

LORMA COLLEGES
COLLEGE OF MANAGEMENT AND ACCOUNTANCY
BACHELOR OF SCIENCE IN TRAVEL & TOURS MANAGEMENT
Effective S.Y 2012 – 2013

**COURSE DESCRIPTION OF MINOR BUSINESS EDUCATION AND
MAJOR/PROFESSIONAL SUBJECTS**

GENERAL EDUCATION SUBJECTS

HUMANITIES CLUSTER

Engl. 1: Study and Thinking Skills

Prerequisite: None

Credits: 3units

This course aims at developing habits of thinking, listening, reading and writing skills. Emphasis is laid on mastering of basic grammatical structure in English.

Engl. 2: Writing in the Discipline

Prerequisite: Engl. 1

Credits: 3 units

This course aims to reinforce and broaden the students' listening, speaking, reading and writing skills. It deals with the forms of oral communication, building word power, sentences construction, and paragraph composition writing and preparing a term paper.

Literature: World and Philippine Literature

Prerequisite: Engl. 3

Credits: 3 units

This course presents a survey of the World and Philippine Literature in English, from its beginning to the present with an emphasis on the different types of genres. The literature of the different regions of the World and the Philippines, whether in native or foreign languages.

Fil. 1: Komunikasyon sa Akademikong Filipino

Prerequisite: None

Credits: 3 units

Ang Filipino 1 ay isang metalinggwistik na pag-aaral sa gamit ng akademikong Filipino sa iba't ibang sitwasyon at larangan. Sa paraang interdisiplinaryo at interaktibo, inaasahang mauunawaan at malilinig sa mga studyante ang mga kailangang kaalaman at kasanayan sa paggamit ng Filipino sa lalong mataas na edukasyon.

Fil. 2: Pagbasa at Pagsulat tungo sa Pananaliksik

Prerequisite: Fil. 1

Credits: 3 units

Nagbibigay ng fokus ang kusong ito sa pagbasa at pagsulat bilang instrumento sa pagkatuto. Pag- aaralan dito ang mga estratehiya sa kritikal na pagbasa ng iba't ibang genre ng mga tekstong nakasulat. Idedebelop din ang mga kasanayan sa pag-unawa lalo na ang kasanayan sa pagsulat ng iba' ibang akademiko. Magiging batayang paksa ang ukol sa Humanidades, Agham Panlipunan at Agham Teknolohiya.

Hum. 1: Introduction to Music and Art Appreciation

Prerequisite: None

Credits: 3 units

This course aims to give the students an appreciation of the various forms of arts such as visual arts, music, performing arts, cinema, theater, architecture and literature; and the principles underlying these arts forms.

Logic: Introduction to Logic

Prerequisite: None

Credits: 3 units

This course presents the formal and informal types of human knowing, classical theories of knowledge, correspondence and coherence-pragmatic and intuitive.

MATH/SCIENCE CLUSTER**Math 2: Business Math**

Prerequisite: None

Credits: 3 units

This course provides students with a solid knowledge of math with emphasis on the understanding of concepts and development of manipulation skills. It covers a review of basic arithmetic operations, sets, real number system, special products and graphs, determinants, progressions, theory of equations as applied to business problems.

Math 3: Business Statistics

Prerequisite: Math 2

Credits: 3 units

In this course, the students learn the basic concepts of statistics and how to use statistical methods with emphasis basically on descriptive statistics. It also deals with the fundamentals of probability, probability distributions, and the use of statistical inference such as interval estimation and testing hypothesis through chi-square and analysis of variance. Regression and correlation analysis and forecasting methods are also taken up as statistical tools in problems related to business and economics. The students also learn how to use statistical presentations as an aid to reporting information and to use computers to generate statistical presentations of data.

NatSci 1: Earth Science with Environmental Conservation and Management for Tourism

Prerequisite: None

Credits: 3 units

The course provides an integrated coverage of the basic concepts and principles of Ecology and the major human implications of these concepts. This involves a holistic approach in dealing with man's relationship in his environment. Included are topics on the nature of ecosystems, relations of individuals and populations, the major communities and man's impact on environment.

