

NATIONAL UNIVERSITY



Syllabus

BBA (Honours) in Tourism and Hospitality Management

Effective from the Session: 2015–2016

National University, Bangladesh

National University Act, 1992, Section-46

Regulations for BBA Honors in Tourism and Hospitality Management Program

(Effective from the session: 2015-2016)

- 1. Introduction:** The National University BBA Honours in Tourism and Hospitality Management (THM) program equips students with the skills and self-confidence to effectively manage and adapt to a wide range of comparative and constantly changing business environments. The program is designed to provide students with the specialized knowledge they need for entry into the job market along with the theoretical and practical skills essential for a successful career in Tourism and Hospitality.
- 2. Admission:** Students from all disciplines are to be admitted into the BBA Honours in Tourism and Hospitality Management program in the first year (first semester) in approved colleges/institutes as per policy of the National University through a centrally administered online based admission procedures. After the announcement of the admission notice, intending students should apply in the National University online admission portal. A combined score is developed based on marks in the SSC and HSC examination. Selection will be made on the basis of combined merit score. The detailed procedure of admission and allocation of seats will be determined by the National University.
- 3. The Program:** Tourism and Hospitality Management (THM) Program will be a four-year program where teaching and examination of allocated courses for a specific semester would be finished within six months. Students will automatically transfer to the next semester after examination pending the results.

Duration and credit: The duration of THM programs is four years divided into eight semesters. A total of 120 credit hours are required for the student in 37 taught courses and viva-voce examination and an Internship with Defense at the end of the fourth year. History of the Emergence of Independent of Bangladesh, a compulsory course will be taught for the students of undergraduate programs of the National University.:

Year	Semester	Common Course (credit x Course)	Project report & viva voce	Total Credit
First year	First semester	3 x 5=15		15
	Second semester	3 x 5=15		15
Second Year	Third semester	3 x 5=15		15
	Fourth semester	3 x 5=15		15
Third Year	Fifth semester	3 x 5=15		15
	Sixth semester	3 x 5=15		15
Fourth Year	Seventh semester	3 x 5=15		15
	Eight semester	3 x 2=06	Internship report (6 credits) & Viva-Voce (3 credit)	15
Total		37 courses 111 credits	9 Credits	120

Year- wise courses, marks, and credit distribution

First Year - First Semester				
Course Code	Course Title	Marks	Credits	
510901	Introduction to Business	100	3	
510903	Fundamentals of Tourism and Hospitality	100	3	
510905	Introduction to Computer	100	3	
510907	Basic English Language	100	3	
510909	History of the Emergence of Independent Bangladesh	100	3	

First Year - Second Semester				
Course Code	Course Title	Marks	Credits	
510911	Business Mathematics	100	3	
510913	General Science and Environment	100	3	
510915	Micro Economics	100	3	
510917	First Aid, Safety and Security	100	3	
510919	Fundamentals of Management	100	3	

Second Year - Third Semester			
Course Code	Course Title	Marks	Credits
520901	Hospitality Managerial Communication	100	3
520903	Business Statistics	100	3
520905	Fundamentals of Accounting	100	3
520907	Macro Economics and Economy of Bangladesh	100	3
520909	Business Law and Legal Issues of Tourism	100	3

Second Year - Fourth Semester			
Course Code	Course Title	Marks	Credits
520911	Tourism and Hospitality Marketing	100	3
520913	Fundamentals of Culinary Art	100	3
520915	Front Office Operations and Reservation	60	2
520916	Front Office Operations and Reservation (Practical)	40	1
520917	Housekeeping Management	60	2
520918	Housekeeping Management (Practical)	40	1
520919	HRM in Tourism and Hospitality	100	3

Third Year - Fifth Semester			
Course Code	Course Title	Marks	Credits
530901	Tourism in Bangladesh	100	3
530903	Food and Beverage Production	60	2
530904	Food and Beverage Production (Practical)	40	1
530905	Food and Beverage Service	60	2
530906	Food and Beverage Service (Practical)	40	1
530907	Food Hygiene and Sanitation	100	3
530909	Tourism Planning and Development	100	3

Third Year - Sixth Semester			
Course Code	Course Title	Marks	Credits
530911	Research Methodology	100	3
530913	Tourist Behavior	100	3
530915	Food and Beverage Management	60	2
530916	Food and Beverage Management (Practical)	40	1
530917	Computerized Reservation System(CRS)	100	3
530919	Fundamentals of Finance	100	3

Fourth Year- Seventh Semester			
Course Code	Course Title	Marks	Credits
540901	Geography of Tourism	100	3
540903	Community and Cultural issues in Tourism	100	3
540905	Travel Agency and Tour Operations	60	2
540906	Travel Agency and Tour Operations (Practical)	40	1
540907	French Language	100	3
540909	Tourism and Hospitality Entrepreneurship	100	3

Fourth Year- Eighth Semester			
Course Code	Course Title	Marks	Credits
540911	Destination Management	60	2
540912	Destination Management (Field Work)	40	1
540913	MICE Management	100	3
540914	Internship (Report and Defense)	200 (100+100)	3+3=6
540916	Viva-Voce	100	3

4. Class Lecture and semester: Each 3 credits course will require a minimum 45 class lectures per semester (3 lectures per week), each semester being six months duration. Each semester will consist of about 21 weeks, in which 17 weeks will be kept for class lectures and 1 week for pre-examination break and 3 weeks for examination. The duration of the class lecture should not be less than 50 minutes. The teacher assigned for a particular course should plan the lectures accordingly keeping in view the course content to match the available working days excluding holidays. The students are allowed 3 months after their final examination to complete and submit their internship report.

5. Duration of Registration and Academic Session

The duration of the registration is 7 years where the academic session will be June to July.

6. Class Attendance

Every student of THM program must attend at least 75% class lecture to qualify for sitting in the semester final examinations. Students having less than 75% attendance but more than 60% can be allowed to sit in the examination as non-collegiate students. Rules applicable for the non-collegiate students will be applied to them.

7. Grading System

The result of a THM student will be determined on the basis of grade point on a scale of 4.00 points along with letter grade. However, to determine the letter grade/grade point, the following range of marks will be considered.

Numerical Grade	Letter Grade (LG)	Grade point (GP)
80% and above	A ⁺ (Plus)	4.00
75% to less than 80%	A (Plain)	3.75
70% to less than 75%	A ⁻ (minus)	3.50
65% to less than 70%	B ⁺ (plus)	3.25
60% to less than 65%	B (plain)	3.00
55% to less than 60%	B ⁻ (minus)	2.75
50% to less than 55%	C ⁺ (Plus)	2.50
45% to less than 50%	C (plain)	2.25
40% to less than 45%	D (plain)	2.00
Less than 40%	F (Fail)	0.00

8. Evaluation

There will be an examination committee for each year of the THM Program. The single examiner will evaluate the final examination scripts under the supervision of head examiner. Computation of grade point average will be merging on the basis of the following illustration.

(Credit X Grade Point) GPA=

First Semester

Course No	No. of Credits	Grade Awarded	Corresponding Grading Point	Points Secured
	Col. 1	Col. 2	Col. 3	Col 4= (Col. 1 X col. 3)
510901	3	B	3	9
510903	3	A	4	12
510905	3	C	2	6
510907	3	B	3	9
510909	3	B	3	9
Total	15			45

Earned Credit (EC) = 3+3+3+3+3=15

CGPA: 45/15=3.00

Second Semester

Course No.	No. of Credit	Grade Awarded	Corresponding Point	Grading	Points Secured
	Col. 1	Col. 2	Col. 3	Col 4= (Col. 1 X col 3)	
510911	3	B	3		9
510913	3	C	2		6
510915	3	F	0		0
510917	3	B	3		9
510919	3	C	2		6
Total	15				30

Earned Credit (EC) = $3+3+3+3+3=15$

CGPA: $30/15=2.00$

Cumulative up to date

Total Credit	15+15	30
Total Grade Point secured	45+30	75
Yearly GPA	75/30	2.5
Earned Credit (EC)	15+12	27

9. Promotion Improvement and Drop-Out

a. Promotion: Results of two semesters in each academic year will be calculated for promotion to next year (1st year to 2nd year). The student must appear at the semester final examination in all courses and pass at least 80 % of the total courses, for example, 8 (eight) out of 10 (ten) courses with a grade of D or above. Same rules will be applicable for the examination to the subsequent year is 2nd to 3rd and 3rd to 4th year.

b. Improvement: A student receiving F grade in one or more courses must attend the improvement examination (s) in subsequent semesters. A student will be given two chances to convert F grade up to B plus. If the student receives a countable grade in his/her first attempt, no further attempt will be allowed. A student receiving C or D grade in one or more courses will get one more opportunity for the improvement in the consecutive semester. In this case, he/she can improve the grade up to the achievement. However, in any case, students will not be allowed to sit for the improvement exam for more than two courses in a semester. Improvement rules will not be applied for in-course, oral (viva voce) and internship grades in any circumstances.

c. Drop Out: If any student fails to qualify for the degree within the seven academic years including internship (report and defense), he/she will automatically be dropped from the program.

10. Medium of Instruction

The medium of instruction of the program will be in English. Students can also answer the course ‘History of the Emergence of Independent Bangladesh’ in Bangla.

11. Examination Rules

a. There will be two in-course examinations, one home assignment to be conducted by the course teacher. Evaluation of students along with grade is submitted to the head of the department for compilation and subsequent submission to the Controller of Examinations of the National University. The routine for the final examination is spread in such a way that those sitting for improvement and re-taker should not coincide.

b. All 3 credit courses of 100 marks and marks awarded are as follows:

Particulars	Marks	Examined/Provided by
First in-course Exam	10	Course Teacher
Second in-course Exam	10	Course Teacher
Assignment and Presentation	5	Course Teacher
Attendance	5	Course Teacher
Semester Final Examination	70	Single Examination
Total	100	

Duration of the semester final exam (70 marks): The duration of the exam will be of 3 hours and the distribution of marks in the question paper will be as follows:

Part- A	short question (such as conceptual/numerical) covering all the chapters of the syllabus	5 question out of 7	$6 \times 5=30$
Part-B	board question (such as analytical/descriptive/numerical)	4 question out of 7	$10 \times 4=40$

c. All 2 credit courses of 60 marks and marks awarded are as follows:

Particulars	Marks	Examined/provided by
In-course Exam	10	Course Teacher
Assignment and Attendance	5	Course Teacher
Semester Final Examination	45	Single Examination
Total	60	

Duration of the Practical Related Semester final Exam (45 Marks): The duration of the exam will be of 2.5 hours and the distribution of marks in the question paper will be as follows:

Part-A	short question (such as conceptual/numerical) covering all the chapters of the syllabus)	5 question out of 7	$3 \times 5 = 15$
Part-B	board question (such as analytical/descriptive/numerical)	3 question out of 6	$10 \times 3 = 30$

d. Practical Examination and Field Work: The duration of the practical examination will be of 3 hours. The practical examinations have to be conducted by two internal and two external examiners. The external examiners should be the teachers from different Public/Private Universities or relevant Colleges/Institutes of the country. The practical examination will be conducted by the National University. Full marks for practical examination and field work will be of 40 marks for each course. The field work will be conducted and evaluated by the respective course teachers of institutions.

e. Viva-Voce, Internship (report and defense): Students are required to appear before an oral exam (viva voce) at the end of their fourth year exam. The weight of viva -voce exam will be of 3 credits. In the 8th semester, students will undertake an internship relating to their specialization area under the supervision of a faculty member. The internship will be evaluated by two examiners including supervisor of the student and an external examiner. Students are required to defend their internship report to the examiners after the evaluation. The external examiner will be nominated by the National University.

f. Disciplinary Measure: Any students adopting unfair means in the examination will be treated as the rules of National University go on.

g. Establishment of Laboratory and Arrangement of Equipment: Tourism and Hospitality Management is a practical oriented program whereas practical laboratory as well as necessary equipments will be arranged in colleges/institutions for practical purposes. In addition, the students may also get the privilege to practise practically oriented course to their attached (MOU) respective hotels.

