

# **Daffodil International University**

Department of Tourism and Hospitality Management

**Faculty of Business and Entrepreneurship**

**Program:** Bachelor of Tourism and Hospitality Management (BTHM)  
(4-Year Honors Program)

**Daffodil Smart City (DSC), Birulia, Savar, Dhaka-1216**

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# OUTCOME BASED CURRICULUM

## Bachelor of Tourism and Hospitality Management (BTHM) Program

### Vision of the University

V1	A center of excellence through up-to-date technology based and student centric education of global standard, research and internalization
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### Mission of the University

M1	Providing students with educational opportunities and practices that prepare them for a rapidly changing world;
M2	Promoting a world-class education system through a culture of innovation and internationalization;
M3	Contributing to the advancement of knowledge and sustainable development through research and innovation;
M4	Empowering students and researchers to make a positive impact on society and to lead the way towards a brighter future for all; and
M5	Maintaining industry-academia linkage for learning and research leading to successful career.

## **Department of Tourism and Hospitality Management**

### **Vision Statement of the BTHM Program:**

We aspire to be the center of excellence in the field of Tourism and Hospitality education by understanding the integration of tourism with the hospitality industry according to the national policies and plans, keeping in line with the trends of the world in a sustainable manner.

### **Mission Statement of the BTHM Program:**

The mission of the Department of Tourism & Hospitality Management is to provide training, skill development and education needed to prepare individuals for effective job performance in the hospitality, tourism and entertainment industries.

## **Bachelor of Tourism and Hospitality Management (BTHM) Degree**

### **Description of the BTHM Program:**

**Bachelor of Tourism and Hospitality Management (BTHM)** program under the Faculty of Business & Entrepreneurship at Daffodil International University (DIU) offers the **BTHM degree**. This program comes under the tertiary sector which is also known as the service sector. The primary sector includes agriculture, fisheries, forestry and extraction such as mining; while the secondary sector is the same as the manufacturing sector. BTHM program involves provision of services to other businesses as well as final consumers.

In the dynamic and ever-evolving landscape of global tourism and hospitality, Daffodil International University's Department of Tourism and Hospitality Management (DTHM) stands at the forefront of academic excellence and industry relevance. As we navigate through the 21st century, the need for strategic planning has never been more critical. This strategic plan serves as a roadmap, guiding our department toward sustained growth, academic innovation, and impactful contributions to the tourism and hospitality sectors.

Our vision is to be a premier institution for tourism and hospitality education, recognized globally for our commitment to excellence, innovation, and sustainability. We aim to produce graduates who are not only equipped with the necessary skills and knowledge but are also prepared to address the challenges and opportunities within the industry with a global perspective.

Our mission is to provide a comprehensive and dynamic education in tourism and hospitality management, fostering an environment that encourages critical thinking, ethical leadership, and practical skills. We are dedicated to advancing research, promoting sustainable practices, and engaging with industry stakeholders to enhance the quality of education and professional development.

### **Objectives of the Program:**

Developing program objectives for a Department of Tourism and Hospitality Management involves crafting goals that align with industry standards, meet academic requirements, and prepare students for successful careers. Here are some key objectives:

**Academic Excellence:** Provide high-quality education that covers fundamental and advanced topics in tourism and hospitality management.

**Practical Skills Development:** Equip students with hands-on experience and practical skills necessary for the tourism and hospitality sectors.

**Industry-Relevant Knowledge:** Ensure students understand current trends, technologies, and best practices in tourism and hospitality management.

**Cultural Competence and Global Awareness:** Prepare students to work effectively in a diverse and globalized environment.

**Leadership and Management Skills:** Develop students' leadership and management skills to prepare them for supervisory and managerial roles in tourism and hospitality.

**Research and Innovation:** Encourage research and innovation to advance knowledge and practices in the field.

**Professional Development:** Support ongoing professional development and career readiness for students.

### **4<sup>th</sup> Industrial Revolution and SDG goal:**

**01:** Integrate Advanced Technologies for Sustainable Tourism Practices. Leverage cutting-edge technologies such as artificial intelligence (AI), big data analytics, and Internet of Things (IoT) to enhance tourism management and promote sustainable practices.

#### **SDG Alignment:**

- **SDG 9 (Industry, Innovation, and Infrastructure)**
- **SDG 12 (Responsible Consumption and Production)**

**02:** Foster Inclusive Growth and Community Engagement in Tourism Development. Design and implement programs that use digital tools to enhance community participation in tourism development, ensuring that benefits are shared equitably and contribute to local economic growth.

#### **SDG Alignment:**

- **SDG 8 (Decent Work and Economic Growth)**
- **SDG 10 (Reduced Inequalities)**

These objectives align with both the technological advancements of the 4th Industrial Revolution and the broader goals of sustainable and inclusive development outlined in the SDGs.

### **Slogan:**

1. The care for your country could be your career
2. Be a contributor to the beauty of Bangladesh

**Semester schedule for one academic year is as follows:**

<b>Description</b>	<b>Name of the Semester</b>	<b>Duration</b>
Semester I	Spring	January – June
Semester II	Fall	July – December

**Marks Distribution: Theory**

<b>Description</b>	<b>Allotted Marks</b>
Class Attendance	07
3 Quizzes (at least)	15
Assignment & Presentation	08+05=13
Midterm Exam	25
Semester Final Exam	40
Total Marks	100

**Marks Distribution: Lab work**

<b>Description</b>	<b>Allotted Marks</b>
Class Attendance	10
Midterm Exam	20
Lab Performance	20
Lab report/Laboratory report/Project report / Labnote book	20
Lab Final /Lab Mark	30
Total Marks	100

## Graduate Attributes

Generic Skills	Skills development mechanism
<p><b><u>Fundamental Skills:</u></b></p> <ul style="list-style-type: none"> <li>a) Reading</li> <li>b) Writing</li> <li>c) Speaking</li> <li>d) Listening</li> <li>e) IT familiarity</li> <li>f) Subject related skills</li> <li>g) Innovation and entrepreneurskill</li> <li>h) Ethical and decision makingskill</li> </ul>	<ul style="list-style-type: none"> <li>a. Reading subject-related books and newspapers</li> <li>b. Individual or group presentation for enhancing speaking skill</li> <li>c. Using technological tools for developing ICT knowledge</li> </ul>
<p><b><u>Social Skills</u></b></p> <ul style="list-style-type: none"> <li>a) Communication</li> <li>b) Coordination</li> <li>c) Negotiation</li> <li>d) Instruction</li> <li>e) Team work</li> <li>f) Time management</li> <li>g) Cultural sensitivity</li> </ul>	<ul style="list-style-type: none"> <li>a. Writing assignment, presentation in each course, etc.</li> <li>b. Working in group for enhancing communication and coordination skills</li> </ul>
<p><b><u>Thinking Skills:</u></b></p> <ul style="list-style-type: none"> <li>a) Research skill</li> <li>b) Critical thinking</li> <li>c) Decision making</li> <li>d) Problem solving</li> <li>e) Leadership skill</li> <li>f) Customer service</li> <li>g) Industry analysis skill</li> </ul>	<ul style="list-style-type: none"> <li>a. Using subject-related different problems and/or cases in the class for improving critical thinking skills</li> <li>b. Presenting subject-related decision-making problems and/or cases in the class for developing decision making skills</li> <li>c. Presenting subject-related numerous problems and/or cases in the</li> <li>d. class for developing problem solving skills</li> </ul>
<p><b><u>Personal Skills:</u></b></p> <ul style="list-style-type: none"> <li>a) Creativity</li> <li>b) Sincerity</li> <li>c) Honesty</li> <li>d) Personal development</li> <li>e) Time management</li> </ul>	<ul style="list-style-type: none"> <li>a. Presenting different real-life problems in the class so that students can apply their creativity in solving the problems</li> <li>b. Presenting different real-life problems in the class with time limitations for solving the problem so that students can solve the problem within the given time, thereby developing time management skills</li> </ul>

## Program Educational Objectives (PEO)

### PEO 1: Leadership in the Industry:

Graduates of the department should aspire to take on leadership roles in the tourism and hospitality industries. They should be prepared to guide and influence the direction of the field.

### PEO 2: Communication skills & Global Perspective:

Graduates should have a global mindset, efficient communication skills (oral, written & techno based), and be capable of working in diverse cultural contexts, recognizing the importance of international markets and trends.