This course also discusses a familiarization and orientation on the basic environmental management system, principles of environmental assessments and monitoring systems, and the Impact of Human on Environment.

Provides an overview of physical and biological processes affecting the environment and exploration of current environmental issues. Topics may include earth system science, population and community ecology, evolution, conservation biology, water and air quality, natural resource management, and case studies relevant to the community's environment.

This course covers both issues and methods in planning for tourism development from the perspective of environmental and community sustainability. To accomplish this requires the application of many traditional public planning methods, with an emphasis on community participation and ecosystem management models. The focus of this course is environmental consciousness. Students will become aware of environmental issues in community development for tourism, and will learn how to use the tools and technologies available to address these issues.

Comp. 1: Computer for Tourism

Prerequisite: None

Credits: 3 units

The course deals with the use of computer in the tourism industry. It consists of the use of computers to facilitate both the flow and management of information in the industry.

HRMT 2: Principles of Safety, Hygiene and Sanitation

Prerequisite: None

Credits: 3 units

This course is designed to introduce the students to the value of safety, sanitation and hygiene principles and sound practices. It provides an orientation on the various categories of hazard such as garbage disposal procedures, pest management and accident prevention in the establishment and factors involved in food safety, to prevent outbreak of food-borne illnesses and intoxication. Using the Hazard Analysis Critical Control Point (HACCP) as guidelines, the students are oriented towards the proper handling of food from preparation, production to service.

SOCIAL SCIENCES CLUSTER

PHGC: Philippine History with Government and Constitution

Prerequisite: None

Credits: 3 units

This course aims to give the students an understanding of the flow of ideas and events in history and to include Philippine Constitution and its evolution. It also covers the political, economic, social and cultural development of the Philippines from its beginning to the modern period.

Econ. 1: Introduction to Economics and Policy w/ Land Reform and Taxation

Prerequisite: None

Credits: 3 units

This course deals with the study of the behavior of individual economic units. It studies how industries and market operate and evolve, why they differ from one another, and how they are affected by government policies and global economic conditions. It specifically deals with the concepts of supply and demand in the market, consumer behavior, production and cost, and competition. It also presents a study on the basic principles of economics. The latter part of

the course will be focused on Taxation, Land Reform and Comprehensive Agrarian reform.

Psych 1: General Psychology w/ DE and AIDS Education

Prerequisite: None

Credits: 3 units

It is a three unit course which deals with the study human behavior. It is particularly focused on the what, why and how of human behavior. Drug Education and prevention has been incorporated in the subject matter. Practical applications of the different learning experiences are conducted with the students.

CulAnthro: Cultural Anthropology

Prerequisite: None

Credits: 3 units

This course is an introduction to the field of sociology and anthropology. It assumes that social and cultural forces external to individuals shape behavior. It aims to identify, understand and explain what these specific forces are and how they shape behavior with cultural communities. This course will introduce to this discipline examining the history, the work of its early and contemporary contributors, essential concepts, research methods, theory and application with the end of equipping the students with the tools to understand and analyze the issues that affect Philippine society and the rest of the world.

MANDATED SUBJECT

Rizal: Life, Works and Writings of Rizal

Prerequisite: None

Credits: 3 units

The course deals with the life, works and writings of Dr. Jose Protacio Mercado Rizal. It aims to present to the students the different attribute that made him acclaimed, " Great Malayan". It presents the richness of Rizal's thought and teaching which are his living legacies to the human race. The course further aims to let the students see themselves in Rizal's life they may realize the essence of their being a Filipino and that their national consciousness be awakened and help the Philippine attain greater heights. It is within the aim of this course that these young citizens develop in them a perspective and horizons patterned with that of Rizal that is worth emulating.

PHYSICAL EDUCATION

PE 1: Physical Fitness

Prerequisite: None

Credits: 2 units

This course includes instruction and practice of alignment positions, facing, posture and gymnastic free hand and other physical fitness exercise and skills.