12. Degree Requirements

Students must meet the following requirements in order to earn a Tourism and Hospitality degree:

Total Credits Obtained	Performance in the course	Time taken	Cumulative Grade Point Average	The degree to be awarded
120 Credits	No F Grade in any course and minimum 2.0 in viva voce	Maximum 7 years to complete the degree including internship and defense	Minimum 2.25	BBA (Hons) in Tourism and Hospitality Management

13. Amendment of the Rules

The National University may time to time amend the existing rules for the THM program. The university may also make any clarification in regards to rules if needed.

First Year- First Semester

Course Code : 510901	Credits : 3	Class Hours : 90
Course Title :	Introduction to Business	

Course Objectives: This overview of how business work is great for entrepreneurs planning on starting businesses, students trying to figure out whether a career in business is right for them, and employees looking to understand more about their companies and build their business acumen. In this course, students will study the concepts, principles and operations of private enterprise. They will explore the functions of modern business management, marketing, and ethics and social responsibility that can improve or tarnish a brand.

Course Contents:

1. **Business Concepts:** Meaning of Business; Basic elements of business; Basic features of business; Branches and their place in the economy of Bangladesh; Business environment; Business Size; Location of business; Efficiency of business; Social Responsibility of business and its implications
2. **Business organization:** Forms of business ownership in Bangladesh; Relative position of domain of ownership- sole proprietorship, partnership, joint-stock company, co-operative and state ownership; Considerations in the choice of specific form of ownership.
3. **Development of Joint-stock companies in Bangladesh:** Phase of development; Types domain of operations; Formation of Memorandum of Association and Article of Association; Prospectus; Rights and obligations of shareholders; Directors and government; Liquidation of a company.
4. **State Enterprise:** Historical Background; Fields of state enterprises; Importance; Successes and failures; Proposals for improvement.
5. **Co-operative societies in Bangladesh:** Their development; Types (Industrial, commercial and Service Sector Societies); The role of each type's; Formation; Problems and approaches to solve problems.
6. **Institute for Promotion of Business:** Support services of government institutions; Chamber of Commerce and Industry; Federation of Chamber of Commerce and Industry; Trade Associations- Dhaka Stock Exchange and Chittagong Stock Exchange; Board of Investment- Privatization Board and Export Promotion Bureau.

Text Books:

1. Steven J. Skinner and John M. Ivancevich. **Business for the 21st Century.** IRWIN 2017-2018.
2. Betty J. Brown and John. E. Clow, Glencoe. **Introduction to Business.** McGraw-Hill.

Course Code : : 510903	Credits : 3	Class Hours : 90
Course Title :	Fundamentals of Tourism and Hospitality	

Course Objectives: It focuses on tourism perspectives through the ages; organizations that facilitate tourism, the channel of distribution; passenger transportation; attractions; and hospitality and other related services. It helps understanding travel behavior; supply; demand; policy; planning and tourism development.

Course Contents:

1. **Tourism in Outlook:** Introduction; what is Tourism? Components of tourism and tourism management; Basic approaches to the study of tourism; Economic importance of tourism; Benefits and cost of tourism.
2. **Tourism through the Ages:** Introduction; Early beginnings; Early tourist attraction; Early economic references; The first travel agents; Historic transportation.
3. **The Impacts of Tourism:** Economic impacts on tourism; Socio-cultural impacts; Environmental impacts on tourism.
4. **Hospitality and Related Services:** Introduction; The lodging Industry; Classification of hotel; Major operational departments; Front office; Food and beverage service; Food and beverage production; Housekeeping.
5. **Tourism marketing and promotion:** Introduction; Tourism marketing; The concept of tourism promotion; The importance of tourism marketing and promotion; Tourism and globalization; Understanding of tourism promotion and marketing.
6. **Tourism attractions in Bangladesh:** Attractions; Gaming; Recreation; Entertainment; Festivals and Events.
7. **Future in Tourism:** Introduction; Technology and future global tourism; Different dimensions and variations of future tourism; Tourism forecasting; Future of travel distribution channel; Ways of ensuring future growth of tourism.

Text Books:

1. Syed Rashidul Hasan. **Fundamentals of Tourism and Hospitality.** National University, Gazipur, Bangladesh.
2. C. R. Goeldner and J. R. B. Ritchie. **Tourism Principles, Practices, Philosophies (12th Edition).** John Wiley & Sons, INC.

Course Code : 510905	Credits : 3	Class Hours : 90
Course Title :	Introduction to Computer	

Course Objectives: Information Technology has become an inseparable factor in business. With the pace of change in this sector now it has started challenging the traditional systems. The most important device that works as the life of Information Technology is the Computer. This course is designed to update students' computer related knowledge in an efficient manner. It includes application software training in lab where basics of computer literacy and Microsoft Office packages are covered.

Course Contents:

1. **Computer Hardware:** Input hardware; Processing hardware; Storage hardware; Output hardware.
2. **Computer Software:** Applications software; Systems software.
3. **Information Management:** Management Information Systems; How does management make decision? Types of information system; Developing and implementing a Management Information System.
4. **Purchasing and Maintaining a Microcomputer System:** Purchasing a System; What to consider; Maintaining a System; The environmentally aware computer user.
5. **Practical Operating Systems:** Windows 98; Word Processing: Microsoft Word; Spreadsheet Analysis: Microsoft Excel; Presentation: Microsoft Power Point; Basic hardware and troubleshooting; Internet and E-mail operation.

Text Book:

1. T. J. O'Leary and L. I. O'Lear. **Computing Essentials (26th Edition).** Mc GrawHill.
2. Gary B Shelly, Steven and Misty. **Introduction to Computer (8th Edition).** Cengage Learning.

Course Code : 510907	Credits : 3	Class Hours : 90
Course Title :	Basic English Language	

Course Objectives: English language is necessary in case of every kind of communication in our life. In tourism and hospitality sector the use of English gives a vibrant flow of work and the knowledge of expressing the total tourism industry to the tourists. After completing this course students will have a broader knowledge to manage the organizations they will work in future. Therefore, Basic Language is a vital course for the students of business specializing in tourism and hospitality management.

Course Contents:

Introduction: Importance and mastering various approaches to learning English; Phonetics - Phonetic systems; Correct English pronunciation.

Reading and Understanding: Meaning of the words in context; Understand long sentences; Recognize main ideas and supporting ideas; Comprehensive answers; Write summaries.

Grammatical Problems: Construction of sentences; Grammatical problems-grammar and usages; Comprehension,

Paragraph Writing: Precise writing; Amplification; Approaches to communication-communication today, business communication;

Report Writing: Purpose of a report; Classification of reports; Organizing a report; Writing short report; Preparing complete analytical report; Analysis and illustration of a report; Problems in writing report.

Methods of Writing: Business letter; Tenders and quotations; Resumes and job letters; Journal articles; Technical and scientific presentation.

Text Books:

1. Betty S. Azar, Stacy A. Hagen, P. C. Wrinand and H. Martin. Understanding and Using English Grammar (5th Edition). Pearson,
2. Chowdhury and Hossain. A Practical English Grammar (4th Edition). Oxford University Press, Delhi, India.

Course Code : 510909	Credits : 3	Class Hours : 90
Course Title :	History of the Emergence of Independent Bangladesh	

Course Contents:

Introduction: Scope and description of the emergence of Independent Bangladesh. Writing on this topic.

Description of the country and its people.

- a. Geographical features and their influence.
- b. Ethnic composition.
- c. Language.
- d. Cultural syncretism and religious tolerance.
- e. Distinctive identity of Bangladesh in the context of undivided Bangladesh.

Proposal for undivided sovereign Bengal and the partition of the Sub-Continent, 1947.

- a. Rise of communalism under the colonial rule, Lahore Resolution 1940.
- b. The proposal of Suhrawardi and Sarat Bose for undivided Bengal :consequences

c. The creation of Pakistan 1947 .

Language Movement and quest for Bengali identity

- a. The Language Movement: context and phases .
- b. United front of Haque –Vasani – Suhrawardi: election of 1954, consequences
- c. Misrule by Muslim League and Struggle for democratic politics

Rise of nationalism and the Movement for self determination.

- a. Resistance against cultural aggression and resurgence of Bengali culture.
- b. Sheikh Mujibur Rahman and the six point movement.
- c. Reactions : Importance and significance. The Agartala Case 1968.

Election of 1970 and the Declaration of Independence by Bangabondhu

- a. Election result and centers refusal to comply
- b. The non co-operation movement, the 7th March, Address, Operation Searchlight
- c. Declaration of Independence by Bangabondhu and his arrest

The war of Liberation 1971

- a. Genocide, repression of women, refugees
- b. Formation of Bangladesh government and proclamation of Independence
- c. The spontaneous early resistance and subsequent organized resistance (MuktiFouz, Mukti Bahini, guerillas and the frontal warfare)
- d. Publicity Campaign in the war of Liberation (Shadhin Bangla Betar Kendra, the Campaigns abroad and formation of public opinion)
- e. Contribution of students, women and the masses (Peoples war)
- f. The role of super powers and the Muslim states in the Liberation war.
- g. The Anti-liberation activities of the occupation army, the Peace Committee, Al-Badar, Al-Shams, Rajakars, pro-Pakistan political parties and Pakistani Collaborators , killing of the intellectuals.
- h. Trial of Bangabondhu and reaction of the World Community.
- i. The contribution of India in the Liberation War
- j. Formation of joint command and the Victory
- k. The overall contribution of Bangabondhu in the Independence struggle.

The Bangabondhu Regime 1972-1975

- a. Homecoming

- b. Making of the constitution
- c. Reconstruction of the war ravaged country
- d. The murder of Bangabondhu and his family and the ideological turn-around

Text Books:

1. Harun-or- Roshid. **The Foreshadowing of Bangladesh: Bengal Muslim League and Muslim Politics, 1906-1947.** The University Press Limited (UPL).
2. Rounaq Jahan. **Pakistan: Failure in National.** The University Press Limited (UPL).

