

PROGRAM CURRICULUM
MASTER IN TOURISM AND TRAVEL SERVICES MANAGEMENT

Table 1: The Master of Tourism and Travel Services Management (Application oriented)

No	Course number		Course name	Credits
General Component				4
1.	POL	601	Philosophy	4
Required Component				24
1.	TOU	702	Corporate Development Strategies in Tourism	3
2.	TOU	704	Tourism Markets	3
3.	TOU	705	Practical Seminars	3
4.	TOU	706	Issues in Contemporary Tourism	3
5.	TOU	707	Service Quality Management in Tourism	3
6.	ECO	701	Managerial Economics	3
7.	GEN	701	Research Methods	3
8.	MAN	701	Human Resources Management	3
Elective Component choose 6 courses – 18credits				18
1.	TOU	703	Service Quality Management in Hospitality Industry	3
2.	TOU	711	Tourism Festival and Event Management	3
3.	TOU	713	Evaluation Methods of Tourism Resources	3
4.	TOU	714	Public Administration in Tourism Sector	3
5.	TOU	716	Tourism Planning	3
6.	TOU	717	Tourism Destination Marketing	3
7.	TOU	718	Tourism Economics	3
8.	TOU	719	Cultural Heritage in Tourism Business	3
9.	TOU	720	Operations Management in Tourism Business	3
10.	TOU	722	Risk Management in Tourism Bussiness	3
11.	TOU	723	Managerial Cultures in Tourism Business	3
12.	TRA	711	Travel Services Management	3
13.	BUS	715	English for Professional Purpose	3

No	Course number		Course name	Credits
14.	BUS	716	E-commerce Systems	3
15.	GEN	711	Applied Statistics	3
16.	GEN	712	Field Trips	3
17.	HOS	711	Hotel and Restaurant Management	3
18.	INT	707	Business Information Systems Management	3
Accumulative Component				2
1.	SKL	741	Academic Skills in Thesis/Projects Writing, Defense and Scientific Publications	2
Internship Component				5
1.	TOU	731	Internship	2
2.	TOU	732	Graduation Internship	3
Graduation Component				9
1.	TOU	741	Graduation Projects	9
Total				62

Table 2: The Master of Tourism and Travel Services Management (Research - Oriented)

General Component				4	3	1
1.	POL	601	Philosophy	4	3	1
Required Component				18	14	4
1.	TOU	702	Corporate Development Strategies in Tourism	3	2	1
2.	TOU	704	Tourism Markets	3	2	1
3.	TOU	706	Issues in Contemporary Tourism	3	3	0
4.	TOU	707	Service Quality Management in Tourism	3	3	0
5.	ECO	701	Managerial Economics	3	2	1
6.	MAN	701	Human Resources Management	3	2	1
Elective Component				12		
1.	TOU	711	Quản trị lễ hội và sự kiện du lịch (Tourism Festival and Event Management)	3	2	1
2.	TOU	713	Đánh giá tài nguyên du lịch (Evaluation Methods of Tourism Resources)	3	2	1
3.	TOU	714	Public Administration in Tourism Sector	3	2	1
4.	TOU	716	Tourism Planning	3	2	1
5.	TOU	717	Tourism Destination Marketing	3	2	1

6.	TOU	718	Tourism Economics	3	2	1
7.	TOU	722	Risk Management in Tourism Bussiness	3	3	0
8.	TOU	723	Managerial Cultures in Tourism Business	3	2	1
9.	TRA	711	Travel Services Management	3	2	1
10.	BUS	715	English for Professional Purpose	3	3	0
11.	BUS	716	E-commerce Systems	3	2	1
12.	GEN	711	Applied Statistics	3	2	1
13.	INT	707	Business Information Systems Management	3	3	0
Accumulative Component				2	1	1
1.	SKL	741	Academic Skills in Thesis/Projects Writing, Defense and Scientific Publications	2	1	1
Internship Component				11	3	8
1.	TOU	731	Internship	2	0	2
2.	TOU	732	Graduation Internship	3	0	3
3.	GEN	701	Research Methods	3	2	1
4.	TOU	705	Practical Seminars	3	1	2
Graduation Component				15	0	15
1.	TOU	742	Thesis	15	0	15
Total				62		