### PEO 3: Ethical Decision-Making and Sustainable Practices:

Graduates should uphold high ethical standards and present sustainable and responsible practices within the tourism and hospitality sectors, promoting ethical and environmentally friendly approaches.

### PEO 4: Innovation and Entrepreneurship:

Graduates should be encouraged to pursue entrepreneurial opportunities within the industry and foster a culture of innovation and creativity.

### PEO 5: Research, Problem-Solving, Critical Thinking, and digital literacy:

The Department strives to develop graduates who excel in research, problem-solving, critical thinking, and digital literacy that enabling them to address complex challenges in the tourism and hospitality sectors.

## Program Learning Outcomes of BTHM

SL	Outcome Code	Description
1	PLO1	Ability to understand the global tourism and hospitality industry's structure, dynamics, and trends
2	PLO2	Demonstrate comprehensive knowledge of the tourism and hospitality industry, including its components, operations, and the latest trends
3	PLO3	Ability to acquire skills for effective management and leadership across hospitality sectors
4	PLO4	Demonstrate excellence in delivering superior customer service with cultural sensitivity
5	PLO5	Implement sustainable, ethical practices in tourism and hospitality settings
6	PLO6	Demonstrate cultural sensitivity and awareness in a globalized service environment
7	PLO7	Utilize current technologies and digital tools in the tourism and hospitality industry
8	PLO8	Apply leadership and act on entrepreneurial opportunities for innovation in the tourism and hospitality sector
9	PLO9	Communicate effectively and work collaboratively in diverse teams

### Generic Skills/Graduate profile:

1. Leadership skills
2. Industry analysis
3. Innovation and Entrepreneurship
4. Understand Work place health and safety
5. Ethical decision making skills
6. Communication skills
7. Problem Solving skill
8. Teamwork
9. Time management skills
10. Work with minimal supervision
11. Technology proficiency
12. Cultural Sensitivity
13. Customer Service
14. Research, Critical thinking, and digital literacy skills

## **Curriculum Framework/Structure**

- a. Duration of the program: 4 Years/ 8 Semesters
- b. Total minimum credit requirement: 130 Credit
- c. Course Distribution (indicative)
- d. Maximum academic years of completion: 6 Years

### **I. Course Distribution of Bachelor of Tourism and Hospitality Management (4-Year Honors):**

**The breakdown of credits will be as follows:**

	<b>Categories of Courses</b>	<b>No. of Courses</b>	<b>Credits</b>
1.	General Education Courses	16	47
2.	Tourism & Hospitality Core Courses	11	34
3.	Tourism & Hospitality Elective Courses	11	43
4.	Industrial Training/Internship	1	6
	<b>Total</b>	<b>39</b>	<b>130</b>

A student will be allowed to start Internship only after completing 38 courses (124 credits) as well as students may allow to their On-education training after completing 20 courses (60 credits).

#### **1. General Education Courses:**



(Interdisciplinary courses, beyond the discipline/program, that provides a well-rounded learning experience to the students of an academic program)

To complete BTHM degree, a student has to take 16 General Education Courses (**Total 47 credits**) from the following:

<b>General Education Course</b>					
S/N	CODE	COURSE NAME	Credit	Prerequisite	Course Code
1	0231-101	Basic English Language	3	None	
2	0413-101	Introduction to Business	3	None	
3	0612-101	Information Communication and Technology (ICT)	2	None	
	0612-102	Information Communication and Technology (ICT) Lab	2		
4	0413-103	Introduction to Management	3	None	
5	0222-111	Bangladesh Studies	3	None	
6	0411-201	Introduction to Accounting	3	None	
7	0414-101	Principles of Marketing	3	None	
8	0311-201	Introduction to Economics	3	None	
9	0412-201	Principles of Finance	3	None	
10	0542-301	Business Statistics	3	None	
11	0415-301	Business Communication	3	None	
12	0413-305	Entrepreneurship	3	None	
13	0031-411	Employability Skill 360	3	None	
14	0223-111	Art Of Living	3	None	
15	0222-113	History of the Emergence of Bangladesh	3	None	
16	0232-115	Bangla Language and Literature	3	None	
17	0413-307	Destination Management and Marketing	3	Principles of Marketing	0414-101
18	0414-303	Digital Marketing	3	Principles of Marketing	0414-101
19	0532-301	Geographic information System	3	Information Communication and Technology (ICT)	0612-101
20	0231-303 0231-305 0231-307 0231-309	Foreign Language- 01 French Language Learning Chinese Language Learning German Language Learning Arabic Language Learning	2	Basic English Language	0231-101

21	0231-304 0231-306 0231-308 0231-310	Foreign Language- 02 French Language Learning Chinese Language Learning German Language Learning Arabic Language Learning	2	French Language Learning Chinese Language Learning German Language Learning Arabic Language Learning	0231-303 0231-305 0231-307 0231-309
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## 2. Tourism & Hospitality Core Courses:

To complete BTHM degree, a student has to take the following 11 Tourism & Hospitality Core Courses (Total 34 credits):

S/L	CODE	COURSE NAME	Credit	Prerequisite	Course Code
1	1015-101	Introduction to Tourism & Hospitality Industry	3	None	
2	1022-101	Food Safety, Hygiene, And Sanitation	3	None	
	1022-102	Food Safety, Hygiene, And Sanitation Lab	1		
3	1016-201	Legal aspects of tourism and hospitality	3	Introduction to Management	0413-103
4	1016-203	Human Resource Management	3	Introduction to Management	0413-103
5	1016-205	Marketing for Tourism & Hospitality Industry	3	Principles of Marketing	0414-101
6	1015-303	Tourism Geography and Global Culture	3	Introduction to Tourism & Hospitality Industry	1015-101
7	1016-309	Supply Chain Management in Tourism Hospitality	3	Introduction to Management	0413-103
8	1018-401	Research Methodology-Tools and Techniques	3	None	
9	1015-407	Tourism Planning and Development	3	Introduction to Tourism & Hospitality Industry	1015-101
10	1015-409	International Sustainable Tourism	3	Introduction to Tourism & Hospitality Industry	1015-101
11	1015-207	Tourism in Bangladesh	3	Introduction to Tourism & Hospitality Industry	1015-101

## 3. Tourism & Hospitality Elective Courses:

To complete BTHM degree, a student has to take 11 Elective Courses (43 credits) from the following:

<b>Food &amp; Beverage Sector</b>					
S/N	CODE	COURSE NAME	Credit	Prerequisite	Course Code
1	1013-101	Food, Beverage & Bar Managementtheory	2	Food Safety, Hygiene, And Sanitation	1022-101
	1013-102	Food, Beverage & Bar ManagementLab	2		
2	1013-203	Smart Kitchen: The Culinary Arts	2	Food Safety, Hygiene, And Sanitation	1022-101
	1013-204	Smart Kitchen: The Culinary Arts Lab	2		
3	1013-317	Managing Food & Beverage Production	2	Food Safety, Hygiene, And Sanitation	1022-101
	1013-318	Managing Food & Beverage Production Lab	2		
4	1013-311	Bakery and Pastry Production	2	Food Safety, Hygiene, And Sanitation	1022-101
	1013-312	Bakery and Pastry Production Lab	2		
<b>Lodging and Recreation Sector</b>					
5	1013-207	Front Office Management	2	Introduction to Tourism & Hospitality Industry	1015-101
	1013-208	Front Office Management Lab	2		
6	1013-105	Housekeeping Management	2	Introduction to Tourism & Hospitality Industry	1015-101
	1013-106	Housekeeping Management Lab	2		
7	1013-313	Resort Management	3	Introduction to Tourism & Hospitality Industry	1015-101
8	1016-411	Event Management	3	Introduction to Tourism & Hospitality Industry	1015-101
	1016-412	Event Management Lab	1		
9	1013-325	Hotel Management	3	Introduction to Tourism & Hospitality Industry	1015-101
10	1017-303	Property Management System	2	Introduction to Tourism & Hospitality Industry	1015-101
	1017-304	Property Management System Lab	2		
11	1016-413	Managing Hospitality Operations	3	Introduction to Tourism & Hospitality Industry	1015-101
12	0413-401	Hotel Revenue Management	3	Principles of Finance	0412-201
13	0413-402	Hospitality Business Analytics	3	Business Statistics	0542-301
14	0413-403	Strategic Human Resource Management	3	Introduction to Management	0413-103
15	0412-301	Cost Control in Hotel and Tourism	3	Principles of Finance, Introduction to Accounting	0412-201 & 0411-201