First Year_ Second Semester

Course Code : 510911	Credits : 3	Class Hours : 90
Course Title :	Business Mathematics	

Course Objectives: This course will help the students to develop understanding of basic concepts and principles of mathematics used in the area of business and economics. Number systems, mathematical induction, theory of sets, logarithms, linear equations, quadratics equations, binomial theorem and financial mathematics are covered in this course.

Course Contents:

1. **Number:** Basic concept of number; Different types of number; Prime and Natural number; Rational and irrational numbers; Even and odd numbers; Imaginary and complex Number.
2. **Indices, Function and Logarithm:** Indices; Law of indices; Positive and fractional indices with operations; Definition, explanation and problems of function and logarithmic function.
3. **Set:** Definition of set; Different types of set; Union; Intersection; Difference; Complement; Cartesian product; Venn diagram; Application to business problems.
4. **Equation:** Basic concept of equation; Solution of linear; Simultaneous linear; Application of equation to business problems.
5. **Permutations and Combinations:** Permutations; Factorial notation; Circular permutations; Combinations; Complementary theorems; Restricted combinations.
6. **Mathematics of Finance:** Simple interest; Compound interest and depreciation; Different types of annuities.

Text Books:

1. D. C Sancheti and V. K. Kapoor. **Business Mathematics.** Sultan Chand and Sons.
2. Gordon D. Pritchett and John C. Saber. **Mathematics wills application in management & Economics.** Irwin Inc.

Course Code : 510913	Credits : 3	Class Hours : 90
Course Title :	General Science and Environment	

Course Objectives: Today's business is now recognizing the importance of science and environmental issues. This course will enable students to explore the areas of basic physics, chemistry and environmental issues that they can learn the basic scientific known-how required for business. As today's world highly values the diversity of knowledge so this course is going to make the students capable to understand the core ideas of science and environment.

Course Contents:

1. **Motion:** Matter and motion; Distance and displacement; Speed; Velocity; Acceleration and motion; Force; Newton's Laws of Motion; Momentum and energy; Gravity.
2. **Atmospheric Environment:** The stratification of atmosphere; Scales of atmospheric pollution; Air pollution and health effects – local level, urban level, regional and trans boundary level, global level; Air pollution legislation; Noise- noise pollution, noise measurement, noise health effects, noise source, noise control.
3. **Aquatic Environment:** Importance of water; Sources of drinking water; Climate change and fresh water pressure; Water pollution; Waste water treatment technologies; Drinking water treatment technologies
4. **Urban Environment:** Key urban environmental problems; Conservation of urban environment; Transport and land use; Solid waste management
5. **Ecosystems:** Biosphere, Nitrogen Cycle, Carbon Cycle, Geological Carbon Cycle.
6. **Greenhouse Effect and Global Warming:** Greenhouse Gases; Carbon Dioxide; Nitrogen Oxide; Methane; Chemical Wastes; Radioactive Waste; Non hazardous Waste; Human Population and Environment.

Text Books:

1. Stavros G. Poulopoulos and Vassilis J. Inglezakis. **Environment and Development: Basic Principles, Human Activities and Environmental Implications**. Elsevier, Netherland
2. M. H. Fulekar, BhawanaPathak and R. k. Kale. **Environment and Sustainable Development**. Springer India, New Delhi, India.

Course Code : 510915	Credits : 3	Class Hours : 90
Course Title :	Micro Economics	

Course Objectives: Economics is a subject that teaches how scarce resources can be efficiently utilized to produce proper goods and services which are to be distributed among people. This course will help students with an understanding of the basic concepts of economics. The focus of the course is on the economics principles that are behind the determination of demand, supply and production functions and on how equilibrium is reached in different markets and the incomes distributed among different factors.

Course Contents:

1. **Introduction:** Definition; Micro economics vs. Macroeconomics; Meaning of economic theory; Some basic concepts- product, commodity, want, utility, consumption, factors of production.
2. **Demand:** Law of demand; Factors determining demand; Shifts in demand; Demand functions; Deriving demand curves; Substitution and income effects; Deriving aggregate demands; Various concepts of demand elasticity and measurements; Methods of estimating demand functions and demand forecasting.
3. **Supply:** Law of supply and supply function; Determinants of supply shifts in supply; Elasticity of supply; Market equilibrium.
4. **Economic Theory of Consumer Behavior:** Reasons for Consumption; Principles of diminishing marginal utility indifference curves; Budget Constraint; Utility maximization and consumer equilibrium.
5. **Production:** Production functions; Total, average and marginal products; Law of diminishing marginal physical products; Production isoquants; Marginal rate of technical substitution (MRTS); Optimal combination of inputs; Expansion path; Returns to scale; Estimation of production; Function and efficiency criterion.
6. **Cost:** Concepts of cost; Short run costs; Relation between short run costs and production; Long run costs; Economies and diseconomies of scale; Relation between short run and long run costs; Cost function and estimation of cost function.

- 7. Price and Output:** Price and output determination under perfect competition; Monopoly; Monopolistic competition and oligopoly profit maximization; Price discrimination; Plant shut down decision; Barriers to entry.

Text Books:

1. Paul A Samuelson and William D Naurdhus. **Economics**. McGraw Hill Book Co., New York, USA.
2. K.K. Dewett. **Modern Economics Theory**. S. Lac Charitable Trust, New Delhi, India.

Course Code : 510917	Credits : 3	Class Hours : 90
Course Title :	First Aid, Safety and Security	

Course Objectives: This course will help the students to develop and equate knowledge about safety and security process in hospitality and tourism industry. Tourism and hospitality is a labor intensive industry for that reason a good manager should have knowledge about these issues.

Course Contents:

1. Introduction to Safety, Security and First Aid
2. Law Enforcing Agencies (LEA) & their role (general & tourism sector)
3. Orientation with Security Equipments& Functionality and Fire Fighting
4. Occupational Hazards, Industrial Safety and Health Issues
5. Environmental Safety, Security and Compliances
6. Security of Information and Cyber Security
7. Terrorism on Tourism Sector, Effects & Challenges
8. Natural Calamities and Disaster Management related to Tourism Sector
9. Standing Order Procedure (SOP) on Safety & Security
10. National, Regional & Global Security

Text Book:

1. Suwarna. **Hotel Maintenance, Security, Safety and First Aid**. Naman publisher & Distributors.
2. DEVESH BHUSHAN HOTEL MAINTENANCE: SECURITY, SAFETY AND FIRST AID. ANMOL PUBLICATION

Course Code : 510919	Credits : 3	Class Hours : 90
Course Title :	Fundamentals of Management	

Course Objectives: Today's managers are facing both opportunities and challenges from globalizations of the economy and the environmental changes. The core objective of this course is to make the student aware of these environmental changes and show them how effective managers are adapting. This course will describe how men and women go about managing the people and activities of their organizations so that the goals of these organizations as well as their own personal goals can be achieved.

Course Contents:

1. **Introduction:** Definition; Functions; Principles of management; Levels of management; Skills required; Managerial responsibilities and roles; Effective and efficient management; Balancing Effectiveness and Efficiency.
2. **Approaches to the Study of Management:** Pre classical contributors; Classical viewpoint; Behavioral viewpoint; Quantitative viewpoint; Contemporary viewpoint; Management Theory Jungle.
3. **Planning:** Design for tomorrow's action; Types of planning; Steps of planning process; Forecasting planning; Time pervasiveness of planning; Flexibility of plans; Planning premises.
4. **Decision Making:** Decision making premise; Approaches to decision making; Steps in decision making process; Decision making under conditions of certainty, risk and uncertainty.
5. **Organizing:** Orderly arrangement of group effort; Departmentation; Staffing; Delegation of authority; Decentralization and centralization; Organizational structure; Span of management; Use of committee.
6. **Leading:** Influencing people; Direction; Participation; Motivation; Leadership; Manager and leader.
7. **Controlling:** The Steering Function; Steps in the control process; Control methods; Control tolerance limit; Link between planning and controlling.

Text Books:

1. Ricky W. Griffin. **Management**. Houghton Mifflin Company.
2. Heinz Wehrich and Harold Koontz. **Management**. McGraw-Hill Inc., New York, USA.

Second Year_ Third Semester

Course Code : 520901	Credits : 3	Class Hours : 90
Course Title :	Hospitality Managerial Communication	

Course Objectives: To become successful in tourism and hospitality field one should have effective communication skills. This course is going to help students to enhance their ability to communicate effectively and efficiently in the field of hospitality. Students are going to understand the theories and processes of hospitality business communications, and will be able to know the techniques to apply to their work place and personal life.

Course Contents:

1. **Introduction:** Meaning of communication and tourism communication; Scope; Purposes; Processes; Principles; Functions; Importance; Models of communication.
3. **Types of Communication:** Written; Oral; Non-verbal; Downward; Upward; Horizontal; Mass communication.
4. **Major Media of Written Communication:** Letters; Memos; Reports- style and structure; Advantages and disadvantages of different media.
5. **Major Media of Oral Communication:** Speech; Face to face conversation – interviews, meetings; Advantages and disadvantages of different media.
6. **Non Verbal Communication:** Symbols; Gestures; Body language; Visual communication.
Internal Communication: Meaning; Importance; Communication within organization and small groups; Media of internal communication style; Office memos.
7. **Technology in Modern Communication:** Electronic media in oral and written communication-telephone, fax, ISD, computer, internet, e-mail; Multimedia and business related software; Communication skills; Improving skills in non-verbal and verbal communication; Effective listening; Reading skills; Effective writing –style and techniques, writing techniques; Barriers to effective communication and their removal.
8. **Tourism Business Report Writing:** Report- characteristics and importance of different types, purpose, scope, different styles of writing reports; Letter writing; Types of letter – circular letter, letter of inquiry, letter of complaints, dunning letter, letter of adjustment, letter of order, letters in connection with bank and insurance; Employment communication-preparing CV or personal resume, application, letter, interviews and joining.

Text Books:

1. Raymond V Lesikar: **Basic Business Communication.** Irwin Professional Publishing.
2. **Business and the Profession.** Pearson.

Course Code : 520903	Credits : 3	Class Hours : 90
Course Title :	Business Statistics	

Course Objectives: Statistic all methods are applicable to a variety of fields of studies. These fields of Studies lean heavily upon Statistics. This course is going to help the students to apply statistics in business, to be equipped with statistical tools to solve mathematically formulated business problems, to be able to suggest qualitative models, to be able to pursue other advanced qualitative courses.

