CENTRO ESCOLAR UNIVERSITY
Manila * Makati * Malolos
School of Nutrition and Hospitality Managament

FOUR-YEAR PROGRAM LEADING TO THE DEGREE
BACHELOR OF SCIENCE IN INTERNATIONAL TOURISM AND TRAVEL MANAGEMENT
Effective School Year 2023-2024

FIRST YEAR

First Semester

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PCBA108	**Business Marketing**	**3**	**0**	**0**	**3**	**3**	**0**	**0**	**3**	**NONE**
PCTH121	Macro Persposive of Tourism and Hospitality in the Global Context	3	0	0	3	3	0	0	3	NONE
PCTH122	Risk Management as Applied to Safety Security and Sanitation	3	0	0	3	3	0	0	3	NONE
COLA11	Purposive Communication	3	0	0	3	3	0	0	3	NONE
COMA11	Mathematics in the Modern World	3	0	0	3	3	0	0	3	NONE
COPY11	Understanding the Self	3	0	0	3	3	0	0	3	NONE
COPE21	PATH-FIT 1: Movement Competency Training	2	0	0	2	2	0	0	2	NONE
COSH21	Religion: History and Texts	3	0	0	3	3	0	0	3	NONE
	TOTAL	**23**	**0**	**0**	**23**	**23**	**0**	**0**	**23**	

Second Semester

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PCBA105A	Business Economics	3	0	0	3	3	0	0	3	NONE
PCTH123	Micro Perspective of International Tourism and Hospitality	3	0	0	3	3	0	0	3	PCTH121
PCTH124	Philippine Culture and Tourism Geography	3	0	0	3	3	0	0	3	PCTH121
PCTH125A	**Digital Marketing in the International Tourism and Hospitality Industry (Tourism Promotion Services-NC II)**	**3**	**0**	**0**	**3**	**3**	**0**	**0**	**3**	**PCTH121**
PCTH126	Quality Service Management in Tourism and Hospitality	3	0	0	3	3	0	0	3	PCTH121
COCE51	Internet of Things	3	0	0	3	3	0	0	3	NONE
COPE22	PATH-FIT 2: Swimming/Recreation	2	0	0	2	2	0	0	2	NONE
COSH11	Empowering the Self	2	0	0	2	2	0	0	2	NONE
COSH22	Man, Church and Society	3	0	0	3	3	0	0	3	NONE
	TOTAL	**25**	**0**	**0**	**25**	**25**	**0**	**0**	**25**	

Certificate in Tourism Promotion Services

SECOND YEAR

First Semester

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PRTM121	Tour Guiding Services (Local Guiding Services - NC II)	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PCTH126
PRTM131	Meetings, Incentives, Conferences and Events Management (Events Management Services - NC III)	2	1	0	3	2	3	0	5	PCTH121, PCTH125, PCTH126
PRTM132	Global Culture and Tourism Geography	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PCTH123
COSH31	Art Appreciation	3	0	0	3	3	0	0	3	NONE
COSH41	Readings in Philippine History	3	0	0	3	3	0	0	3	NONE
CONS21	Science Technology and Society	3	0	0	3	3	0	0	3	NONE
COPE23	PATH-FIT 3: Dance/Individual-Dual Sports	2	0	0	2	2	0	0	2	NONE
CONP11	NSTP 1	3	0	0	3	3	0	0	3	NONE
	TOTAL	**22**	**1**	**0**	**23**	**22**	**3**	**0**	**25**	

Second Semester

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PCBA118	Operations Management	3	0	0	3	3	0	0	3	PCBA101
PRTM122	Front Office Operation (Front Office Services - NC II)	4	0	0	4	4	0	0	4	PCTH121, PCTH124, PCTH125, PCTH126, PRTM132
PRTM133	Tour and Travel Management (Travel Services - NC II)	3	0	0	3	3	0	0	3	PCTH121, PCTH124, PCTH125, PCTH126, PRTM132
PRTM134	World Practices in Tour Packaging and Development	3	0	0	3	3	0	0	3	PCTH121, PCTH124, PCTH125, PCTH126, PRTM132
PRTM135	Applied Business Tools and Technologies (GDS) with Laboratory	2	1	0	3	2	3	0	5	PCTH121, PCTH125, PRTM132
COSH42	The Contemporary World	3	0	0	3	3	0	0	3	NONE
COPE24	PATH-FIT 4: Team Sports/Games	2	0	0	2	2	0	0	2	NONE
CONP12	NSTP 2	3	0	0	3	3	0	0	3	CONP11
	TOTAL	**23**	**1**	**0**	**24**	**23**	**3**	**0**	**26**	