Travel & Tourism Sector					
16	1015-205	Tour, Travel and Transport Management	3	Introduction to Tourism & Hospitality Industry	1015-101
	1015-206	Tour, Travel and Transport Management Lab	1		
17	1017-301	Reservation and Ticketing	2	Introduction to Tourism & Hospitality Industry	1015-101
	1017-302	Reservation and Ticketing Lab	2		
18	1015-411	Tourist Behaviour	3	Introduction to Tourism & Hospitality Industry	1015-101
19	1015-304	Leadership in Hospitality, Events and Tourism	3	Human Resource Management	1016-203
20	1015-305	Smart Tourism	3	Introduction to Tourism & Hospitality Industry	1015-101
21	1015-306	Smart Destinations	3	Introduction to Tourism & Hospitality Industry	1015-101
22	1015-414	Value Creation and Innovation in Tourism	3	Entrepreneurship	0413-305
23	1041-301	Aviation and Flight Management	3	Introduction to Tourism & Hospitality Industry	1015-101
	1041-302	Aviation and Flight Management Lab	1		
24	1015-307	Tourism Promotion and Communication	3	Introduction to Tourism & Hospitality Industry	1015-101
25	0413-308	Service Management in Tourism	3	Principles of Marketing	0414-101
26	0414-401	Destination Branding		Principles of Marketing	0414-101
27	1015-308	Health Tourism	3	Introduction to Tourism & Hospitality Industry	1015-101

#### 4. Internship/Thesis/Project (6 credits)

Course Code	Course Name	Credit
1019-401	Industrial Placement/Internship	6
1019-403	Thesis in Tourism & Hospitality	6
1019-405	Project in Tourism & Hospitality	6

### Course Contents

## General Educational Course

To complete a BTHM degree, a student has to take 16 General Education Courses (**Total 47 credits**) from the following:

### 1. 0231-101: English for Hospitality

Tense, Subject Verb Agreement, Conjunctions, Simple, Complex and Compound sentences, Formal and Informal writing, Email and Paragraph Writing, Cover Letter and CV Writing, Communication in English (Meeting Terminology & Preparation for Job Interview), Speaking Practice (Formal and Informal Situation).

#### Textbook:

1. New Headway Series for (Pre-Intermediate Level-4th Edition)
2. Essential English Grammar by Raymond Murphy
3. Teaching Hospitality English by Patric Huwyler

#### Reference Books & Materials:

1. Business English by Soumitra Kumar Choudhury
2. Business English Speaking by Marc Roche

### 2. 0413-101: Introduction to Business

Foundations of Business and Economics, Forms of Business Ownership, Entrepreneurship, Franchising, and Small Business, Social Responsibility and Business Ethics, Fundamentals of Management, Organizing the Business, Human Relation and Motivation, Managing Human Resource, Marketing Strategy, Product and Price, Distribution, Promotion & Financial management.

#### Textbook:

1. Business for the 21st Century, Steven J. Skinner and John M. Ivancevich, Edition 2002-2003 or the latest one available, Irwin Inc., Boston, USA
2. Fundamentals of Business, Anonymous, Saylor Foundation, Capilano University, Stephen J. Skripak, Richard Parsons, Anastasia Cortes, Anita Walz, 2016

#### Reference Books & Materials:

1. An Introduction to Business, 2012, Funded by the Gates Foundation/State Board Open Course Initiative.
2. Introduction to Business, Betty J. Brown and John E. Clow, 2008 by Glencoe/The McGraw-Hill Companies, Inc
3. Online Book-Exploring Business by Saylor Academy, 2012

### 3. 0612-101: Information Communication and Technology (ICT), (Theory and Lab)

History and computer system, Windows: Windows basic, Starting Windows, Components of Windows, File and Folder, Windows Explorer, Control Panel. Computer Number Systems and Codes, Digital Logic and Circuit Design, Google suite, Digital Portfolio Management, Digital Citizenship and Effective use social media, Computer Memory Organization, Computer Software (System & Application) & Software Development Process, Cloud Storage, Data Communication & Computer Networking, Legal, Ethical, Health, and Environmental Issues in Computing, Data Analysis in Spreadsheets, E-commerce and Future trends of Technology.

#### Textbook

Computer Fundamentals and ICT by M. Lutfar Rahman, M. Shamim Kaiser , M. Ariful Rahman , M. Alamgir Hossain.

#### Reference Books & Materials:

1. Introduction to Computers by Peter Norton.
2. Introduction to Information Systems by James A. O'Brien, 8th Edition.

3. Fundamentals of Computers by V. Rajaraman and N. Adabala, 6th Edition.

#### **4. 0413-10: Introduction to Management**

Introduction to Management and Organizations, Organizational Culture and Environment, Managers as Decision Makers, Foundations of Planning, Organizational Structure and Design, Managing Human Resources, Managers and Communication, Managing in a Global Environment, Motivating Employees, Managers as Leaders, Social Responsibility and Managerial Ethics.

##### **Textbook:**

Management. Stephen P. Robbins Mary Coulter (latest edition)

##### **Reference Books & Materials:**

Principles of Management. P C Tripathi, P N Reddy

#### **5. 0222-111: Bangladesh Studies**

Historical Background of Bangladesh, Tourism Attractions of Bangladesh, Geographical, Socio-economic, Economic Features of Bangladesh, Tourism Organizations and Tourism law in Bangladesh, SWOT Analysis of Tourism in Bangladesh, Constitution of Bangladesh, Society and Social Structure of Bangladesh, Agriculture In Bangladesh, Blue Economy in Bangladesh.

##### **Text Book:**

Bangladesh Studies by Dr. M Ataur Rahman

##### **Reference Books & Materials:**

1. Bangladesh on the threshold of 21st Century-A. Alam & Chowdhury -(Published by Asiatic Society)
2. Banglapedia - (Published by Asiatic Society)
3. Bangladesh Studies by Hasebur Rahman
4. History of Bangladesh (1704-1947), edited by- Sirajul Islam, Asiatic Society of Bangladesh, and Vol-1 & 3, 1992
5. Bangladesh: A Legacy of Blood by Anthony Mascarenhas
6. Ausamapta Atmajiboni (Unfinished Memories), Sheikh Mujibur Rahman, The University Press Limited, 2012.
7. Bangladesh Economic Review
8. The Bangladesh National Tourism Policy, 2010
9. The Constitution of the People's Republic of Bangladesh

#### **6. 0411-201: Introduction to Accounting**

Overview of the accounting process, The Purpose and Use of Accounting Information, Generally Accepted Accounting Concepts, Accounting in Action, Conceptual Framework for Financial Accounting, The Recording Process, Adjusting the Accounts, Completing the Accounting Cycle. Accounting for Merchandising Operations.

##### **Textbook:**

**Accounting Principles-13<sup>th</sup> Edition, by Weygandt, Kieso, and Kimmel**

##### **Reference Books & Materials:**

1. Intermediate Accounting (16<sup>th</sup> edition) -Kieso, Weygandt & Warfield.
2. Principles of Accounting- Latest Edition, by Needles & Anderson

#### **7. 0414-101: Introduction to Marketing**

Introduction to Marketing, The Marketing Mix: 4Ps, Marketing Strategies and Developing The Marketing Mix, Marketing Environment, Introduction to Marketing Research, Consumer and Business Markets, Consumer and business buyer

behavior, Segmentation, Targeting and Positioning, Product Strategy, Price Strategy, Promotion Strategy, Place Strategy, Integrated Marketing Communication, Public Relations, Social Media and Sponsorships, Professional Selling, Customer Satisfaction, Loyalty and Empowerment.

**Textbook:**

Principles of Marketing by Philip Kotler

**Reference Books & Materials:**

Principles of Marketing (Practices & Applications in Bangladesh) by Tamzid Ahmed Chowdhury

**8. 0311-201: Introduction to Economics**

Introduction to Economy - The Basic Problems in Economy and Economic Systems, Economic Models: Trade-offs and Trades, Demand Theory, Supply Theory, Market Equilibrium, Utility and Demand, Monopoly Market, Monopolistic Market Competition, Measuring a Nation's Income, Measuring the Cost of Living, The monetary system and inflation, Unemployment.