Course Contents:

1. **Introduction:** Definition; Nature and scope of statistics; Functions and limitation; Use of statistics in business.
- 2 **Collection, Procession and Presentation of Business Data:** Collection of primary and secondary data; Classification; Frequency distribution; Cumulative frequency distribution; Diagrammatic and graphical representation of data.
- 3 **Measures of Central Tendency:** Mean; Median; Mode; Geometric mean; Harmonic mean; Their computation and properties.
- 4 **Measures of Dispersion:** Absolute and relative Measures of Dispersion, Their computation and properties.
- 5 **Moments, Skewness and Kurtosis:** Definitions, Their computations and uses in business.
- 6 **Correlation and Regression:** Concept and computation of correlation and regression; Fitting of regression lines.
- 7 **Time Series Analysis:** Concepts; Components of time series; The trend; Fitting of trend by least square method and moving average method; Uses of time series in business.
- 8 **Index Number:** Definition; Problems for construction; Construction of price, quantity, value and cost; Living index numbers; Ideal index; Tests and uses of index numbers.

Text Book:

1. R. I. Levin and Rubin. **Statistics for Management (7th Edition).** Pearson.
2. J. K. Thukrel. **Business Statistics (3rd Edition).** Tax Menn's

Course Code : 520905	Credits : 3	Class Hours : 90
Course Title :	Fundamentals of Accounting	

Course Objectives: The purpose of accounting to provide information that is needed for sound economic decision-making. The objectives of this course are to develop students' understanding of how to prepare financial reports that provide information about affirms performance to external parties such as investors, creditors and tax authorities.

Course Contents:

1. **Introduction:** Accounting; Building blocks of accounting; Ethics assumptions; Equations; Transaction analysis; Financial Statement.
2. **Recording Process:** The accounts, Steps in the recording process; Journal; Ledger; Trial Balance
3. **Adjustment Process:** Timing Issues; Basics of adjusting entries; Adjusted Trial Balance and Financial Statement; Alternative treatment of prepaid expenses and unearned revenue.
4. **Completion of Accounting Cycle:** Using a work sheet; Closing the books; Reversing entries and correcting entries; Classification Balance Sheet.
5. **Accounting for Merchandising Operations:** Merchandising Operation; Recording purchases of merchandise; Recording sales statement; Multiple and single step income statement; Classification Balance Sheet; Work sheet of a merchandiser.
6. **Inventory:** Inventory Basics; Periodic inventory system; Inventory costing under a periodic inventory system; ICM inventory errors; Statement presentation and analysis; LIFO, FIFO and Average Cost method.
7. **Accounting Information System:** Basics concepts of accounting information system; Subsidiary Ledgers; Special Journal.
8. **Internal Control and Cash:** Internal Control; Cash Control; Use of a Bank Reporting Cash

Text Books:

1. J. J. Weygandt, D. E. Kieso, and P.D. Kimmel. **Accounting Principles (12th Edition).** Wiley.
2. Larson and Jensen. **Fundamental Accounting Principles (Vol. 1).** McGraw Hill.

Course Code : 520907	Credits : 3	Class Hours : 90th
Course Title :	Macro Economics and Economy of Bangladesh	

Course Objectives: Macro Economics examines the reasons behind the economic growth than decline of a nation. It explains why some nations prosper with high and growing standards of living while others experience high unemployment, inflation, low wages or large trade deficits. The aim of this course is to introduce students with the core concepts and theories of macro economics. It addresses national income; consumption and investment; supply and demand; multiple model; money supply; banking and monetary policy. It also covers the economic growth of Bangladesh and its main economic-sectors and policy.

Course Contents:

1. **National Income:** Concepts and measurement of GNP; NNP and GDP; National and real national income.
2. **Income and Employment:** Simple exposition of Keynesian structure; Obstruction to attainment of full employment; Inflationary and deflationary gaps.
3. **Consumption and Savings:** Marginal propensity to consumer; Derivation of the multiplier.
4. **Concept of Investment:** Functions; Interest rate; Rate of return on investment; MEC, MEI and level of investment.
5. **The Emerging Pattern of Structural Change:** Historical experience; Structural change of the Bangladesh economy in the historical context; Desirable direction of the emerging pattern of change.
6. **Agriculture and Manufacturing:** Agriculture-Declining importance of agriculture, production performance, factors behind the growth of agriculture; Manufacturing- size and structure of manufacturing industries, changing structure of manufacturing, labor productivity, factor intensity and profitability.
7. **Trade and Global Links:** Trade regime and development; An evaluation of the reformed trade regime; Export-led development? Merchandise imports; Remittances; Foreign direct investment; Foreign debt and exchange rate.
8. **Income Distribution, Poverty and Living Standard:** Measuring income; Measuring inequality and its sources; Poverty reduction; Indicators of living standard.

Text Books:

1. Azizur Rahman Khan. **The Economy of Bangladesh: A Quarter Century of Development.** PALGRAVE MACMILLAN, New York, USA.
2. Lee Coppock. **Principles of Macroeconomics.** W.W. Norton & Company.

Code : 520909	Credits : 3	Class Hours : 90
Course Title :	Business Law and Legal Issues of Tourism	

Course Objectives: Tourism executives in the course of performing their normal duties to deal with two main groups of people—outside and inside. Dealing with these groups of people are guided and controlled by certain laws. The objective of this course is to give the students idea of the various laws related with business and tourism.

Course Contents:

1. **Law of Contract:** Definition; Essential elements of a contract; Difference between contract and agreement; Formation of contract.
2. **The Company Act :** Types of company; Essential features of a company; Difference between company and partnership; Private company and Public company; Convert a private company to a public company; Formation a company; Promoters; Memorandum, Prospectus, Articles of Association; Winding up of company.
3. **Law of Partnership:** Definition; Essential elements of partnership; Partnership deed; Types of partnership; Registration of partnership; Duties of partnership; Rights of partnership; Dissolution of partnership.
4. **The Bangladesh Environment Conservation Act:** Restrictions on manufacture, sale; Articles of injurious to environment; Remedial measures for injury to ecosystem; Environmental Clearance Certificate.

Text Books:

1. Md. Iqbal Hossain. **Text Book on Commercial Law (2nd Edition).** Ain Prokashan, Dhaka, Bangladesh.
2. Arun Kumar Sen and Jitendra Kumar Mitra. **Commercial Law Including Company Law.** The World Press Private Limited, India.

Second Year_ Fourth Semester

Course Code : :520911	Credits : 3	Class Hours : 90
Course Title :	Tourism and Hospitality Marketing	

Course Objectives: Marketing is a subject of vital concern in tourism and hospitality management because it is the principal management in fluency that can be brought to bear on the size and behavior of this major global market. The subject is learned by an examination of common practice and a study of the experiences of others over time. The study of marketing of tourism and hospitality marketing integrates all basic topics of marketing with a special focus on tourism.

Course Contents:

- 1. Introduction:** Marketing for hospitality and tourism; Key concept of tourism and hospitality marketing; Service characteristics of hospitality and tourism marketing; Marketing environment.
- 2. Defining and Understanding the Consumer:** Marketing Information Systems and Marketing Research; Consumer markets and consumer buying behavior; Organizational buyer behavior of group market.
- 3. Defining and Delivering the Product:** Designing and managing products; Internal marketing; Managing capacity and demand; Pricing products; Pricing considerations; Approaches and strategy.
- 4. Creating and Implementing the Promotion:** Distribution channels; Promoting products; Communication and promotion policy and advertising; Promoting products; Public relations and sales promotion; Direct and online marketing; Building customer relationships.
- 5. Market Segmentations, Targeting and Positioning in Hospitality Industry:** Segmentation strategy; Targeting; Positioning policy.
- 6. Designing and Managing Tourism and Hospitality Products:** Brand decision; New product development; Product life cycle.
- 7. Product Pricing:** Factors in pricing policy; Pricing strategy; Hospitality and tourism marketing plan; Purpose of a plan; Environmental analysis; Development of a plan.

Text Books:

1. S. R. Hasan, M. A. H. Bhuiyan and A. Siddiqua. **Tourism and Hospitality Marketing.** National University, Gazipur-1704, Bangladesh
2. P. Kotler, J. T. Bowen and J. C. Makens. **Marketing for Hospitality and Tourism (5th Edition).** Prentice Hall.

Course Code : 520913	Credits : 03	Class Hours : 90
Course Title :	Fundamental of Culinary Art	

Course Objectives: Food is fundamental to life. Not only does it feed our bodies, but it's often the centerpiece for family gatherings and social functions. In this course, students learn all about food, including food culture, food history, food safety, and current food trends. They also learn about the food service industry and prepare some culinary dishes. Through hands-on activities and in-depth study of the culinary arts field, this course helps students hone their cooking skills and gives them the opportunity to explore careers in the food industry.

Course Contents:

1. **Introduction to Culinary Art:** Definition of food technology; The origin of cooking; Classes of professional cookery; Weighing and measuring; Skills and career development.
2. **Aims and Objectives of Cooking:** Effect of Cooking; Characteristics of raw material; List of local and English cooking raw materials; Importance of spices and herbs; Methods of cooking.
3. **Introducing Popular Cuisine:** French cuisine; Chinese cuisine; Indian cuisine; Japanese cuisine; Italian cuisine; Mexican cuisine; Bangladeshi cuisine.
4. **Food Presentation:** Temperature; Flavor; Color; Shapes; Texture; Garnish; Plate and Platter arrangement; Accompaniment.
5. **Basic Food Preparation:** Mise-en-place; Stock; Sauces; Salad; Cuts of vegetables.
6. **Bakery and Patisserie:** Bakery; Principles of baking; Dough; Yeast; Bread and rolls; Pastry; Decorations; Fillings and toppings.
7. **Professional Cooking Equipment:** Equipment; Tools and utensils; Basic rules for knife handling.

Text Books:

1. Krishna Arora. **Theory of Cookery.** Frank Brothers & Publishers Pvt. Ltd.
2. Thangam e Philip's. **Modern Cookery (5th Edition).** Orient Blackswan.

Course Code : 520915	Credits : 02	Class Hours : 60
Course Title :	Front Office Operations and Reservation	

Course Objectives: The Managing front office operations course is designed to provide students with a basic understanding of front office procedures in the hospitality industry. Students will understand, organize, perform and evaluate front office functions that are critical to the success of a hotel. Students will be trained in the importance of guest service, along with the any

technical aspects of front office management. Describe how the hospitality industry is structured including the size, target markets, levels of service, ownership and affiliation, and reasons for traveling and identify the types of reservations, how reservations are made, and how reservations are confirmed and maintained.

Course Contents:

1. **Introducing Front Office:** Function and Importance of Front Office; Lobby; Front office equipment and furniture; Back office; Organizational hierarchy of front office.
2. **Front Office and Guest Handling:** Guest Cycle; Stage of guest contact with hotel; Front office interaction with other departments; Room key; Types of room key; Handling emergency situation-Bomb threat, Fire, Death of guest in a hotel, Theft, Handling a drunk guest.
3. **Tariff Structure:** Tariff; Tariff fixation; Basis of charging tariff; Room tariff card; Types of room rate.
4. **Reservation:** Function of reservation; Modes of reservation; Channels/source of reservation; Types of reservation; Overbooking; Up selling; Intersell agencies; Reservation confirmation and cancelation.
5. **Registration:** Registration process; Pre-registration; Receiving; Welcoming and greeting of guest; Assigning of room; Room status; Discrepancies report; Registration procedure; Express Check-in and Express Check-out system; No show.
6. **Concierge Services:** Role of Concierge; Bell desk; Bell desk procedures; Functions of concierge; scanty baggage procedure; Left luggage procedures.
7. **Front Office Cashier:** Guest Folio; Allowances; Points of sale; Paid out; Guest histories; Night audit; Task of a night auditor; Yield Management; Yield Statistics; Room occupancy; Single and double occupancy; ARR; Rev Par.
8. **Front Office Terminology/Glossary Terms**

Text Books:

1. S K Bhatnagar. **Front Office Management.** Frank Bros.
2. Sudir Andrews. **Front office Management and Operations (1st Edition).** McGraw Hill, India.
3. Michael L. Kasavana and Richard M. Brooks. **Managing Front Office Operations (8th Edition).** Educational Institute.