PE 2: Rhythmic Activities

Prerequisite: PE1

Credits: 2 units

It includes steps, movements and music related to dance particularly social dances, foreign dances and also the Philippine Folk Dances. These social dances when learned by the students foster camaraderie and sociability among the different members of the society. Learning the foreign folk dances also teach the culture of their foreign brothers. On the other hand, students learning the Philippine folk dances develop patriotism and it also preserves the culture of the

early Filipinos. These dances aim to keep individual's suppleness and develop coordination, flexibility and to keep the body graceful.

PE 3: Individual and Dual Sports

Prerequisite: PE2

Credits: 2 units

Practice in fundamental skills and study rules in Badminton, Table Tennis and other Individual and Dual Sports.

PE 4: Team Sports

Prerequisite: PE3

Credits: 2 units

This course deals on team sports or events competed or contested among groups or teams. Some of these team sports which involve physical exertions are the following: football/ soccer, baseball/softball, European hockey, and emphasis is given to basketball.

NATIONAL SERVICE TRAINING PROGRAM

NSTP 1: National Service Training Program

Prerequisite: None

Credits: 3 units

The Civic Welfare Training Service (CWTS) is one of the three components of the National Service Training Program (NSTP). NSTP is a program aimed at enhancing civic consciousness and defense preparedness in the youth. It is attained by developing the ethics of service and patriotism specifically designed to enhance the youth's active contribution to the general welfare. CWTS 1 is designed to train, encourage and help students to plan, implement and evaluate community projects and activities. This will contribute to the general welfare and betterment of the life of community members that will lead to community development. It is intended for improving health, education, safety, livelihood, environment, entrepreneurship, arts, recreation, morals of the citizenry and other social welfare services.

NSTP 2: National Service Training Program

Prerequisite: NSTP1

Credits: 3 units

The Civic Welfare Training Service (CWTS) is one of the three components of the National Service Training Program (NSTP). NSTP is a program aimed at enhancing civic consciousness and defense preparedness in the youth. It is attained by developing the ethics of service and patriotism specifically designed to enhance the youth's active contribution to the general welfare. CWTS 2 is a continuation of CWTS 1 designed to train, encourage and help students to organize, plan, implement and evaluate community projects and activities. This will contribute to the general welfare and betterment of the life of community members that will lead to community development. It is intended for improving health, education, safety, livelihood, environment, entrepreneurship, arts, recreation, morals of the citizenry and other social welfare services.

BIBLE

Bible 1: Christian Foundation

Prerequisite: None

Credits: 3 units

This course is an introduction of the study of the Bible, the nature and being of God in the power of God's Word in one's life, with the emphasis of the life, person and ministry of the Lord Jesus Christ. It also embraces Biblical and

Christian values that will inspire the students to live uprightly and to achieve excellent and honourable aspirations.

Bible 2: Christian Life and Ethics

Prerequisite: Bible1

Credits: 3 units

This course introduces to the individual (students) his development to the dynamism of Christian life and ethics that is geared to a potential and harmonious relationship with his God, his family, and his community.

BASIC BUSINESS CORE

Mgmt 1: Principles of Management

Prerequisite: None

Credits: 3 units

This course provides instruction in principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management. This course is a thorough exploration that provides students with effective people-management skills that they can use immediately.

Mktg 1: Principles of Marketing

Prerequisite: None

Credits: 3 units

In this course, the students learn about the design, development, implementation and evaluation of comprehensive marketing plan; product analysis; market analysis; market positioning strategies; goal strategies; program formulation; marketing tactics and practices; decision-making in terms of product, place, price and channel or distribution; mixers for tourism attraction and service.

Fin 1: Principles of Money, Credit and Banking

Prerequisite: None

Credits: 3 units

This course revolves around the money, credit and banking aspects in the Philippines. Also discussed in detail are the Philippine financial system, time value of money, risk and return, basic concepts in international business and global finance, and the use of accounting information for financial decision-making. The main purpose of the course is to provide students with the basic financial background necessary to understand the corporate segment of the economy.

Acctg. 1: Basic Accounting with Travel Accounting

Prerequisite: None

Credits: 3 units

The course introduces students to the basics of accounting; special requirements of accounting within the Tourism Industry; coverage of the balance sheet, income statement, cash flow statement, journal entries, and year-end closing of accounts.