**Textbook:**

Principles of Economics by N. Gregory Mankiw (latest edition)

**Reference Books & Materials:**

1. Microeconomics by Michael Parkin (Latest Edition)
2. Microeconomics by Paul Krugman and Robin Wells (latest edition)
3. Macroeconomics by N. Gregory Mankiw (latest edition)

**9. 0412-201, Principles of Finance**

Theories of Basic Finance, Sources of Finance, Methods of Financing and Investments, Time Value of Money, Short Term Financing, Theories and Practices, Intermediate Term Financing, Theories and Practices, Long Term Financing, Theories and Practices.

**Text Book:**

Gitman, Lawrence J., and Chad J. Zutter. Principles of Managerial Finance. Prentice Hall, 2012 (Latest Edition).

**Reference book and materials:**

1. Ross, S. A., Westerfield, R., & Jordan, B. D. Fundamentals of Corporate Finance. Tata McGraw-Hill Education.
2. Van Horne, James C., and John Martin Wachowicz. Fundamentals of Financial Management. Pearson Education, 2008 (13- Edition).

**10. 0542-301: Business Statistics**

Introduction to Statistics, Collection of Data, Describing Data: Frequency Distributions And Graphic Presentation, Measures of Central Tendency, Measures of Dispersion In Frequency Distributions, Measures of Location, Skewness & Kurtosis, Correlation and Regression Analysis, Elementary probability and probability law, Random Variable and Probability Distribution.

**Textbook:**

Statistical Techniques in Business & Economics (latest Edition); Wathen, S.A., Lind, D.A. and Marchal, W.G.

**Reference book and materials:**

1. Business Statistics- Groebner, Shannon, and Fry (10<sup>th</sup> Edition)
2. Business Statistics – S. P Gupta, M. P Gupta

3. David, R. Anderson, Dennis J. Sweeney and Thomas A. Williams, *Statistics for Business and Economics* (9<sup>th</sup> Edition)
4. *Statistics for Management-* Richard I. Levin & David S. Rubin (Latest Edition)

#### **11. 0415-301: Business Communication**

The Role of Communication in Business, Communication in Brief, The Process of Human Communication, Barriers to Communication, Ethical Communication, Choosing Words that Communicate, The Basic Need for Adaptation, Conversational Style, You-Viewpoint, Positive Language, Courtesy, The Role of Emphasis, Coherence, Writing process, Email writing, General Favorable Responses, Strategies in Writing Bad-News, Sales Messages, How to Write Successful Sales Letters, The Job Search, Career Planning and Development, Writing Cover Letter and Curriculum Vitae, Keys to Getting Good Jobs, Writing Short and Long Report, Informal Oral Communication, The Role of Non Verbal Communication, Developing Listening Skill, Developing Speaking and Presentation Skill.

#### **Text Book:**

*Business Communication: Making Connections in a Digital World*, 13/e by Lesikar, Flatley, Rentz & Pande

#### **Reference book and materials:**

*Essentials of Business Communication*, Latest edition, Rajendra Pal , J.S.Korlahalli

#### **12. 0413-305: Entrepreneurship**

Entrepreneurship Basic, Basic Concepts of Business, Entrepreneurship and Economy, Entrepreneurship as a Career, Product/service, Production and Deliver, Understanding the Business Perspective of Bangladesh, Creativity and Business Idea Development, Feasibility Analysis, Business Formation Plan and Legal Issues, Business Canvas model, Value Proposition Model, Business Plan Development, Marketing Plan, Organizational Plan, Production and Operations Plan, Financial Plan, Financing the Venture, Informal Risk, Venture Capital and Going Public, Intellectual Property.

#### **Textbook:**

1. Hisrich, R.D and Peters, M.P. "Entrepreneurship" 5<sup>th</sup> Edition, McGraw-Hill Irwin, New York, USA.
2. Barringer, B. R., & Ireland, R. D. (2016). *Entrepreneurship: Successfully launching new ventures* (5th ed.). Boston: Pearson.

#### **Reference book and materials:**

1. Siropolis Nicholas, "Entrepreneurship and Small Business Management", 6<sup>th</sup> edition.
2. Coulter, M. "Entrepreneurship In Action", Ed.e.biz, 2001, Prentice Hall, N.J. USA
3. Jeffrey A. Timmons and Stephen Spinelli, *New Venture Creation, Entrepreneurship for the 21st Century*, McGraw-Hill, 8th edition/2009.

#### **13. 0031-411: Employability Skill 360**

Employability skills, Self-assessment, Mind mapping (goal-setting) on Career Planning, Researching dream companies, Soft Skills Development, Technical Skills Improvement, Business Communication Tool, Personal Branding Tools, Interview Skills and participate in Mock Interview.

#### **Textbook:**

1. *Employability 360 degree*, Sabur Khan and Shibli Shahriar, 2018



2. Emotional Intelligence Series, HBR Press, 2020
3. Make Yourself Employable, Ranjit Malhi, 2013

#### **14. 0223-111: Art of Living**

Coming Out of the BOX, Learning to Learn, Parents, Life and Living, Etiquette, Personal Behavior and Professionalism, Self Esteem and You, Essential Skills for 21st Century, Impression Management: Who I am and how people know me! Style of Living; Youthful Living, Balanced Living, Meditation and Holistic mindfulness, Mind Mapping and its Impact on Life and Living, Transforming Failure into Success, Psychosocial Support, Emotional growth and Personality, Benefits of Ethical Living, Transforming, Conceptual Learning into Action, Time and Financial Management, Career Plan, Presentation Skills, Anywhere: job interviews or for becoming entrepreneur, Job, Work and Business Search Techniques in the 21st Century, Universal Human Values.

#### **Textbook:**

**Art of Living** By Dr. Md. Sabur Khan and Syed Mizanur Rahman

#### **Reference book and materials:**

1. Art of Living Workbook By Dr. Md. Sabur Khan and Syed Mizanur Rahman
2. Nash, Robert J., Answering the Virtue crats: A Moral Conversation on Character Education, New York, Teachers College Press.
3. Lickona, Thomas, Education for Character : How our schools can Teach Respect and Responsibilities , New York, Bantam Books, 1991.

#### **15. 0222-113: History of the Emergence of Bangladesh**

Pre-History and Ancient Bengal, Stone Age, New Stone Age, Copper Age, and Iron Age of ancient India, Origin of Man in Bengal, Ancient Dynasties – Maurya Empire, Gupta Empire, Gauda Kingdom, Pala and Sena dynasties, Ancient human settlements and their society, Medieval Period and Muslim's Rule, British India (1757-1947) part three: Faraizi and Titumirs rebellion, the Rebellion of 1857 and foundation of British rule British India (1757-1947) part four: Muhammedan Literary Society, Indian National Congress; Partition of Bengal and Formation of Muslim League, Lahore Resolution and creation of Pakistan, Bengali Identity and Bangla Language Movement: Phases of Language movement; Significance of Language movement and Bengali Nationalism; Election of 1954, Pakistan Regime: Structure of the state and Disparities, Six points program and its impact; Agartala Conspiracy Case; Mass uprising and fall of Ayub Khan; 11 points program of students, Election of 1970, Historical 7 March speech, Operation Search Light, Liberation war of Bangladesh, Role of Sheikh Mujib and Awami League: Formation of Awami League and its role; Sheikh Mujibur Rahman and his contributions for the birth of Bangladesh, Political Actors toward the emergence of Bangladesh, Politics and Governance in Bangladesh.

#### **Textbook:**

1. RC Majumder (ed), The History of Bengal, Vol. I, University of Dhaka
2. Sir Jadunath Sarkar (ed), The History of Bengal, Vol. II (1200-1757), University of Dhaka
3. James Novak, A brief History of Bangladesh, Cambridge University Press

#### **Reference book and materials:**

1. Sheikh Mujibur Rahman, The Unfinished Memoirs, UPL, Dhaka
2. Muntasir Mamun & Md. Mahbubur rahman, Sadhin Bangladesher Ovhudoyer Itihash
3. AMA Muhith, Bangladesh: Emergence of a Nation, UPL, Dhaka
4. Akbar Ali Khan, Discovery of Bangladesh - Explorations into Dynamics of a Hidden Nation, UPL, Dhaka
5. Md. A Wadud Bhuiyan, Emergence of Bangladesh and Role of Awami League

## **16. 0232-115: Bangla Language and Literature**

Status of Bangla Language, Origin and Old Bangla, Development of Bangla Language, Bangalee Nation and People, Culture and Identity of Bangladesh, Institutional and Technological Advancement of Bangla, Bengali Identity and Language movement, Bangla Literature, Contributors and Works, Bangla Folklore and Tradition, Bangla Language, Culture and Globalization

### **Textbook:**

1. Afia Dil, Bengali Language and Culture, 2014
2. Abul Mansur Ahmad, Bangladesher culture, Ahmed Publishing House

### **Reference book and materials:**

1. Suniti Kumar Chatterji, Origin and Development of Bangla Language
2. Ahmed Sharif, Bangalee, Bangla and Bangladesh
3. Humayun Azad, Lal Nil Dipabali
4. Ghulam Murshid, Bengali Culture: Over a Thousand Years
5. Bangla Language and Literature – Prepared by Course Teacher

## **17. 0413-307: Destination Management and Marketing**

Basic of Marketing and Tourism Marketing, Basic of Management and Tourism Management, Tourism Destinations and Markets, Destination Marketing Organizations, Destination Management Planning, Organisation Structure, DMO Funding, The Role of Government, DMO Roles, Marketing Strategy Development, Marketing Research.