Course Code : 520916	Credit : 01	Class Hours : ---
Course Title :	Front Office Operations and Reservation (Practical)	

Course Contents:

1. Personal Grooming
2. Identification of Equipment
3. Draw out Reservation Format
4. Draw out Registration Format
5. Draw out Guest Folio
6. Check- in Procedure
7. Check- out procedure
8. Telephone Communication

Text Books:

1. S K Bhatnagar. **Front Office Management.** Frank Bros.
2. Sudir Andrews. **Front office Management and Operations (1st Edition).** McGraw Hill India.
3. Michael L. Kasavana and Richard M. Brooks. **Managing Front Office Operations (8th Edition).** Educational Institute.

Course Code : 520917	Credits : 02	Class Hours : 60
Course Title :	Housekeeping Management	

Course Objectives: A comprehensive study of the management principles which apply to the rooms division of a hotel property that includes front desk and housekeeping operations, reservations and billing, accounting procedures and public relations.

Course Contents:

1. **Housekeeping in Outlook:** Meaning; Importance of housekeeping; Responsibility of housekeeping department; Career in the housekeeping; Organizational hierarchy of housekeeping department; Attributes and qualities of housekeeping; Interdepartmental co-ordinates; Housekeeping control desk; Key control; Types of guest room; Furniture; Fixtures; Fittings; Room status.

2. **Managing Inventories:** Par levels; Linens; Inventory control of linens; Guest loan items; Types of guest loan items; Machines and equipment; Types of machine and equipment; Cleaning supplies; Types of cleaning supplies; Guest supplies; Types of guest supplies.
3. **Guestroom Cleaning:** Assembling supplies; Room assignments; Cleaning the guestroom; Entering the guestroom; Making the bed; Cleaning the bathroom; Vacuuming; Dusting; Deep cleaning; Turndown service and special requests.
4. **Public Area and Other Types of Cleaning:** Front of the house areas; Entrances; Lobbies; Front desk; Corridors; Elevators; Public restrooms; Swimming pool areas; Exercise room; Functional areas; Dining rooms.
5. **Housekeeping Practices:** Budgeting; Lost and found procedures; Pest control.

6. Housekeeping Terminology/Glossary Terms

Text Books:

1. Margaret M. Kappa, Chee Al Nitschke, C. H. A. Patricis, B. Schappert. **Managing Housekeeping Operation (3rd Edition)**. Product Manufacturer.
2. M. Grayfield, T. Bajao, M. Rene, D. Osorno and Felipe S. Embalzade. **Housekeeping Procedures**. McGraw Hill.

Course Code :520918	Credit : 01	Class Hours : ----
Course Title :	Housekeeping Management (Practical)	

Course Contents:

1. Identification's of Housekeep Equipment.
2. Dusting, Swiping, Mopping, and scrubbing
3. Cleaning of floor surface, glass, plastic, Walls, Leather and other common surface and household wooden furniture.
4. Step by step procedural demonstration of cleaning of bathroom, and Room.
5. Cleaning of various metals.
6. Practice of bed making.
7. Flower Arrangement

Text Books:

1. Margaret M. Kappa, Chhe Al Nitschke, C. H. A. Patricis, B. Schappent. **Managing Housekeeping Operation (3rd Edition)**. Product Manufacturer.
2. M. Grayfield, T. Bajao, M. Rene, D. Osorno and Felipe S. Embalzade. **Housekeeping Procedures**. McGraw Hill.

Course Code : 520919	Credits : 3	Class Hours : 90
Course Title :	HRM in Tourism and Hospitality	

Course Objectives: In today's world employees are considered as resources and thus proper management of this resource can benefit organizations in multiple ways. It addresses how HRM is handled in a dynamic environment by focusing on its fundamentals; employee rights; employment planning; job analysis and job description; recruitment; selection; socialization; managing employee performance and establishing rewards and pay plans.

Course Contents:

1. **Hotel Organization Structure:** Hotel Administration; Departmental pattern for hotel; Functional policies of a hotel; Organizational hierarchy of Hotel- Medium and large, Front office, Food and beverage service, Food and beverage production; The role of a hotel manager.
2. **Job Description and Job Specification of Hospitality Personnel:** Front office manager; Front office supervisors; Night auditor; Executive housekeeper; Executive chef; Sous chef; Food and beverage manager; F& B supervisor.
3. **Recruitment and Selection:** Recruitment; Sources of recruitment; Designing an application from; Designing; Resume; Selection; Process of selection.
4. **Training and Development:** Definition; Determining training needs and priorities; Training methods; Training aids; Basic classification of learning aids; Methods of evaluation of training outcomes; Improving effectiveness of training.
5. **Performance Appraisal:** Introduction; Common hazards in performance appraisal; Method of appraisal; Job rating.
6. **Rewards, Benefits, Compensation and Discipline:** Rewards; Criteria on which rewards can be distributed; Benefits; Legally required benefits; Compensation administration; Job evaluation and pay structure; Wages; Discipline.

Text Books:

1. Jagmohan Negi. **Human Resource Development and Management in the Hotel Industry** (**1st Edition**). Frank Brothers.
2. Raphael R. Karanaugh and Jack D. Ninemeien. **Supervisors in the Hospitality Industry** (**4th Edition**). Amer Hotel & Motel Assn.

Third Year_ Fifth Semester

Course Code : 530901	Credits : 3	Class Hours : 90
Course Title :	Tourism in Bangladesh	

Course Objectives: This specialized course has been offered to broaden the horizon of thinking of the graduate students about the prospect and problems of overall Bangladesh tourism. This course is highly analytical, critical, and participatory. The students have to form the groups and debate over several issues relating to Bangladesh tourism. The objective of this course is to make the future leaders in tourism sector more realistic, strategic, assertive and imaginative.

Course Contents:

1. **Introduction:** Travel before tourism; Bangladesh Travel and Tourism – a short history, Location and physical features of Bangladesh, Geography of Bangladesh; Branded amazing geographical tourism spots; Components of Bangladesh Tourism; Tourism in Bangladesh -a SWOT analysis.
2. **Approaches to the Study of Tourism:** Evolution of tourism planning; Tourism approaches; Prospective approaches and practices for sustainable tourism; Challenges that tourism planners face; Steps in tourism planning process.
3. **Statistical Facts and Economic Review of Bangladesh Tourism:** Progression or Regression? Tourism international Scenario; Tourism Bangladesh scenario; Economic contribution of travel and tourism to national economy of Bangladesh; Knowledge and image of Bangladesh to foreign travelers.
4. **Tourism Policy of Bangladesh and the Experiences from India, Nepal, and Bhutan:** What is a policy; Objectives of policy and how to achieve; Why do we need tourism policies and laws; Is tourism responsible for harmful effect on environment? Tourism laws and policies of Bangladesh; Tourism policies of India, Tourism policies of Nepal; Tourism policies of Bhutan; What should be guidelines for Bangladesh Tourism Policy.
5. **Problems and Prospect of Cultural, Archaeological (historical), and Sports Tourism in Bangladesh:** Cultural tourism; Foundation of Bangladesh culture; Cultural attractions of Bangladesh; Archaeological tourism; Archaeological tourism in Bangladesh; Problems and prospect of archaeological tourism; Sports tourism in Bangladesh.

6. **Problems and Prospect of Nature based Tourism in Bangladesh:** What is natural attraction and tourism; Nature tourism in Bangladesh; Hills tourism in Bangladesh; Forests/National parks tourism; Lakes and Water body tourism in Bangladesh; Beach tourism; Prospect of nature based tourism.
7. **Concerned Stakeholders of Bangladesh Tourism:** Role, relationship and responsibilities (3Rs) of tourism stakeholders.
8. **Policy Framework and Framework Model for Sustainable Tourism in Bangladesh:** Sustainability strategy and core value of tourism; Policies for sustainability; Framework for responsible tourism development in Bangladesh; Framework model for sustainable responsible tourism development in Bangladesh,

Text Books:

1. S. R. Hasan. **Tourism in Bangladesh.** National University, Gazipur-1704, Bangladesh.
2. S. R. Hasan. **Problem and Prospect of Bangladesh Tourism Industry.** Bureau of Business Research. University of Dhaka. Bangladesh.

Course Code : 530903	Credits : 02	Class Hours : 60
Course Title :	Food and Beverage Production	

Course Objective: This course prepares students with the skills, attitudes and knowledge needed for employment in food and beverage production and preparation occupations. Students develop skills to select and use proper equipment, supplies and procedures to produce a variety of food products to be served. Instruction includes topics such as customer relations, industry awareness, sanitation and food handling, recipes and measurements, and operational procedures.

Course Contents:

1. **The Cookery Processes and Healthy Eating:** Introduction; The Principal cookery methods- Boiling, Poaching, Steaming, Stewing, Braising, Roasting, Grilling, Shallow –Frying, Deep-Frying, Baking; Cold Preparations; Healthy eating; Using healthy eating practices when boiling; Poaching; Stewing and Braising; Cooking techniques; French Grilling terms; Reshuffle.
2. **Basic Food Preparation:** Stocks; Types of stock; Glazes; Sauces; Roux; Zakuski; Salads; Types of salads; Dressings; Types of dressings; Accompaniments and Garnishes; Soups; Types of soups; Commonly used garnishes for soups.
3. **Basic Principles of Food production:** Fish cookery; Classification of fish; How to choose fish; Court Bouillon; Pasta; Types of pasta; Meat cookery; Factor that give meat a good quality; Defrosting; Skinning; Trimming; Tenderness; How to judge the quality of the various meats; Steaks; Sausages; Types of sausages; Vegetable cookery; Classification of vegetables; Cuts of vegetables; Cereals and Pulses; Rice; Types of cooked rice dishes.

4. **Kitchen Management:** Food preparation Premises; Kitchen planning; Kitchen equipment; Cost control; Kitchen organization and brigade; Purchasing; Buying methods; Principles of purchasing; Standard purchasing specifications; The standard recipe; Stores; Principles of storages; Delivery procedure; Inventory system; Managing kitchen equipment.
5. **Bangladeshi Cuisine:** History; Common raw material used; Popular dishes- traditional, ethnic, festival; Serving techniques; common accompaniment and garnish.

