |
| HTM 4118 | Business Operation and Leadership in Hospitality and Tourism | 3 |

| | | |
|----------|---|---|
| HTM 4210 | Strategic Management in Hospitality and Tourism | 3 |
|----------|---|---|

FIRST YEAR

First Semester

| Code | Subjects | Credits |
|---------|---|-----------|
| BG 1001 | English I | 3 |
| MA 1200 | Mathematics for Business | 3 |
| SA 1201 | Statistics I | 3 |
| BG 1400 | Business Law I | 3 |
| GE 1204 | Physical Education | 1 |
| GE 1301 | Environmental Science | 3 |
| GE 1403 | Communication in Thai (for Thai students) | 3 |
| | Total | 19 |

Second Semester

| Code | Subjects | Credits |
|----------|--------------------------------------|-----------|
| ACT 1600 | Fundamentals of Financial Accounting | 3 |
| BG 1002 | English II | 3 |
| BG 1401 | Business Law II | 3 |
| SA 2200 | Statistics II | 3 |
| ECO 2201 | Microeconomics | 3 |
| MIS 1221 | Computer Literacy | 0 |
| MGT 1101 | Introduction to Business | 3 |
| | Total | 18 |

SECOND YEAR

First Semester

| Code | Subjects | Credits |
|----------|--|-----------|
| ACT 2620 | Fundamentals of Managerial Accounting | 3 |
| BG 2000 | English III | 3 |
| ECO 2202 | Macroeconomics | 3 |
| MIS 2111 | Introduction to Management Information Systems | 3 |
| MGT 2404 | Managerial Psychology | 3 |
| MGT 2900 | Principles of Management | 3 |
| | Total | 18 |

Second Semester

| Code | Subjects | Credits |
|----------|------------------------------------|-----------|
| BG 2001 | English IV | 3 |
| FIN 2201 | Principles of Finance | 3 |
| GE 2101 | World Civilization | 3 |
| GE 2202 | Ethics | 3 |
| IBM 2201 | International Business Environment | 3 |
| MKT 2280 | Principles of Marketing | 3 |
| | Total | 18 |

THIRD YEAR

First Semester

| Code | Subjects | Credits |
|----------|---|-----------|
| MIS 2221 | Quantitative Analysis Tools | 0 |
| FIN 3101 | Corporate Finance | 3 |
| HTM 3101 | Introduction to Hospitality Management | 3 |
| HTM 3102 | Introduction to Tourism Management | 3 |
| HTM 3103 | Consumer Behavior in Hospitality and Tourism Industry | 3 |
| | Two Free Elective Courses | 6 |
| | Total | 18 |

Second Semester

| Code | Subjects | Credits |
|----------|---|-----------|
| MGT 3905 | Operations Management | 3 |
| MGT 3907 | Business Communication | 3 |
| MGT 3940 | Business Research Methodology | 3 |
| HTM 3205 | Marketing in Hospitality and Tourism | 3 |
| HTM 3206 | Personality and Communication Management in Hospitality and Tourism | 3 |
| HTM 3211 | Food and Beverage Management | 3 |
| | Total | 18 |

FOURTH YEAR

First Semester

| Code | Subjects | Credits |
|----------|--|-----------|
| HTM 3204 | Human Resource Management in Hospitality and Tourism | 3 |
| HTM 4117 | Information Technology in Hospitality and Tourism | 3 |
| HTM 4118 | Business Operation and Leadership in Hospitality and Tourism | 3 |
| HTM 4210 | Strategic Management in Hospitality and Tourism | 3 |
| | Two Plan A / Plan B / Plan C Courses | 6 |
| | Total | 18 |

Second Semester

| Code | Subjects | Credits |
|----------|--|-----------|
| MGT 4914 | Entrepreneurship | 3 |
| | Three Plan A / Plan B / Plan C Courses | 9 |
| | One Free Elective Course | 3 |
| | Total | 15 |

Plan A

PLAN A – Major Concentration Courses 15 credits

Students pursuing PLAN A must select one of the two concentrations in the major area and study the five specified courses.

Hospitality Management

| | | |
|----------|---------------------------|---|
| HTM 4111 | Food and Beverage Service | 3 |
| HTM 4112 | Kitchen Operation | 3 |
| HTM 4301 | Rooms Division Management | 3 |
| HTM 4302 | Event Management | 3 |
| HTM 4303 | Service Management | 3 |

Plan B

PLAN B – Business Concentration Courses 15 credits

Students pursuing PLAN B must select a concentration in other business areas and study the five specified courses.

Management Information System

| | | |
|----------|---|---|
| MIS 3111 | Business Process Management | 3 |
| MIS 3121 | Database Systems | 3 |
| MIS 4111 | Information Systems Project Management | 3 |
| MIS 4122 | Business Intelligence | 3 |
| MIS 4211 | Information Systems Strategy, Management, and Acquisition | 3 |

Plan C

PLAN C – Major Elective Courses 15 credits

Students pursuing PLAN C must select any five elective courses from the following list.

| | | |
|----------|--|---|
| HTM 4111 | Food and Beverage Service | 3 |
| HTM 4112 | Kitchen Operation | 3 |
| HTM 4301 | Rooms Division Management | 3 |
| HTM 4302 | Event Management | 3 |
| HTM 4303 | Service Management | 3 |
| HTM 4401 | Tourism Policy and Development | 3 |
| HTM 4402 | Tourism Destination Management | 3 |
| HTM 4403 | Tour Guiding and Operation in Practice | 3 |
| HTM 4406 | Introduction to MICE Business Management | 3 |
| HTM 4407 | Introduction to Airline Business Management | 3 |
| MKT 3837 | Service and Customer Relationship Management | 3 |