### **Textbook:**

Marketing and Managing Tourism Destinations by Alastiar M. Morrison

### **Reference book and materials:**

1. Destination Marketing An Integrated Marketing Communication Approach by Steven Pike
2. Destination marketing and management theories and applications by Wang, Y., Pizam, A. (Eds.)
3. Destination Marketing Organisations Bridging Theory and Practice (Advances in Tourism Research) by Steven Pike
4. Marketing for Hospitality and Tourism by Philip T. Kotler, John T. Bowen, James Makens Ph.D., Seyhmus Baloglu
5. Handbook on e-marketing for tourism destinations by European travel commission

## **18. 0414-303: Digital Marketing**

Introduction to Digital and Social Media Marketing, Digital Disruption and Business Opportunity, Digital Marketing Strategy and Marketplace Analysis, Impact of Digital Media and Technology on the Marketing Mix, Digital Content and Creative Strategy, Digital Channel Planning, Inbound and Outbound Strategy, E-Commerce and Social Customer Service Strategy, Search Engine Optimization (SEO), Strategic Thinking and the Customer Experience (CX), Digital Marketing Campaign Management and Execution Element, Digital Marketing Strategy Execution and Management, Marketing communications Using Digital Media Channels, Digital Leadership, Strategy, and Data Privacy, Social Media Marketing- Planning to Execute, Metrics and Analytics: Evaluation and Improvement.

**Textbook:**

Chaffey Dave & Chadwick Ellis- Fiona, Digital Marketing (2016), 6th edition, Pearson Publications, USA.

**Reference book and materials:**

1. Kotlar Philip, Kartajaya Hermawan & Setiawan Iwan (2016), Marketing 4.0: Moving from Traditional to Digital, 2nd Edition, John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Kingsnorth Simon, Digital Marketing Strategy: An Integrated Approach to Online Marketing, 1st Edition, British Library Cataloguing-in-Publication Data, Philadelphia.
3. Dodson Ian (2016), The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, 1st Edition, Willey online library.

**19. 0532-301, Geographic information System**

GIS: An Overview and Definition, Background and history, features of GIS, DIKW Model, Applications of GIS-1, GIS-2, GIS Data Structure and Data Attributes and Open Source GIS Software, Creating Point Line and Polygon Features and Developing 3D Shapes, Introduction to Google Earth Pro for Tourism, Mapping Layout of an Ideal Tourist Spot, GNSS, GPS and Mapping Tourism Data, Image Interpretation Techniques (IIT) and Field Work Strategy, Introducing and Equipping with GPS Devices and Survey Sheets and Integrating them with GIS, Visiting Tourist Spots and Make Exercise Based on Collected Field Data.

**Textbooks**

1. Introduction to Geographic Information Systems. By Kang-tsung Chang
2. Fundamentals of GIS, by Franz Pucha-Cofrep
3. GIS Applications in the Tourism and Hospitality Industry, by Chaudhuri, Somnath, Ray, Nilanjan

**Reference book and materials:**

1. Google Earth User Guide 6.1 Edited Version
2. GPSPMAP76CSx- Owner's Manual

**20. 0231-305: Chinese Language Learning**

Chinese Culture & History, Overview of Basic Chinese Communication., Basic forms of Communication in Chinese, Listening, Speaking, Reading, Writing, Preparation & Presentation techniques to communicate, Situation handling, Presentation and Storytelling.

**Textbook:**

1. Chinese Made Easier Book 2 (English and Chinese Edition)
2. Integrated Chinese: Simplified Characters Textbook, Level 1, Part 1 (English and Chinese Edition) 3rd Edition

**Reference Books and materials:**

1. Fundamentals of Chinese Characters by John Jing-Hua Yin. Imprint: Yale University Press
2. Modern Mandarin Chinese Grammar: A Practical Guide (Modern Grammars) by Claudia Ross
3. Niubi!: The Real Chinese You Were Never Taught in School Paperback – November 24, 2009 by Eveline Chao

**21. 0231-303: French Language Learning****22. 0231-307: Germany Language Learning****23. 0231-309: Arabic Language Learning**

## Tourism & Hospitality Core Courses

To complete BTHM degree, a student has to take the following 11 Tourism & Hospitality Core Courses (**Total 34 credits**):

### 1. 1015-101: Introduction to Tourism & Hospitality Industry

Tourism in Perspective, Career Opportunities, Understanding Travel Behavior, Tourism Policy, Hospitality Industry and Career, Understanding of Hospitality Industry and its services, Restaurant Industry, Types of lodging establishment, Organizations in the distribution process, Food Service Sectors, Hotel and Motel Organization, Issues facing Food Service, Tourism Attractions, Entertainment, Recreation in Bangladesh, Tourism Components and Supply, Tourism prospects.

#### Textbook:

1. Tourism: Principles, Practices, Philosophies by Charles R. Goeldner, J.R. Brent Ritchie; 12th Edition
2. Introduction to Hospitality by John R. Walker, ISBN: 0131191012, Pub. Date: January 2005, Publisher: Pearson Education

#### Reference Books & Materials:

1. Fundamentals of Tourism & Hospitality Management – Mokhlesur Rahman
1. The Right Words at the Right Time - Customer Service Recovery for Hospitality Industry

### 2. 1022-101, Food Safety, Hygiene And Sanitation (Theory and Lab)

Understanding the Micro world, Contamination, Food Allergens, and Foodborne Illness, The Safe Food Handler, The Flow of Food: An Introduction, Purchasing, Receiving and Storage, Preparation and Service, Food Safety Management Systems, Safe Facilities and Pest Management, Cleaning and Sanitizing.

#### Textbook:

Servsafe Manager Book, by National Restaurant Association, 7th Edition, English. Boston: Pearson Education, 2017.

#### Reference books:

1. Food Hygiene and Sanitation by S. Roday, 2nd Edition, Publisher: Tata McGraw Hill Education, Copyright: 2001
2. CTH Food Hygiene, Health and Safety-BPP Learning Media (2009)
3. Essentials of Food Safety and Sanitation, 4/E, David McSwane, Richard Linton, Nancy R. Rue, Publisher: Prentice Hall, Copyright: 2005, ISBN-10: 0131196596
4. Guide to Food Safety: Retail Best Practices for Food Safety and Sanitation, 2/E, David McSwane, Nancy Rue, Richard Linton, Anna Graf Williams, Publisher: Prentice Hall, Copyright: 2007, ISBN-10: 0132396572

### 3. 1016-201: Legal Aspects of Tourism and Hospitality

Prevention Philosophy, Government Agencies That Impact the Hospitality Industry, Hospitality Business Structures, Significant Hospitality Contracts, Legally Managing Property Selecting and Managing Employees, Your Responsibilities As A Hospitality Operator to guests, Your Responsibilities When Serving Food and Beverages, Legal Responsibilities in Travel and Tourism, Safety and Security Issues, Hospitality Law in

Bangladesh.

**Textbook:**

Hospitality Law; Managing Legal Issues in the Hospitality Industry by Stephen Barth; 4<sup>th</sup> Edition, Wiley publications.

**Reference Books & Materials:**

1. The Bangladesh Hotel and Restaurant Act, 2014
2. The Bangladesh National Tourism Policy, 2010

**4. 1016-203: Human Resource Management**

Definition of HRM, Functions of Managements in HRM, Importance of HRM, Line and Staff Aspects of HRM, Trends Influencing HRM, Human Resource Planning, Job Analysis and Job Design, Recruitment Fundamentals of Selection Orientation and Socialization, Training and Development, Organizational culture and Strategic HRM, Performance Appraisal Management, Establishing Rewards and Pay Plans, Employee Benefits, Rights and Discipline, Workplace safety and Labor relations.