Text Books:

1. Nelson Thomas. **Food Preparation and Cooking (2nd Edition).** City Guilds.
2. Thangame Philip's. **Modern Cookery (6th Edition).** Orient Black Swan.
3. Jerald W. Chesson CEC. **The art and Science of Culinary Preparation.** C.C.E. Educational Institute of American Culinary Federation.

Course Code : 530904	Credit : 01	Class Hours : ----
Course Title :	Food and Beverage Production (Practical)	

Course Contents:

1. Personal Grooming
2. Identification of Equipment
3. Identification of Raw Materials
4. Cuts of vegetables
5. Identification of Basic Mother Sauces and Stocks
6. Preparation of Five courses menu (Starting from Appetizer to Dessert-Indian, Chinese and Bangladeshi

Text Books:

1. Nelson Thomas. **Food Preparation and Cooking (2nd Edition).** City Guilds.
2. Thangam e Philip's. **Modern Cookery (6th Edition).** Orient Black Swan.
3. Jerald W. Chesson CEC. **The art and Science of Culinary Preparation.** C.C.E. Educational Institute of American Culinary Federation.

Course Code : 530905	Credits : 02	Class Hours : 60
Course Title :	Food and Beverage Service	

Course Objectives: Students will develop the applied knowledge and skills required to work as a professional team member in a full service, licensed restaurant operation. Various food and beverage service techniques and effective customer service skills and attitudes will be developed and practiced. This course will introduce basic knowledge of beer, wine and spirits.

Course Contents:

1. **Food and Beverage Service in Outlook:** Catering industry; Scope of the catering industry; Types of catering establishments; F&B service areas; Co-ordination with other departments.
2. **Food and Beverage Service Organization:** General points for all supervisory staff; Organizational hierarchy of the F&B service; Role of key staff of the F&B department.
3. **Food and Beverage Equipment:** Furniture- chairs, tables, linen; Napkins or serviettes; Cutlery; Flatware; Hollowware; Special purpose utensils; Salver; Chinaware; Glassware; Disposables; Special equipment; Bar equipment; Buffet equipment; Personal equipment.
4. **Menu Planning:** Menu; Types of menu; 13 courses of French classical menu; Compiling of menus; Factors to consider while planning a menu; Menu terminology.
5. **Types of Services:** Table service; Silver service; Family service; American service; French service; Russian service; Gueridon service; Bar counter; Assisted service; Buffet service; Carvery service; Self-service; Counter service; Cafeterias and Takeaways service; Fast food; IN SITU'; Tray or trolley; Home delivery and drive- in service; Breakfast; Types of breakfast.
6. **Types of Beverages:** Non- alcoholic beverages; Stimulating beverages; Service of tea and coffee, Brand name of tea and coffee; Cocoa; Nourishing beverage; Refreshing beverages; Mocktails; Squashes and cordials; Water; Alcoholic beverages- classification of alcoholic beverages, classification and service of wine and beer.

Text Books:

1. Bernard Davis. **Food and Beverage Management (5th Edition).** Butterworth-Heinemann.
2. Ronald F. Cichy and Paul E. **Managing Service in Food and Beverage Operations (2nd Edition).** Wise Educational Institute of the Amer Hotel.
3. Bobby George and Sandeep Chatterjee. **Food and Beverage Service and Management.** Jaico Publishing House.

Course Code : 530906	Credit : 01	Class Hours : ----
Course Title :	Food and Beverage Service (Practical)	

Course Contents:

1. Personal Grooming
2. Identification of Equipment
3. Checklist for Service
4. Preparing for service(Mise-en-Place)
5. Laying and relaying of a table cloth
6. Napkin Folds
7. Service of Water and Hot Beverages
8. Carrying of plates , glasses and food
9. Crumbing
10. Setting up of a five course table d'hote menu

Text Books:

1. Bobby George and Sandeep Chatterjee. **Food and Beverage Service and Management.** Jaico Publishing House.
2. Ronald F. Cichy and Paul E. **Managing Service in Food and Beverage Operations (2nd Edition).** Wise Educational Institute of the Amer Hotel.

Course Code : 530907	Credits : 03	Class Hours : 90
Course Title :	Food Hygiene and Sanitation	

Course Objective: The course introduces the principles of hygiene and food safety management and the management principles that flow them. The course provides an introduction to the legal frameworks relevant to hygiene and food safety.

Course Contents:

1. **Microbiology and Food Quality:** Basic Microbiology; Common food; Borne micro-organisms; Characteristics of micro-organisms; Beneficial role of micro-organisms in food.
2. **Food Contamination and Spoilage:** Food Contamination; Types of contaminants in food; Food spoilage; Reasons for food spoilage; Criteria for judging whether food is fit for consumption.

3. **Food Preservation:** Basic principles of food preservation; Food additives; Preservatives; Antioxidants; Food emulsifiers; Food colors.
4. **Food-Borne Diseases:** Diseases and their classification; Cross-contamination; Food-borne illness; Food poisoning; Food infections; Food allergies; Food adulteration.
5. **Personal Hygiene and Safety:** Personal hygiene; Personal appearance; Sanitary practices; Protective clothing; Importance of rest; Exercise and recreation; Sanitation Codes.
6. **Cleaning Procedures:** Cleaning and sanitizing; Necessity for an efficient cleaning program; Types of food soil; Water; Cleaning agents; Types of cleaning equipment- manual and mechanical; Pest control.
7. **Purchase and Storage of Food:** Receiving and inspecting deliveries; Food storage; Temperature danger zone.
8. **Food Standard:** Hazard Analysis and Critical Control Point (HACCP); Steps in HACCP; Identify CCPs; Sanitation Risk Management (SRM); BSTI; ISO; TQM; Zero Defect.

Text Books:

1. Sunetra Roday. **Food Hygiene and Sanitation (2nd Edition).** McGraw Hill Education.
2. Engr. Ernesto J. Galvez. **Principles of Hygiene, Safety and Sanitation.** Pdf Hand Note.

Course Code : 530909	Credits : 3	Class Hours : 90
Course Title :	Tourism Planning and Development	

Course Objectives:

The course will introduce the students to policy, planning and theories and their application to tourism. The course will increase the students' understanding on tourism policies development. Student will examine the relationship between tourism, public policy, planning and development.

Course Contents:

1. **Tourism Plans and Strategy:** Tourism planning; Key players in tourism planning, Rationale for tourism planning; Approaches to tourism planning; Strategic Planning; Guidelines; Strategic planning process.
2. **Public Policy Making:** Tourism in government level; Decision-making procedures; Models of decision making; Governance of local state; Development control plans; Zoning strategies for tourism development; Land use planning in tourism.

3. **Planning Methods:** Standards of provision- advantage, disadvantage; Resource-based planning; Market share approach; Matching resources to the needs of the market; Strategy formulation.
4. **Forecasting Tourism Demand:** Tourism forecasting; Demand change factors; Forecasting techniques; Tourism supply components.
5. **Planning for Particular Sectors and Groups:** Cultural and historical attractions; Heritage attractions; Outdoor Recreation; Culinary Tourism; Groups- women, ethnics, disabled and youth.
6. **Tourism Planning for Sustainable Destinations and Sites:** Sustainable tourism destinations and sites- meaning, key indicators, baseline issues; Marketing of destinations and sites; Sustainable tourism package; Sustainable planning process; Strategic directions; Monitoring and evaluation of strategy; Destination value chain; Carrying capacity for tourism sites.
7. **Community approach to Tourism Planning:** Community participation models- decision-making, community benefits, tourism planning; Community participation process; Role of community in delivering tourism products and services

Text Books:

1. M. A. H. Bhuiyan. **Tourism Planning and Development.** National University, Gazipur-1704, Bangladesh
2. A. J. Veal. **Leisure and Tourism Policy and Planning (2nd Edition).** CABI Publishing, Cambridge, USA.
3. Matthias Beyer. **Tourism Planning in Development Cooperation: A Handbook.** GIZ, Berlin, Germany.
4. Mason, P. **Tourism Impacts, Planning and Management (1st Edition.).** London: Elsevier.

Third Year_ Sixth Semester

Course Code : 530911	Credits : 3	Class Hours : 90
Course Title :	Research Methodology	

Course Objectives: The objective of this course is to ensure that students are able to conduct research independently with an understanding of related theories and techniques. Students will understand the basic research process and their application approaches in practice.

Course Contents:

1. **Introduction:** Research- Definition and scope; Research terminologies- Induction and deduction, Quantitative and qualitative approaches; Research process; Complete picture of research.

2. **Research Concept:** Problem statement; Literature review; Conceptualization; Research question; Theoretical framework; Conceptual framework; Hypothesis.
3. **Quantitative Research Techniques:** Questionnaire: Self-administered questionnaire method, Computer assisted personal interviewing (CAPI).
4. **Qualitative Research Method (QRM):** Basic concept and pre-requisites of QRM; Research techniques in QRM- Personal interviews, Focus group discussion, Personal observation, Case study.
5. **Sampling:** Census vs. Sampling; Importance of sampling; Planning and Designing a sample survey; Different techniques of sampling.
6. **Data Analysis:** Data interpretation and presentation; Editing data; Tabulation; Statistical tools for data analysis- univariate, bivariate and multivariate; Analysis of case references, SWOT analysis.
7. **Report Writing:** Format of the research paper; front matter; text style; Quotations; Referencing and citation.

Text Books:

1. M. NurulIslam. **An Introduction to Research Methods (3rd Edition)**. Mullick & Brothers, Dhaka.
2. Donald R. Cooper and Pamela S. Schindler. **Business Research Methods (12th Edition)**. McGraw – Hill Irwin, USA.
3. C. R. Kothari. **Research Methodology: Methods & Techniques (Latest Edition)**. Vishwa Prokashan, New Delhi, India.

Course Code : 530913	Credits : 3	Class Hours : 90
Course Title :	Tourist Behavior	

Course Objectives: This course will enable students to explore the factors which motivate the tourists to choose and purchase the tourism products and services. The course highlights the links between market segments and decision making. The students can identify the demand characteristics of different tourism segments in competitive market.

Course Contents:

1. **Human behavior:** Concept of human behavior; Environmental factors influencing human behavior; Theories of human behavior.

2. **Concept of tourist behavior:** Meaning of tourist behavior; Nature of tourist behavior; Importance of studying tourist behavior; Understanding tourist behavior.
3. **Consumer buying behavior:** Environmental factors for buying behavior; Buyer's factors; Consumer decision-making.
4. **Cultural influences on tourist buying behavior:** Cultural influences on buyer's personal characteristics; Cultural influences on buyer's psychological characteristics; Cultural influences on buyer's decision process.
5. **Determinants of tourist behavior:** Consumer-based variables; Market segmentation in tourism; Affective states in tourism behavior; Affective attribution and destination image research.
6. **Environmental determinants of tourist behavior:** E-tourist behavior; Personalized and interactive communication; Evaluation of alternatives; Role of media in tourist behavior.