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PRTM183	Practicum 1 - 200 hrs. (total)	0	0	4	4	2	0	40	42	PRTM131, PRTM132, PRTM133, PRTM135, TESDA National Certificates (NC)
	TOTAL	**0**	**0**	**4**	**4**	**2**	**0**	**40**	**42**	

Diploma in Tour and Travel Services

THIRD YEAR

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
	First Semester	Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PCBA119	Strategic Management	3	0	0	3	3	0	0	3	PCBA118
PCTH127	Best Practices in Entrepreneurship in Tourism and Hospitality	3	0	0	3	3	0	0	3	PCTH121, PCTH125
PCTH150	Legal Aspects in Tourism and Hospitality Across the Regions	3	0	0	3	3	0	0	3	PCTH121, PCTH123, PCTH125, PRTM132
PRTM136	Emerging Trends in Tourism Policy Planning and Development	3	0	0	3	3	0	0	3	PCTH121, PCTH123, PCTH125, PRTM132
PRTM137	Corporate Travel Management	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PCTH126, PRTM133, PRTM134
COLA21	Malikhaing Komunikasyon Gamit ang Panitikang Popular	3	0	0	3	3	0	0	3	NONE
COSH32	Ethics	3	0	0	3	3	0	0	3	NONE
	TOTAL	**21**	**0**	**0**	**21**	**21**	**0**	**0**	**21**	

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
	Second Semester	Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PCTH128	Multicultural Diversity in Workplace for the Tourism Professional	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PCTH126, PRTM132
PRTM123	International Cruise Tour and Travel Management	3	0	0	3	3	0	0	3	PCTH121, PCTH123, PCTH125, PCTH126, PRTM132, PRTM133, PRTM134
PRTM138	Sustainable Tourism in the Local and International Settings	3	0	0	3	3	0	0	3	PCTH121, PCTH123, PCTH125, PCTH150, PRTM132, PRTM136
PRTM191A	**Undergraduate Research 1**	**3**	**0**	**0**	**3**	**3**	**0**	**0**	**3**	**PRTM132, PRTM133, PRTM134, PRTM135, PRTM136, PRTM137, PRTM138**
COLA31	Foreign Language 1	3	0	0	3	3	0	0	3	NONE
COLA51	Expository Writing for Global Communication	3	0	0	3	3	0	0	3	NONE
COSH12	Living and Loving Relationships	2	0	0	2	2	0	0	2	NONE
	TOTAL	**20**	**0**	**0**	**20**	**20**	**0**	**0**	**20**	

Associate in Tourism and Travel Management

FOURTH YEAR

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
	First Semester	Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PCTH129A	**Hospitality Leadership and Applied Ethics**	**3**	**0**	**0**	**3**	**3**	**0**	**0**	**3**	PCTH121, PCTH125, PCTH126, PRTM132, PCTH128
PRTM124	Regional and International Airline Operations and Management	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PRTM132
PRTM125	Sales and Customer Relations Management	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PCTH126, PCTH128, PRTM138
PRTM139	Global Trends in Transportation Management	3	0	0	3	3	0	0	3	PCTH121, PRTM123, PCTH125, PRTM133
PRTM192	**Undergraduate Research 2**	**3**	**0**	**0**	**3**	**3**	**0**	**0**	**3**	**PRTM191A**
COLA32	Foreign Language 2	3	0	0	3	3	0	0	3	COLA31
COSH43	The Life and Works of Rizal	3	0	0	3	3	0	0	3	NONE
	TOTAL	**21**	**0**	**0**	**21**	**21**	**0**	**0**	**21**	

Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
	Second Semester	Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
PRTM184	Practicum 2 - 400 hrs. (total)	0	0	8	8	3	0	23	26	PRTM136, PRTM137, PRTM138, PRTM191
	TOTAL	**0**	**0**	**8**	**8**	**3**	**0**	**23**	**26**	

Total No. of Units: **169**