**Textbook:**

Human Resources Management by Gary Dessler

**Reference book and materials:**

1. Fundamentals of Human Resource Management by DeCenzo & Robbins
2. Managing Hospitality Human Resource by Robert H. Woods

**5. 1016-205: Marketing for Tourism & Hospitality Industry**

Introduction to Marketing for Hospitality and Tourism, Service Characteristics of Hospitality and Tourism Marketing, The Gaps Model of Service Quality, The Marketing Environment, Market Segmentation, Targeting and Positioning, Consumer Market & Consumer Buying Behavior, Organizational Buyer Behavior & Group Market, Designing and Managing Products and Brands: Building Customer Value, Pricing: understanding and capturing customer value, Distribution Channels, Promoting Products, Main Concepts in Consumer Behavior, Marketing Research, Destination Marketing.

**Textbook:**

1. Philip Kotler, John T. Brown, James C Makens; Marketing for Hospitality and Tourism, latest edition by Prentice Hall Copyright
2. Consumer behavior in tourism by John Swarbrooke and Susan Horner; latest edition
3. Service marketing: Integrated customer focus across the firm by Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit; latest edition  
Publisher: McGraw Hill Education India Private Ltd.

**Reference book and materials:**

1. Sales And Marketing A Textbook For The Hospitality Industry by Sudhir Andrew Publisher: McGraw Hill Education India Pvt Ltd (2009)
2. Handbook of Tourist Behavior Theory and Practice; edited by Metin Kozak and Alain Decrop

## **6. 1015-303: Tourism Geography and Global Culture**

Global Effects of Tourism, Psychological Perceptions and Attitudes, Segmenting the Tourism Market, International Dimensions of Tourism Asian Geography and Culture, European Geography and Culture, African Geography, and Culture, American Geography and Culture, Classifying Tourism Destinations, Host-Country Planning Policies, Environmental Impact of Tourism, Tourism Information Sources & Services.

### **Textbook:**

1. Global Tourism Cultural Heritage and Economic Encounters (Society for Economic Anthropology Monograph Series) by Sarah M. Lyon (editor), E. Christian Wells (editor)
2. Title Author Publisher Year Essential Tourism: The Business of Travel 2nd edition Cook, RA, Yale, LJ, Marqua, JJ Prentice Hall 2001

### **Reference book and materials:**

1. Tourism Planning 3rd ed Gunn, CA London: Taylor & Francis 1994
2. Tourism & the Environment: A sustainable relationship Hunter, C & Green H London: Routledge 1995  
Sustainable Tourism: A Marketing perspective Middleton, VTC Oxford: Butterworth & Heinemann 1998
3. Tourism: Economic, Physical, & Social Impacts Matheson, A & Wall, G Addison-Wesley Publishing 199
4. Cultural Heritage and Tourism in the Developing World (Contemporary Geographies of Leisure, Tourism, and Mobility) by Dallen J. Timothy, Gyan Nyaupane (z-lib.org)

## **7. 1016-309: Supply Chain Management in Tourism Industry**

The Concepts of Selection and Procurement, Technology Applications in Purchasing, Distribution Systems, Forces affecting Distribution Systems, An Overview of Purchasing Function, Purchase specification, The Optimal Price, The Optimal Amount, Typical Ordering Procedures, Typical Receiving Procedures, Security in the Purchasing Functions, Processed Produce and Other Grocery Items, Eggs and Poultry, Beverages and Services, Nonfood Expense Items Furniture, Fixtures, and Equipment.

### **Textbook:**

Purchasing Selection and Procurement for the Hospitality Industry by Andrew Hale Feinstein & John M. Stefanelli

### **Reference books and materials:**

1. Key steps of the Purchasing Process [https://www.youtube.com/watch?v=Ph4tr\\_RtoJM](https://www.youtube.com/watch?v=Ph4tr_RtoJM)
2. Industry Attachment (Article): How procurement is key for VLH and the hotels sector
3. Video Lesson: Calculating EP Cost from AP Price
4. Purchase Order Placing & Receiving Procedure [https://www.youtube.com/watch?v=WhxDGsT\\_xMY](https://www.youtube.com/watch?v=WhxDGsT_xMY)
5. Professional Purchasing, Receiving, Storing, and Issuing Management Processes <https://www.pearsonhighered.com/assets/samplechapter/0/1/3/2/0132741733.pdf>

## **8. 1018-401: Research Methodology-Tools and Techniques**

Nature and Characteristics of Tourism, hospitality and Business Research, Identification of a Research Problem, Review of the Literature, Research Design in Quantitative Research, Non-Experimental Quantitative Research, Research Design in Qualitative Research, Sampling Designs, Measurement and Data Collection, Data Analysis – Descriptive Statistics, Data Analysis – Inferential Statistics.

### **Textbook:**

Marketing Research by Malhotra N.K.

### **Reference books and materials:**

1. Research Methodology - A Step-by-step Guide for Beginners by Kumar, R

2. Understanding and Applying Research Design. by Martin, L. A.
3. Research Methods for Business Students by Somerset, NJ: John Wiley. Saunders, M.
4. Business research: A practical guide for undergraduate and postgraduate participants by Collis, J. and Hussey R.

### **9. 1015-407: Tourism Planning and Development**

Introduction to Tourism Planning, Impact of Tourism Planning, Tourism policy, Tourism Policy in Bangladesh, Tourism as a System, Component of Supply, Overview of Tourism Planning and development, Tourism Planning Approach, Levels of Tourism Planning, Tourism planning process and Components of Tourism Development, Tourism planning and policy: responding to change – the sustainable imperative, The integrated and strategic tourism planning process: dealing with interdependence, Planning destinations: competition and cooperation.

#### **Textbook:**

1. Tourism Planning basics, Concepts, cases by Clare A. Gunn
2. Tourism, Globalization and Development\_ Responsible Tourism Planning by Donald G. Reid
3. Tourism Planning and Destination Marketing by Mark Anthony Camilleri

#### **Reference books and materials:**

1. Tourism: Principles, Practices, And Philosophies by Charles R. Goeldner, J.R. Brent Ritchie
2. Planning for Tourism, Leisure and Sustainability\_ International Case Studies by Anthony S. Travis
3. Tourism, Planning, and Community Development by Rhonda Phillips, Sherma Roberts
4. Tourism and the Less Developed World Issues and Case Studies by Harrison D

### **10. 1015-409: International Sustainable Tourism**

Introduction to Sustainable Tourism, Tourism Studies and Development, Psychology of Tourism, The Three Dimensions of Sustainable Tourism, The Key Actors in Sustainable Tourism, Sustainable Tourism in Different Geographical Milieus, Sustainable Tourism and the Different Sectors, Environment and Ecotourism, Strategic Planning for a Sustainable Tourism Business, Globalization, Sustainability and Development.

#### **Textbook:**

1. Sustainable Tourism Management by John Swarbrooke
2. Tourism and Sustainability Development, Globalization by Martin Mowforth & Ian Munt. Fourth Edition

#### **Reference books and materials:**

1. Sustainable Tourism: Theory and Practice by David Weaver
2. Tourism and sustainable community Development, by D. hall and G. Richards. Latest Edition.

### **11. 1015-207: Tourism in Bangladesh**

Overview of the tourism industry in Bangladesh, Tourism Resources, Tourism Development Strategies, Challenges in Tourism, Sustainable Tourism, Marketing Bangladesh as a Destination, Impact and Future Prospect of Tourism.

#### **Textbook:**

Hassan, A. (2022). Tourism in Bangladesh: Investment and development perspectives. Springer Nature.

#### **Reference books and materials:**

Amin, S. B. (2021). The economy of tourism in Bangladesh: Prospects, Constraints, and Policies.

## Tourism & Hospitality Elective Courses

To complete a BTHM degree, a student has to take 11 Elective Courses (**43 credits**) from the following:

### **1. 1013-101, Food, Beverage & Bar Management (Theory and Lab)**

The Meal Experience and Customer service, Food & Beverage Service Sequences, and Convictions, The principles of Menu Constructions and Food Accompaniment, Enhanced Service Techniques, Foodservice Operation Methods, The Kitchen and Dining Room Organization, Standardized Recipes, Supervisory aspects of food and beverage service, Food & Beverage Cost Control, Organize Functions.