Text Books:

1. S. R. Hasan and M. A. H. Bhuiyan. **Tourist Behavior.** National University, Gazipur-1704, Bangladesh
2. Yvette Reisinger. **International Tourism: Cultures and Behavior (1st Edition).** Elsevier, USA.
3. Metin Kozak and Alain Decrop (Eds.). **Handbook of Tourist Behavior: Theory and Practices.** Taylor & Francis Group, New York, USA

Course Code : 530915	Credits : 02	Class Hours : 60
Course Title :	Food and Beverage Management	

Course Objective: This course, an introductory Food & Beverage Management course, is designed as an overview to prepare students for F&B core courses and to introduce them to specialty areas. Students will learn the basics of food service management and operations with an emphasis on the fundamental values of hospitality and responsible management. Students will gain knowledge of and understand how the correct blend of hard skills (food and beverage management principles) and soft skills (providing exceptional guest service) can maximize profits in the hospitality industry. Additional topics will include menu planning and pricing, types of service styles, food and beverage marketing, facility design and layout, financial controls, sanitation, safety, ethics, and legal concerns.

Course Contents:

1. **Planning and Designing for Production and Service:** Design development; Space relationship; Total Quality Management (TQM); Standard recipe; Standard Specifications (SPS); Branding; Menu engineering; Menu pricing.

2. **Food and Beverage Control:** The fundamentals of control; Setting the budget and break-even analysis; Methods of food control; Calculation of beverage cost; Methods of beverage control and checklist.
3. **Purchasing, Receiving and Storing:** The purchasing procedure; Purchase specifications for food and beverage; Receiving of food; Storing and issuing food and beverage.
4. **Bar Design, Equipment and Beverages:** Atmosphere and décor; Trends in bar design; Basic elements of layout; Types of bars; Bar equipment; Alcoholic beverages-Whisky, Brandy, Vodka, Tequila, Rum, Gin.

Text Books:

1. Bernard Davis. **Food and Beverage Management (5th Edition).** Butterworth-Heinemann.
2. Ronald F. Cichy and Paul E. **Managing Service in Food and Beverage Operations (2nd Edition).** Wise Educational Institute of the Amer Hotel.
3. Bobby George and Sandeep Chatterjee. **Food and Beverage Service and Management.** Jaico Publishing House.

Course Code : 530916	Credit : 01	Class Hours : 30
Course Title :	Food and Beverage Management (Practical)	

Course Contents:

1. Identification of Equipment
2. Service of Alcoholic Beverage
3. Reading a wine label
4. Writing s Menu in French and English
5. Preparation of Cocktails and Mocktails

Text Books:

1. Bernard Davis. **Food and Beverage Management (5th Edition).** Butterworth-Heinemann.
2. Ronald F. Cichy and Paul E. **Managing Service in Food and Beverage Operations (2nd Edition).** Wise Educational Institute of the Amer Hotel.
3. Bobby George and Sandeep Chatterjee. **Food and Beverage Service and Management.** Jaico Publishing House.

Course Code : 530917	Credits : 3	Class Hours : 90
Course Title :	Computerized Reservation System (CRS)	

Course Objectives: This course will provide students with a working-level competency of the computer reservation system (CRS). Upon completion of this course, each student should be able to demonstrate the ability to access and utilize Galileo information systems. Create, change and maintain passenger name records, queuing techniques, customer profiles and frequent flyer programs while illustrating trends and emerging issues. Identify appropriate pricing of itineraries, demonstrating the use of Sabre within the process. Demonstrate the generation of automated tickets and boarding passes and evaluate the system capabilities to aid this process. Research and critique airfare regulations and provide analysis of requirements when assessing, interpreting and quoting airfares to the consumer.

1. **IATA, UFTAA, ICAO, FAA, CAA, ATAB, Conventions:** Chicago and Warsaw convention, Freedoms of Air/Air Traffic Freedom, Bilateral agreements/Air Transport Agreement, IATA Areas of the world, IATA global Indicators, Anatomy of Journey. Concept of Pricing Unit.
2. **Local Currency Fares Ticketing terminology:** Maximum Permitted Mileage, MPM, ticketed Point Miles TPM, Extra Mileage Allowance EMA Extra Mileage Surcharge EMS, Higher Intermediate Point HIP.
3. **Types of Journey:** One way, Round Trip, Circle Trip, The RT and CT Fare Construction Formula, Tax References, Children and Infant and Minor Passengers, Unaccompanied passenger UM, PRM (Passenger with Reduced Mobility). Fare calculation Rules, Fare construction terminology, Fare Construction with IATA /UFTAA Formula Normal fares, Net Fares, BSP (Billing and Settlement Plan).
4. **Introduction to Global Distributions System and Computerized Reservation System:** Types of CRS- Amadeus, Galileo, Sabre and World Span. Encoding and Decoding, Neutral availability Return Availability, Waitlisted and ARNK Segments, Ticketing Element, Building a PNR, Docs, APIS (Advance Passenger Information System).
5. **Practical with Galileo:**
6. **Building a PNR-supplementary Data:** Optional Service Information; Special Service Request; Retrieving and Displaying a PNR; Cancelling PNR Elements; Modifying PNR Elements; Changing Segment Status; Splitting a PNR; Baggage rules and entitlement; Refund.

Text Books:

1. Mohinder, C. **Travel Agency Management: An Introductory Text.** New Delhi: Anmol Publications Pvt. Ltd.
2. Syrett, G. **Manual of Travel Agency Practice (3rd Edition).** Elsevier.
3. Galileo Training Manual

Course Code : 530919	Credits : 3	Class Hours : 90
Course Title :	Fundamentals of Finance	

Course Objectives: Fundamentals of Finance highlights the modern, analytical approaches to corporate finance decision-making. The course has been structured to focus on finance and its implications in the financial decision-making process and policy. The broad objective of this course is to provide students with sound theoretical knowledge on principles and practices of financial management. Student will earn conversant with cost of capital, capital budgeting and investment decisions, value of money, risk and risk management through this course.

Course Contents:

1. **Introduction:** Definition; Business finance; Functions of financial manager; Goals of the firm; Social responsibilities of the firm.
2. **Concepts of Risk and Return:** Definition of risk; Difference between risk and uncertainty; Relation between risk and return; Measurement of risk; Total risk; Portfolio risk; Corporate risk; Market risk; Significance of risk in the field of financial environment.
3. **Time Value of Money and its Application:** Time value definition; Present value; Future value; Concept of annuity; Compounding effective rate of return.
4. **Bonds and Convertible securities:** Bonds; Types of long term debt; Important bond features; Bond refunding; Junk bonds; Advantages and disadvantages of financing with debt; Convertible securities; Conversion terms; Valuation of convertibles; Bond ratings; Provisions in bond indenture.
5. **Introduction to Capital Budgeting:** Concept of capital; Budgeting capital; Budgeting decisions rules; Evaluation of the decision rules; Comparison of NPV and IRR methods; Comparison of the NPV and P1 methods; Multiple IRR.

Text Books:

1. Charles P Jones. **Introduction to Financial Management.** Homewood, IL. Irwin.
2. Stanley B Block and Geoffrey A Hirt. **Principles of Finance.** Richard D Irwin.

Fourth Year_ Seventh Semester

Course Code : 540901	Credits : 3	Class Hours : 90
Course Title :	Geography of Tourism	

Course Objectives: The objective of this course is to give an understanding on geographical aspects of tourism. Students will learn several consequences of spatial variation in tourism like as physical, economic, environmental, regional and international perspectives.

Course Contents:

1. **Contemporary Geography of Tourism:** Relationship between leisure, recreation and tourism; Tourist motivations; Tourism typologies; Tourism experience; Geography and tourism.
2. **The Popularization of Tourism:** Formation of resort; Popularization of the seaside; Patterns of tourism since and after 1945; New tourist areas; The decline of traditional resorts.
3. **Changing Spatial Patterns of International Tourism:** Origins of international tourism; Development of international tourism (Post-1945); Growth of international tourism; The fashion ability of international travel; Variations in patterns of development.
4. **The Physical and Economic Development of Tourism:** Physical development of tourism; Contrasting forms of tourism development; Tourism and economic development.
5. **Environmental Consequences of Tourism Development:** Environmental impacts of tourism; Sustainable relationship between tourism and environment; evaluation of environmental impacts; Sustainability and alternative forms of tourism.
6. **Tourism Issues in South Asia:** Physical geography; Human geography; Mountain Adventures; Pilgrimage or religious tourism.
7. **Sustainable Tourism with Reference to Bangladesh:** Sustainability issues in tourism policies; Sustainable consumption and production in tourism; Blue economy and tourism; Sustainability in sensitive destinations-Sundarbans, Saint Martin, Chittagong Hill Tracts.

Text Books:

1. Stephen Williams. **Tourism Geography.** Routledge, New York, USA.
2. Alan A. Lew, C. Michael Hall and Dallen J. Timothy. **World Geography of Travel and Tourism: A Regional Approach.** Butterworth-Heinemann, Elsevier, USA.

Course Code : 540903	Credits : 3	Class Hours : 90
Course Title :	Community and Cultural issues in Tourism	

Course Objectives: The course will provide an insight into the meaning of culture and look at the ways in which cultures meet and interact. Consideration will be given to cross-cultural issues and challenges in meeting the needs of both the host community and the tourists from tourism perspectives. The range and diversity of cultural issues will be identified and market place approaches for cultural tourism will be explored.

Course Contents:

1. **Concept of Cultural Tourism:** Definition; Development of cultural tourism; Cultural tourism product; Motivation for cultural tourism; Issues in cultural tourism; Advantages and disadvantages of cultural tourism.
2. **Cultural Tourism Interpretation and Anthropology:** Socio-cultural impacts; Development option; Cultural networks; Cultural initiatives; Representation of living history; Anthropology- features of anthropology, field and theme of anthropology.
3. **Indigenous Cultural Tourism, Arts and Festivals:** Indigenous cultural tourism; Community based approach to indigenous culture; Cultural representation of indigenous people; Relationship between cultural tourism and the arts; Festivals, tourists and performers; Development of ethnic arts, festivals and carnivals as cultural tourism.
4. **Heritage Tourism:** Heritage interpretation; Role and function of museum; Dissonant heritage; Ethnic, indigenous and minority heritage; Industrial heritage tourism; Relationship between heritage and cultural tourism; World heritage sites; Sustainable tourism development in historic towns.
5. **Community Perspectives in Tourism:** Sustainable livelihood and tourism; Economic, social and environmental impacts; Local community participation; Community Based Tourism (CBT)- Definition; Principles; Benefits; Stakeholders' role; International best practices, CBT in Bangladesh.
6. **Cultural Tourism in Bangladesh:** Cultural products; Archeological attractions; Heritage attractions.

Text Books:

1. M. A. H. Bhuiyan. **Community and Cultural Issues in Tourism.** National University, Gazipur-1704, Bangladesh
2. Melanie K. Smith. **Issues in Cultural Tourism Studies.** Routledge, Taylor and Francis Group, New York.