Bus. 1: Business and Professional Communication

Prerequisite: None

Credits: 3 units

This unit includes the principles and roles of business communication and the need for communication skills in global market. Emphasis on written communications such as standard and persuasive business letters memorandum, informational as well as analytic reports. It studies effective

proposals, resumes, and other employment-related documents. Develop professional planning, organizing, and outlining skills as well as editing proficiency.

Bus. 2: Human Behavior in Organizations

Prerequisite: None

Credits: 3 units

This course studies the various types of organizational structures, both formal and informal, with special emphasis on the behavior of people within those structures. Topics include organizational communication, worker motivation, leadership, employee attitudes, team dynamics, organizational change & cultural perspectives in the workplace.

Bus. 3: Management Information System

Prerequisite: None

Credits: 3 units

This course provides an overview of the elements of Management Information Systems in general and hospitality/tourism in particular covering technology to develop student's knowledge of hardware, software, communication technology, database concepts and types of computer configurations currently used in the hospitality/tourism industry.

TOURISM CORE

HRMT 1: Principles of Tourism 1

Prerequisite: None

Credits: 3 units

This course provides an introduction to the study of tourism, where tourism is examined from the perspectives of a phenomenon, an industry and as a field of study or research. As a phenomenon, the major factors that contribute to its development, growth and decline both in the world and in the Philippines are analyzed. As an industry, the course looks at the various sectors that comprise the tourism system and how they interact with each other. As a field of research, major tourism theories are introduced. Basic definitions and concepts relating to tourism's political, environmental, economic and cultural impacts are also discussed.

HRMT 3: Principles of Tourism 2

Prerequisite: Principles of Tourism 1

Credits: 3 units

This course presents a comprehensive survey of the major players that comprise the tourism industry and how they relate with each other. The nature and distinctive aspects of tourism are discussed and linked to specific business strategies. The major sectors (business, government, and voluntary organizations, etc.) are defined and classified. The commercial sectors are examined in terms of typical organizational structures and major functions of divisions within the structure are described. Impacts of macro-environmental trends and events on each sector are examined. The course also identifies the employment opportunities available in each sector and the corresponding qualifications for the jobs.

HRMT 4: Culinary Arts and Sciences

Prerequisite: None

Credits: 3 units

This course aims to provide the students with practical and theoretical knowledge about basic culinary, basic food preparation and food presentation. It

also provides the opportunity to apply the theoretical knowledge into practices commonly found in an operational environment.

HRMT 5: Tourism Planning and Development

Prerequisite: Principles of Tourism 1 & 2

Credits: 3 units

This course presents an overview of the tourism planning process, contemporary models of tourism planning and development (with emphasis on sustainable tourism principles), various levels of tourism planning and the roles and responsibilities of stakeholders such as government, industry, non-governmental organizations, and local communities. Discussions will also be made on the impact of the General Agreement on Trade and Services (GATS) on Philippine tourism. The subject explores the effect of legislation and government policies on tourism development at the national and local levels. Methods for soliciting local participation in tourism planning are also taken up. The impacts of tourism on the natural environment, local and regional economies and on local communities are discussed as well as mitigating strategies. Case studies in the Philippines are emphasized. The subject may include a field trip component.

HRMT 6: Total Quality Management

Prerequisite: Principles of Management

Credits: 3 units

This course aims to enable participants to recognize and assess quality management processes in a hospitality and tourism organization and to evaluate departmental processes and planning strategies.

HRMT 7: Entrepreneurship and Business Planning

Prerequisite: None

Credits: 3 units

This course deals with the identification of opportunities and market for hospitality/tourism ventures. Students follow the outline of a feasibility study that includes technical, legal, marketing, and financial aspects of developing an enterprise.

HRMT 8: Events Management

Prerequisite: Principles of Management

Credits: 4 units

This course examines the principles of conceptualizing, planning, managing and evaluating meetings, and events and festivals management. Topics include the significance of conventions and events in tourism, event design, project management, methods and evaluation, physical requirements, organizing, promotion and sponsorship. An integration course that applies all the principles of conceptualization or management is recommended to be taken up in the terminal year, whether first or second semester.