#### **Text Book:**

1. Food and Beverage Service, 9th Edition, Lillicrap R Dennis and Cousins a John; published by Hodder and Stoughton.
2. Culinary Essentials(2014)Glenco/Johnson & Wales, McGraw-Hill, Skills USA

#### **Reference book and materials:**

1. Food and Beverage Services -A Training Manual by Sudhir Andrews; 3<sup>rd</sup> edition publishes 2013 McGraw Hill Education (India) Private Ltd.
2. Lundberg, D. E. and Walker, J.R., "The Restaurant from Concept to Operation". New York, Wiley. 1993 ISBN: 04 715788 35
3. Foundations of Restaurant Management & Culinary Arts. Copyright 2011 by the National Restaurant Association Educational Foundation (NRAEF) and published by Pearson Education, Inc., publishing as Prentice Hall.

### **2. 1013-203: Smart Kitchen: The Culinary Arts (Theory and Lab)**

Understanding Food Production Knowledge, Food Safety & Hygiene, Food Service Tools & Equipments, Basic Principles of Cooking, Basic Methods of Cooking, Preparing Stocks, Sauces and Soup, Dressings, Condiments and Accompaniments, Preparation and Cooking Appetizers, Sandwiches & Salads, Vegetable, Egg, Rice, Pasta & other grains, Fish, Poultry, Meat.

#### **Textbook:**

Culinary Essentials(2014)Glenco/Johnson & Wales, McGraw-Hill, Skills USA

#### **Reference Books & Materials:**

1. Foundations of Restaurant Management & Culinary Arts. Copyright 2011 by the National Restaurant Association Educational Foundation (NRAEF) and published by Pearson Education, Inc., publishing as Prentice Hall.
2. Professional Cooking, Wayne Gisslen (2011) 7th Edition, Published by John Wiley & Sons, Inc.,
3. The Professional Chef, 8th Edition, The Culinary Institute of America(r) ISBN: 978-0-7645- 5734-7 August 2006, Publisher Wiley

### **3. 1013-317: Managing Food and Beverage Production (Theory and Lab)**

Creating menus & cost control techniques, using standardized recipes , understand cooking techniques, prepare appetizers, sandwiches & salads, prepare and cook vegetables & egg, prepare and cook rice, pasta, & grains, preparation, cooking & service: fish & seafood, prepare and cook poultry & game birds, meat



cookery, performing baking techniques.

**Textbook:**

1. Culinary Essentials(2014)Glenco/Johnson & Wales, McGraw-Hill, Skills USA

**Reference Books & Materials:**

1. Foundations of Restaurant Management & Culinary Arts. Copyright 2011 by the National Restaurant Association Educational Foundation (NRAEF) and published by Pearson Education, Inc., publishing as Prentice Hall.
2. Professional Cooking, Wayne Gisslen (2011) 7<sup>th</sup> Edition, Published by John Wiley & Sons, Inc.,
3. The Professional Chef, 8th Edition, The Culinary Institute of America(r) ISBN: 978-0-7645- 5734-7 August 2006, Publisher Wiley
4. Practical cookery for the level 2, John Campbell, David Foskett, Neil Rippington, Petricia Paskins (2012), Hodder Education

**4. 1013-311: Bakery and Pastry Production (Theory and Lab)**

Principles of Baking, Bakeshop Math and Food Safety, Tools & Equipment for Baking and Pastry, Baking and Pastry Ingredients, Prepare and Produce Bread, Pastry, Cake and Cookies, Restaurant and Plated Dessert.

**Textbook:**

On Baking 3rd Edition, Labensky, Martel, Van Damme, Pearson Prentice Hall; ISBN 0-13-237456-0

**Reference book and materials:**

1. Culinary Essentials; Johnson & Wales University; Glencoe McGraw-Hill 2002
2. Professional Baking by wayne Gisslen , Seventh edition, Copyright © 2017, by John Wiley & Sons

**5. 1013-207, Front Office Management (Theory and Lab)**

Industry Category, Hotels Classification, Hotels: Mission, Goals and Strategies and Functional Areas, Front Office Operation, Recordkeeping System and Communication Equipments, Reservation Process, Types and Control Mechanism, Registration Process, Payment Method and Guests' Identity, Communication Procedure, Guest Complaints, Front Office Accounts, Front Office Accounts, Its Procedure, Check out and Settlement, Unpaid Balance, Opera PMS, Booking Reservation, Cashiers' Functions, Alerts and Traces.

**Textbook:**

Managing Front Office Operations by Michael L. Kasavana and Richard M. Brooks, 8th Edition, Educational Institute of the American Hotel & Lodging Association (AHLA)

**Reference Books & Materials:**

1. Hotel Front Office Management, Bardi, J. 4<sup>th</sup> Edition (2002). New York: Wiley.
2. Front Office Operations and Management, Sudhir Andrews (2008), Tata Mc Graw Hill publishing Company Ltd, New Delhi.
3. Front Office Operations and Management, Ismail, A.3rd Edition. (2004). New York: Thomson Delmar Learning
4. Vallen, G. K., &Vallen, J. J. (2012). Check-in check-out: Managing hotel operations (9th Ed.) New Jersey: Pearson Prentice Hall.
5. Sue Baker, Pam Bradley and Jeremy Huyton (1996) Principles of Hotel Front office Operations, Cassell Publications

6. Sudhir Andrews (1982), Hotel Front office Training Manual, Tata Mc Graw Hill publishing Company Ltd, New Delhi.
7. Dinnis . J. Foster (1993) Rooms at the inn: Front office operations and Administration, Mc-Graw Hill publications
8. Abbott, Peter and Lewry, Sue Front office: procedures, social skills, yield and management, New Delhi: Butterworth-Heinemann.
9. Bhatnagar S, K., Front Office Management, Frank Brothers & Co.
10. Baker Sue, Huyton Jeremy, Bradley Pam, Principles of hotel front office operations, London and New York: Continuum, 2000.
11. Huyton, Jeremy and Baker, Sue, Case studies in rooms operations and management, Melbourne: Hospitality Press, 2001

### **6. 1013-105: Housekeeping Management (Theory and Lab)**

The Role of Housekeeping in Hospitality Operations, Planning and Organizing the Housekeeping Department, Housekeeping Human Resource Issues, Managing Inventories, Safety & Security, Managing On Premises Laundry, Guestroom Cleaning Public Area and Other Types of Cleaning, Cleaning Equipment.

#### **Textbook:**

1. Managing Housekeeping Operations, latest edition
2. Margaret M Kappa, CHHE, Aleta Nitscheke, CHA, Patricia B. Schappert, CHHE

#### **Reference books and materials:**

1. Hotel housekeeping operations and management, 2<sup>nd</sup> Edition, 2009; G Raghubalan  
Smritee Raghubalan
0. Hotel Housekeeping Management and Operations. Sudhir Andrews, Publisher: McGraw Hill Education, Publication Date: 2007
0. Housekeeping Management, Matt A Casado, 2nd edition, published by Wiley.

### **7. 1013-313: Resort Management**

Introduction to the Resort Industry, Resort History, Club Management, Special Considerations in Planning and Development in resort, Major Recreational Activities and Facilities in resort, Heart-of-the-House Management II: Plant, Grounds, Energy, Accounting, and Purchasing, Resort Marketing and Sales Promotion.

#### **Textbook:**

Resort Development & Management by Chuck Yim Gee; 2nd Edition

#### **Reference book and materials:**

1. Resorts: Management and Operation by Robert Christie Mill; 2nd Edition
2. Business of Resort Management by Peter Murphy

### **8. 1016-411: Event Management (Theory and Lab)**

Concept of MICE and Event Management, Introduction to the Convention, Meetings and Trade Show Industry, Plan, developing and design event concepts, Marketing Plan for events, Selling the Corporate Meetings, Food and Beverage Service in events, Financial and risk management, Feasibility of events, Crowd

Management and Evacuation, Event monitoring, control and evaluation

**Textbook:**

1. Event Management for Tourism, Cultural, Business and Sporting Events by Lynn Van Der Wagen Brenda R. Carlos
2. Convention Management and Service by Milton T. Astroff, James R. Abbey

**Reference books and materials:**

1. Professional Event Coordination, Julia Rutherford Silvers, CSEP; Wiley publications
2. Event Risk Management and Safety by Peter E Tarlow, PhD

**9. 1013-325: Hotel Management**

The Lodging Industry, Hotel Organization, Front Office Operations, The Role of Housekeeping in Hospitality Operations, Understand Reservations and Registration, Managing Inventories, Guestroom and Public Area Cleaning, Managing On Premises Laundry, Communications and Guest Services, Room Division Accounting, Check-Out and Account Settlement, The Front Office Audit.