3. J. Hummel, Hugo de Jong and K. Dhiradityakul. **Innovating CBT in ASEAN: Current Directions and New Horizons**, The Thailand Community Based Tourism Institute (CBT-I).
4. Mohammad Ali Milu. **Cultural and Folklore Heritage of Bangladesh: Cultural Heritage**. Independent Publishing Platform

Course Code : 540905	Credits : 2	Class Hours : 60
Course Title :	Travel Agency and Tour Operations	

Course Objectives: The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units. The students will set practical knowledge relating to travel and tour operation.

Course Contents:

1. **The Roles and Functions of Travel Agents:** Introduction; Travel agency; Functions of travel agency; Different types of products and services offered by a travel agency; Different types of tours; Common travel terminology; Tasks and responsibilities of a tour operator and travel agency.
2. **Types of Tour Operations:** Types of travel operations; Travel sales distribution system; Wholesale and retail agents; Inbound and outbound tour operators and travel agents; Travel facility management.
3. **Skills in Dealing with Clients in a Travel Agency:** Attitude of a travel agent; Telephone techniques; Skills in presenting products to clients; Techniques for dealing with difficult clients; Identifying the client's needs.
4. **Package Tour Development:** Destination research; Different types of contracts with tourism suppliers; Itinerary planning; Cost calculation; Marketing a tour; Job nature of a tour guide and a tour escort; Planning a group tour; Tour motivation and vacation decision.
5. **Important Travel Requirements:** Different types of travel documents- visa, passport; Travel insurance and compensation; Travel industry compensation fund.
6. **Transportation:** Nature of transport system; Mode of transport; IATA traffic and conference areas; Transport regulation; Logical routings of airlines; Time differences and elapsed flying time; Airport information; Stopover holidays; Cruising. International cruise destinations; Cruising areas, Cruising in Bangladesh.

Text Books:

1. Mohinder, C. **Travel Agency Management: An Introductory Text**. New Delhi: Anmol Publications Pvt. Ltd.
2. Syratt, G. **Manual of Travel Agency Practice (3rd Edition)**. Elsevier.
3. Weiler, B, & Black, R. **Tour Guiding Research: Insights, Issues and Implications**. Bristol, UK: Channel View Publications

Course Code : 540906	Credit : 1	Class Hours :
Course Title :	Travel Agency and Tour Operations (practical)	

Course Contents:

1. Preparing the tour brochure
2. Itinerary

Text Books:

1. Mohinder, C. **Travel Agency Management: An Introductory Text.** New Delhi: Anmol Publications Pvt. Ltd.
2. Syratt, G. **Manual of Travel Agency Practice (3rd Edition).** Elsevier.
3. Weiler, B, & Black, R. **Tour Guiding Research: Insights, Issues and Implications.** Bristol, UK: Channel View Publications

Course Code : 540907	Credits : 3	Class Hours : 90
Course Title :	French Language	

Course Contents:

1. Features of French Language including pronunciation of words ending with consonants etc, versus English Language.
2. Before full-fledged learning, we need to learn the language infrastructure (Grammar), some essential words comprising pronouns, nouns, adjectives and verbs with (conjugation).
3. Gender issues in French language, subject corresponds to adjective (with gender, singular or plural). Every noun has a gender, adjective has gender, past participle has plural form and gender. Possessive Pronouns have gender, etc.
4. Classification of verbs broadly regular and irregular and then into three categories.
5. There are few types of verbs namely ; Normal verb, movement verbs and reflexive verbs
6. French Alphabets and Numerical digits from 1-100 (cardinal numbers) and Ordinal numbers.
7. Use of Articles and related issues.
8. Pronouns and Question words.
9. Days of the week, months and seasons
10. Today, Tomorrow, Yesterday, morning, Afternoon, Evening, Night, etc
11. Tenses sentences and patterns.
12. Negative Sentences in French language.
13. Interrogative Sentences
14. Vocabulary consisting of verbs, adjectives and others
15. Time, Day Week, Month and Year

16. **Words Classifications:** Family Related Words; Education; Office and Others; Doctor and Medicine; Countries, Nature etc.; Books and others; Water, Dinks etc.; Meals and Food etc.; People related; Roads and Streets; Plane, Bus, Car etc.; Stops of Bus, Train and Plane; House hold Items; Rooms and others; Hotel Room; Others Equipment; Names of Colors; Communication Equipment.
17. **Dialogues/Conversations on Various Situations of Everyday Life:** Greetings; Professions; Family Situation; Nationality and your Country; Talking to French National in France; About Your University; The City you live in; About a Place (Tourist Spot) to visit; Dining in a Restaurant; Travelling by bus or Car; Seeing a patient in the hospital; Going to the Airport; Booking an Hotel; Watching a movie in the television; Visiting a Doctor; Shopping in a Market; Buying things from a shop; My Hobby.

Course Code : 540909	Credits : 3	Class Hours : 90
Course Title :	Tourism and Hospitality Entrepreneurship	

Course Objectives: The course provides the understanding, role and features of entrepreneurship in the field of tourism and hospitality. The course discusses the various aspects of entrepreneur, entrepreneurship and leadership process in tourism industry.

Course Contents:

1. **The Process of Entrepreneurship:** Entrepreneurship- definition, types, elements; Features of an entrepreneurial firm; Entrepreneurs- definition, categories, characteristics.
2. **Creativity, Innovation and Entrepreneurship:** Creativity-definition, innate or learned, idea generation; Creativity and entrepreneurship; Identifying opportunities; Innovative tourism and hospitality business.
3. **Preparing Business Plan:** Mission statement, objectives and actions; Products and services; Competitors; Local environment; Competitive business strategy; Forecasting results; Presenting the business plan.
4. **Hospitality and Entrepreneurship:** On hospitality- social domain; On hospitability- domestic domain, commercial domain; Attractiveness of hospitality activities; Commercial accommodations.
5. **Leadership and Entrepreneurs:** Leadership styles; Entrepreneur as leader; Team efforts in hospitality industry; Successful growth of firms; Challenges for entrepreneur.
6. **Tourism and Social Entrepreneurship:** Social entrepreneurship within tourism studies; Institutional and policy support; Conceptual framework; Business models.

Text Books:

1. Alison Morrison, Mike Rimmington and Claire Williams. **Entrepreneurship in the Hospitality, Tourism and Leisure Industries.** Elsevier Ltd.
2. Darren Lee-Ross and Conrad Lashley. **Entrepreneurship and Small Business Management in the Hospitality Industry.** Elsevier Ltd.
3. Pauline J. Sheldon and Roberto Daniele (Eds.). **Social Entrepreneurship and Tourism: Philosophy and Practice.** Springer International Publishing.

Fourth Year_ Eighth Semester

Course Code : 540911	Credits : 2	Class Hours : 60
Course Title :	Destination Management	

Course Objectives: This course takes a destination management and marketing approach to tourism, and focuses on the planning of destination experiences, and the management of sustainable destinations. Students will identify, and analyze in detail, how these two principles have been integrated in a variety of destinations to enhance global competitiveness. Topics include the roles and functions of governments and destination management organizations (DMOs); planning and product development; policy and regulation; positioning and branding; resources, networks and partnerships; risk management and disaster recovery and the implementation sustainable tourism. This course builds on, and considers, fundamental and advanced topics in tourism marketing, governance and sustainable planning and management.

Course Contents:

1. **Tourist Destination Development:** Tourist product; New product development in tourism; Tourist destinations; Concepts/notions; Formulation of a Master Plan; Resort development; Implementation of the plan; Tourism destination area development; Tourism product development; Development of tourist destinations; Tourist destination zones and destination areas; Criteria for the selection of tourism destination development areas.
2. **Strategic Planning and Management:** Strategic planning for tourism; Strategic management in tourism; Destination planning analysis and synthesis; Appraisal of tourist facility; Infrastructure requirements; Carrying capacity analysis; Identification of markets and market trends.
3. **Holiday Choice:** Travel choice behavior; Holiday choice; Consumer's decision making process; Attractiveness of a tourist product/destination; Demand perspective; Destination choice; Destination services and tourists' satisfaction.
4. **Marketing of Tourist Destinations:** Marketing planning practices for destinations; Market segmentation; Destination maturation and market changes; Product life cycle and marketing; Destination imagery; Product positioning; Tourism marketing management; Marketing plan; Destination organizations and communication leverage.

5. **Destination Development Policies:** Destination development; Historical basis; Reviewing destination resources; Plurality and decision; Taking in destination development; Government support for tourism investment and development; Emerging tourism policy paradigms; Tourism Metamorphosis; Ecotourism; Green tourism, Farm tourism; Rural tourism; Soft tourism; Alternate tourism; Heritage tourism; Cultural tourism; Ethnic tourism; Senior citizen tourism; Sustainable tourism; Components of sustainable tourism development.
6. **Tourism, Environment and Wildlife:** Policymaking and wildlife; Managing wildlife; Legal protection and wildlife.

Text Books:

1. Krishan K. Kamra. **Managing Tourist Destination.** Kanishka Publishing House.
2. Alastair M. Morrison. **Marketing and Managing Tourism Destinations,** Taylor & Francis.

Course Code : 540912	Credit : 01	Class Hours : -----
Course Title :	Destination Management(Field Work)	

Course Contents:

Submission of Assignment

Course Code : 540913	Credits : 03	Class Hours : 90
Course Title :	MICE Management	

Course Outline: This course gives students an overview of the MICE(Meetings, Incentive, Conventions and Events/Exhibitions) sector of the tourism industry. Students will understand the managerial and operational aspects pertaining to MICE industry. The purpose of this course is to acquire an in depth knowledge about the specialized field of "MICE industry" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a MICE context.

Course Contents:

1. **Introduction to Event Management:** Introduction; Characteristics; Category of events; Types of events; Meetings.
2. **Concept and Design:** Developing the concept; Purpose of the events; Theme of the event; Revenue for the event; Designing the event.
3. **Planning:** Establish the aims of the event; Establish the objectives; Prepare an event; Proposal.

- 4. Staging:** Choosing the event size; Conducting rehearsals; Providing services; Arranging catering; Organizing accommodations; Managing the environment.
- 5. Staffing:** Developing organization charts; Drawing up rosters; Shift routine and specific tasks; Briefing staff.
- 6. Legal Compliance:** Relevant legislation; Business registration; Liquor licensing.
- 7. Marketing and Promotion:** Nature of event marketing; Process of event marketing; Features of the product; Identity customers; Image/Branding; Advertising.
- 8. Prospect of MICE management in Bangladesh:** Scope; Types of events and their set up; Significant event venues; Promotion of events.

Text Books:

1. Lynn Van Der Wagen and Breada R. Carlos. **Event Management**. Pearson.
2. Nilton T. Astrolf. **Convention Management and Service**. Amer Hotel and Motel Assn.

Course Code : 540914	Credits : 6	Duration: 6 months
Course Title :	Internship (Report and Defense)	

Course Code : 540916	Credits : 3	Duration: 00
Course Title :	Viva -Voce	