PROFESSIONAL SUBJECTS

REQUIRED

BSTTM 1: E-Commerce, the Internet and the Global Distribution System

Prerequisite: None

Credits: 3 units

This course will equip the students with a comprehensive knowledge and understanding of the concepts and implication of e-commerce and the Internet to the travel industry.

BSTTM 2: Tourism Impacts & Sustainability

Prerequisite:

Credits: 3 units

This course deals with the Quantitative and qualitative approaches to the measurement of tourism impacts as well as in achieving sustainable development and growth.

BSTTM 3: Phil. Tourism, Geography & Culture

Prerequisite: Principles of Tourism 1 & 2

Credits: 3 units

This course presents comprehensive survey of the major tourist destination areas in the Philippines. Major discussions will be on access, health and safety issues, geographical characteristics, major attractions, gastronomy and distinctive cultural attributes of the various regions of the country, national and local tourism organizations relating to the development and promotion of tourism in the Philippines.

This course will equip the students with a comprehensive knowledge of the Philippine tourist attractions, its mountains, lakes, seas, climate, flora and fauna, the festivals, culture and the arts, cuisine and delicacies, political structures and subdivisions (provinces), religious, historical and educational structures; how these provinces can be visited through the different domestic gateways.

BSTTM 4: World Tourism, Geography & Culture

Prerequisite: Principles of Tourism 1 & 2

Credits: 3 units

This course presents a comprehensive survey of the tourist destination in the world. Major discussions will be on international documentation, visa requirements, health and safety issues, geographical characteristics, access routes, major attractions, gastronomy and distinctive cultural attributes of major tourist destination countries, international organizations relating to tourism and their major functions. May include trip to an overseas destination.

This course will equip the students with comprehensive knowledge of world tourist attractions, its mountains, lake or sea, climate, flora and fauna, the festivals, culture and the arts, cuisine and delicacies, political structures and subdivisions, religious orientations, through the different international and domestic gateways.

BSTTM 5: Tourism Marketing

Prerequisite: Principles of Tourism 1 & 2

Credits: 3 units

This course presents the marketing mix (product, price, place, promotion, people, programming, packaging, etc.), concept of markets, segmentation, targeting, and marketing planning as they relate to tourism; service quality management.

BSTTM 7: Air, Sea & Land Travel Sales & Management 1

Prerequisite: Philippine and World Tourism Geography and Culture

Credits: 3 units

This course will equip the students with a comprehensive knowledge and concepts of air travel, how it is sold to the end user and its management; the basic concept of the airline ticket, its issuance, usage and reporting system that goes with the issuance of ticket.

BSTTM 8: Int'l. & Domestic Tour Planning, Packaging & Pricing

Prerequisite: Philippine and World Tourism Geography and Culture

Credits: 3 units

This course will equip the students with a comprehensive knowledge of how to plan, package and price international or domestic tourism products based on market requirements and number of participants in a particular tour program.

BSTTM 9: Tourism Research Methods & Techniques

Prerequisite: Principles of Tourism I & II and Basic Statistics

Credits: 3 units

This presents the basic aspects of planning, execution, evaluation and application of research in the broad field of tourism with emphasis on the various quantitative and qualitative research methods and techniques to include an introduction to the Tourism Satellite Account System.

BSTTM 13: Ecotourism

Prerequisite: Tourism Planning and Development, Tourism Marketing

Credits: 3 units

This course presents an overview of ecotourism as a form of sustainable development; discusses the principles and goals of ecotourism development. This subject also covers discussions on ecotourism planning and development process, including the institutional and legal frameworks for ecotourism, the need for collaborative planning and assessment criteria for ecotourism from a broad perspective with focus on ecotourism market segments and best practices. May include a field trip component.

BSTTM 17: Travel Management

Prerequisite: Air, Sea & Land Travel Sales Management 1

Credits: 3 units

This course will equip the students with a comprehensive knowledge and understanding of the concepts and implication of managing of a travel agency. This subject is the culmination of the several subjects required under the travel core with the students preparing their own travel itinerary and executing such itinerary whether local or international.

