

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

FOUR-YEAR PROGRAM LEADING TO THE DEGREE  
**BACHELOR OF SCIENCE IN INTERNATIONAL TOURISM AND TRAVEL MANAGEMENT**  
(For ABM Graduates)  
Effective School Year 2020-2021

**FIRST YEAR**

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
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
PCTH121	Macro Perspective 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
COPE21	<b>PATH-FIT 1: Movement Competency Training</b>	2	0	0	2	2	0	0	2	NONE
COSH21	Religion: History and Texts	3	0	0	3	3	0	0	3	NONE
<b>TOTAL</b>		<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>20</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COCE51	Internet of Things	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
PCTH125	International Tourism and Hospitality Marketing (Tourism Promotion Services-NC II)	2	1	0	3	2	3	0	5	PCTH121
PCTH126	Quality Service Management in Tourism and Hospitality	3	0	0	3	3	0	0	3	PCTH121
COPE22	<b>PATH-FIT 2: Swimming/Recreation</b>	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
<b>TOTAL</b>		<b>21</b>	<b>1</b>	<b>0</b>	<b>22</b>	<b>21</b>	<b>3</b>	<b>0</b>	<b>24</b>	

**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	
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
PRTM121	Tour Guiding Services (Tour Guiding - NC II)	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PCTH126
PRTM131	Meetings, Incentives, Conferences and Events Management (Events Management - 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
COPE23	<b>PATH-FIT 3: Dance/Individual-Dual Sports</b>	2	0	0	2	2	0	0	2	NONE
CONP11	NSTP 1	3	0	0	3	3	0	0	3	NONE
<b>TOTAL</b>		<b>22</b>	<b>1</b>	<b>0</b>	<b>23</b>	<b>22</b>	<b>3</b>	<b>0</b>	<b>25</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COSH42	The Contemporary World	3	0	0	3	3	0	0	3	NONE
PCBA118	Operations Management	3	0	0	3	3	0	0	3	NONE
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
COPE24	<b>PATH-FIT 4: Team Sports/Games</b>	2	0	0	2	2	0	0	2	NONE
CONP12	NSTP 2	3	0	0	3	3	0	0	3	CONP11
<b>TOTAL</b>		<b>23</b>	<b>1</b>	<b>0</b>	<b>24</b>	<b>23</b>	<b>3</b>	<b>0</b>	<b>26</b>	

*Cecilia C. Llanera*  
*Principal*

SUMMER

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
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>40</b>	<b>42</b>	

Diploma in Tour and Travel Services

THIRD YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
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
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
	<b>TOTAL</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COLA51	Expository Writing for Global Communication	3	0	0	3	3	0	0	3	NONE
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, PRTM132, PCTH126, PRTM133, PRTM134
PRTM138	Sustainable Tourism in the Local and International Settings	3	0	0	3	3	0	0	3	PCTH121, PCTH123, PCTH125, PRTM132, PRTM136, PCTH150
COLA31	Foreign Language 1	3	0	0	3	3	0	0	3	NONE
COSH12	Living and Loving Relationships	2	0	0	2	2	0	0	2	NONE
	<b>TOTAL</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>17</b>	

Associate in Tourism and Travel Management

FOURTH YEAR

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COSH43	The Life and Works of Rizal	3	0	0	3	3	0	0	3	None
PCTH129	Professional Development 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
PRTM191	Research in Tourism and Travel	3	0	0	3	3	0	0	3	PRTM132, PRTM133, PRTM134, PRTM135, PRTM136, PRTM137, PRTM138
COLA32	Foreign Language 2	3	0	0	3	3	0	0	3	COLA31
	<b>TOTAL</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		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
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>23</b>	<b>26</b>	

Total No. of Units: 160

*Cecilia C. Luna*  
*Principal*

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(For Non-ABM Graduates)  
Effective School Year 2020-2021

**FIRST YEAR**

First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
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
PCBA101	Principles of Management	3	0	0	3	3	0	0	3	NONE
PCBA102	Principles of Accounting	3	0	0	3	3	0	0	3	NONE
PCTH121	Macro Perspective 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
COPE21	<b>PATH-FIT 1: Movement Competency Training</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>NONE</b>
COSH21	Religion: History and Texts	3	0	0	3	3	0	0	3	NONE
	<b>TOTAL</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>26</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>26</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COCE51	Internet of Things	3	0	0	3	3	0	0	3	NONE
PCBA103	Principles of Marketing	3	0	0	3	3	0	0	3	NONE
PCBA104	Business Finance	3	0	0	3	3	0	0	3	NONE
PCBA105	Applied 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
PCTH125	International Tourism and Hospitality Marketing (Tourism Promotion Services-NC II)	2	1	0	3	2	3	0	5	PCTH121
PCTH126	Quality Service Management in Tourism and Hospitality	3	0	0	3	3	0	0	3	PCTH121
COPE22	<b>PATH-FIT 2: Swimming/Recreation</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>NONE</b>
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
	<b>TOTAL</b>	<b>30</b>	<b>1</b>	<b>0</b>	<b>31</b>	<b>30</b>	<b>3</b>	<b>0</b>	<b>33</b>	

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	
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
PRTM121	Tour Guiding Services (Tour Guiding - NC II)	3	0	0	3	3	0	0	3	PCTH121, PCTH125, PCTH126
PRTM131	Meetings, Incentives, Conferences and Events Management (Events Management - 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
COPE23	<b>PATH-FIT 3: Dance/Individual-Dual Sports</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>NONE</b>
CONP11	NSTP 1	3	0	0	3	3	0	0	3	NONE
	<b>TOTAL</b>	<b>22</b>	<b>1</b>	<b>0</b>	<b>23</b>	<b>22</b>	<b>3</b>	<b>0</b>	<b>25</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COSH42	The Contemporary World	3	0	0	3	3	0	0	3	NONE
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
COPE24	<b>PATH-FIT 4: Team Sports/Games</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>NONE</b>
CONP12	NSTP 2	3	0	0	3	3	0	0	3	CONP11
	<b>TOTAL</b>	<b>23</b>	<b>1</b>	<b>0</b>	<b>24</b>	<b>23</b>	<b>3</b>	<b>0</b>	<b>26</b>	

*Charles C. Unanue*  
*Abdullagimbar*

SUMMER										
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
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>40</b>	<b>42</b>	

Diploma in Tour and Travel Services

THIRD YEAR										
First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
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
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
	<b>TOTAL</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COLA51	Expository Writing for Global Communication	3	0	0	3	3	0	0	3	NONE
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
COLA31	Foreign Language 1	3	0	0	3	3	0	0	3	NONE
COSH12	Living and Loving Relationships	2	0	0	2	2	0	0	2	NONE
	<b>TOTAL</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>17</b>	

Associate in Tourism and Travel Management

FOURTH YEAR										
First Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		Lec	Lab	Prac	Total	Lec	Lab	Prac	Total	
COSH43	The Life and Works of Rizal	3	0	0	3	3	0	0	3	None
PCTH129	Professional Development 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
PRTM191	Research in Tourism and Travel	3	0	0	3	3	0	0	3	PRTM132, PRTM133, PRTM134, PRTM135, PRTM136, PRTM137, PRTM138
COLA32	Foreign Language 2	3	0	0	3	3	0	0	3	COLA31
	<b>TOTAL</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>21</b>	

Second Semester										
Class Code	Descriptive Title	Units				No. of Hours				Pre-requisite
		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
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>23</b>	<b>26</b>	

Total No. of Units: 175

  