SUGGESTED FREE ELECTIVES

BSTTM 6: Product Development

Prerequisite: None

Credits: 3 units

This course will equip the students with a comprehensive knowledge of how to prepare destinations for tourists arrivals, packaging tours and services, taking into consideration the sustainability of such activity from the macro to the micro aspect of tourism.

BSTTM 10: Heritage Tourism

Prerequisite: None

Credits: 3 units

This course is designed to provide an understanding of the concepts of cultural heritage tourism. Theory, practice, history, terminology and current issues of cultural heritage and tourism planning and management will be examined. Additionally, basic survey of cultural and heritage components, motives and behaviors of heritage tourists attraction (museums, arts, festivals/events, urban/rural areas and landscapes), interpretation economics and policies will be discussed.

BSTTM 11: Tourism Laws, Legal Responsibilities and Taxation

Prerequisite: None

Credits: 3 units

This course focuses on the key principles of law applicable to tourism, hospitality, and related industries; tourism legislation on business organizations and several international law issues such as consumer protection, product and service liability, employment, and law of access to the natural environment; and taxation.

BSTTM 12: Tour Guiding & Escorting

Prerequisite: None

Credits: 3 units

This course focuses on the skills necessary to provide assistance, information and cultural, historical and contemporary heritage interpretation to people on organized tours, individual clients, educational establishments, at religious and historical sites, museums, and at venues of other significant interest.

BSTTM 14: Transportation Management

Prerequisite: None

Credits: 3 units

This course discusses the different aspects of various modes of tourism-related transportation operations, planning and policy.

BSTTM 15: Corporate Travel Management

Prerequisite: None

Credits: 3 units

Study of the concepts in corporate travel, identification of the market segments, requirements and management of its accounts.

BSTTM 16: Resort Management

Prerequisite: None

Credits: 3 units

This course introduces the resort concept, types and trends in the resort and spa industries; discusses resort planning principles, strategies for product and service offerings, seasonal pricing strategies, and concepts of product life cycle.

BSTTM 18: Cruise Sales and Management

Prerequisite: None

Credits: 3 units

This course will give students a deep understanding of the cruise industry and provide actual experience in a cruise ship; introduces cruise line profiles, history and trends in the cruise industry, world-wide port geography. Actual ship inspection field trip is included.

BSTTM 19: Air, Sea & Land Travel Sales & Management 2

Prerequisite: Air, Sea & Land Travel Sales & Management 1

Credits: 3 units

This course will equip the students with a comprehensive knowledge of advance air travel computation, the advance concept of the airline ticket issuance, usage and reporting system that goes with the issuance of ticket.

BSTTM 20: Travel Agency Management and Operations

Prerequisite: None

Credits: 3 units

This course provides familiarization with travel agency management and operations including documentation, selling, transporting, storing, advertising, and planning travel services; provides hands-on training in computerized reservations, and incorporates key aspects of managing corporate travel.

BSTTM 21: Foreign Language

Prerequisite: None

Credits: 3 units

This course will equip the students with a basic knowledge of the chosen language.

BSTTM 22: Practicum

Prerequisite: Tourism Core, Business Core, Required Major Subjects

Credits: 10 units

Supervised and educationally directed on the job training. Weekly lectures will relate on OJT experiences with academic program.

It includes training in national tourism agency, local government tourism offices, non-governmental organizations and Outbound Travel. Outbound Travel is composed of: Airline Reservation, Travel Documentation, Airline Ticketing, License and Tax for Travel Industry, Accounting procedures, Itinerary planning, packaging and pricing, Marketing and selling tours

Prepared by:

NINO ROMYR H. SAAVEDRA, MBA

Dean, College of Management & Accountancy

Noted by:

DIADEMA FRANCISCA B. LA MADRID, Ph.D

Dean, Academic Affairs

FLORDELINA R. RIVERA, MAEd

Executive Coordinator for Administrative Services/
College Registrar

Approved by:

JOSE P. MAINGGANG, Ed.D

Executive Director