**Textbook:**

1. Managing Front Office Operations, Michael L. Kasavana and Richard M. Brooks, AH & LA, 8th Edition, Educational Institute of the American Hotel & Lodging Association
2. Managing Housekeeping Operations, 2nd Edition, Margaret M Kappa, CHHE, Aleta Nitscheke, CHA, Patricia B. Schappert, CHHE

**Reference books and materials:**

1. Hotel Front Office Management, Bardi, J. 4<sup>th</sup> Edition (2002). New York: Wiley.
2. Front Office Operations and Management, Sudhir Andrews (2008), Tata Mc Graw Hill publishing Company Ltd, New Delhi.
3. Front Office Operations and Management, Ismail, A. 3<sup>rd</sup> Edition. (2004). New York: Thomson Delmar Learning
4. Vallen, G. K., & Vallen, J. J. (2012). Check-in check-out: Managing hotel operations (9th Ed.) New Jersey: Pearson Prentice Hall.
5. Sue Baker, Pam Bradley and Jeremy Huyton (1996) Principles of Hotel Front office Operations, Cassell Publications
6. Sudhir Andrews (1982), Hotel Front office Training Manual, Tata Mc Graw Hill publishing Company Ltd, New Delhi.
7. Dinnis . J. Foster (1993) Rooms at the inn: Front office operations and Administration, Mc-Graw Hill publications

**10. 1017-303: Property Management System (Theory and Lab)**

Introduction to Property Management System, PMS Profile Creation, Reservations, Front Desk Activity, Arrivals and Check In, Queue Reservations, In House Guests, Additional Front Desk Features, Rooms Management, Additional Rooms Management Options, Business Blocks-groups, Commission Handling, Account Receivable (Account Receivable Overview, Account Maintenance, Accounting Options, Additional Account Receivable Features), Cashiering, Rooms Management- Housekeeping, Package & Revenue Management (Packages, Rate Codes, Revenue Management.

**Textbook:**

**Reference books and materials:**

1. Principles of Hotel Management by V. Prakash Kainthola
2. Hospitality Facilities Management and Design, 2<sup>nd</sup> edition by David M. Stipanuk

**11. 1016-413: Managing Hospitality Operations**

Tourism in Perspective, Tourism Through the Ages, Hospitality & Related Services, Attractions, Entertainment, Recreation and Other, Motivations for Pleasure Travel, Sociology of Tourism, The Role of Service in the Hospitality Industry, Tourism Attractions and Services of Bangladesh.

**Textbook:**

Tourism: Principles, Practices, Philosophies 12th Edition – Charles R. Goeldner, J.R.Brent Ritchie

**Reference books and materials:**

1. Welcome to Hospitality ....an Introduction (2nd latest edition), Kye-sung K. Chon and Raymond T. Sparrow, Thomson Learning .
2. David Weaver & Laura Lawton (2006, 3rd ed.) Tourism Management, John Wiley & Sons Australia, Ltd.
3. Schiffman, L. G., Kanuk, L. L. and Kumar, S. R. (2010) Consumer Behavior. 10th Edition. The Pearson Education.

**12. 0413-401: Hotel Revenue Management**

Basics of Revenue Management, Estimating Expected Revenue, Common Complicating Factors, Break-Even Analysis, Make or Buy Options, Pre-requisite, Branding of Hotel to manage Revenue. Statistical process control, Development of new product, Formulation and implementation plan of a hotel for tourists.

**Textbook:**

Revenue Management for The Hospitality Industry by David K. Hayes and Allisha A. Miller

**Reference Books and materials:**

1. *Introduction to Revenue Management for Hotels* by Gemma Hereter
2. Revenue Management by Ronald Huefner

**13. 0413-402: Hospitality Business Analytics**

Introduction of strategic analytic culture within organizations, Data Management for Hospitality and Gaming, Data Visualization, Advanced analytics techniques such as statistical analysis, forecasting, predictive analytics, and machine learning, Analytics for Operations, Marketing, Sales and Revenue Management, Performance Analysis, Strategies for building and nurturing an analytical organization culture concerning AI.

**Textbook:**

Enz, C. A. (2009). Hospitality Strategic Management: Concepts and Cases. John Wiley and Sons.

**Reference Books & Materials:**

McGuire, K. A. (2016). *The Analytic Hospitality executive: Implementing Data Analytics in Hotels and Casinos*. John Wiley & Sons.

#### **14. 0413-403: Strategic Human Resource Management**

Introduction to Strategic HRM, definition, evolution, and significance, Strategic Planning: Importance, process, and models in HRM, Environmental Analysis: SWOT, PESTEL in HR context, Strategy Formulation and Implementation in HR, HR Policies: Development, implementation, and monitoring, Change Management: Strategies for effective implementation, Leadership Theories and Strategic Leadership in HR, HR Metrics and Analytics for strategic decision-making, Performance Management Systems: Strategic importance and tools, Compensation Strategies: Aligning rewards with business strategies, Talent Management and Succession, Planning in a strategic framework. Legal and Ethical Considerations in Strategic HRM, Global HR Strategies: Managing diversity and international challenges, Case studies.

**Textbook:** Strategic Human Resource Management  
Name of Writer: Michael Armstrong

#### **Reference Books & Materials:**

1. Strategic Human Resource Management: A General Managerial Approach by Charles R. Greer
2. Strategic Management of Human Capital in Education by Allan Odden

#### **15. 0412-301: Cost Control in Hotel and Tourism**

Introduction to Cost Control in Hospitality, Financial Analysis for Cost Control, Cost Classification and Allocation, Operational Cost Control, Labor Cost Control, Marketing and Sales for Cost Control, Ethics and Sustainability in Cost Control, Technology and Innovation in Cost Control.

**Textbook:** Cost Control for the Hospitality Industry  
Name of Writer: Michael M. Coltman

#### **Reference Books & Materials:**

1. Jones, P., & Lockwood, A. (Eds.). (2016). *Cost and Value Management in Projects*. Routledge.
2. Collier, P. M. (2018). *Accounting for Managers: Interpreting Accounting Information for Decision Making* (5th ed.). John Wiley & Sons.

#### **16. 1015-205: Tour, Travel and Transport Management (Theory and Lab)**

Initial Concepts of Travel & Tourism industry, The Travel Agency Business and the Related Concepts, Organization Structure & Functions of Travel Agency Business, Tour Operation Business, Tour Planning, Guiding: A Complete Tour , Itinerary Development, Tour Costing and Pricing, Travel Agency Marketing, Introduction to Reservation and Ticketing, Basics of Transport Management and Tourism Management, Market Environment for Transportation System, Airline industry, Rail, Motor coach, Automobile, Cruise industries.

**Textbook:**  
Travel Agency Management by Mohinder Chand, Latest Edition

#### **Reference book and materials:**

**17. 1017-301: Reservation and Ticketing (Theory and Lab)**

Basic Aspects of Airline Booking and Hotel Booking, Handling Reservation Issues, Creating Reservation, Cancellation, Modification, PNR Creation, Modification, Itinerary Making, Issuing Tickets.

**Text Book:**

Amadeus Training Manual

**Reference book and materials:**

Air Fares and Ticketing by Doris S. Davidoff, Philip G. Davidoff

**18. 1015-411: Tourist Behavior**

The History of Tourist Behavior, Main concepts in consumer behavior, Motivators, Models of the Purchase Decision-Making Process, Typologies of Tourist Behavior and Segmentation of the Tourism Market, The Nature of Demand in Different Segments of the Tourism Market, Researching tourist behavior, The Marketing Mix and Tourist Behavior, The Emergence of New Markets and Changes in Tourist Demand, Quality and Tourist Satisfaction.

**Textbook:**

Consumer Behavior in Tourism by John Swarbrooke and Susan Horner

**Reference Books & Materials:**

1. Tourist Behavior Themes and Conceptual Schemes by Philip L. Pearce
2. Handbook of Tourist Behavior Theory and Practice; edited by Metin Kozak and Alain Decrop

**19. 1015-304: Leadership in Hospitality, Event, and Tourism**

Leadership theories and styles, ethical leadership, team dynamics and motivation, cultural competency, strategic thinking and decision making, strategic thinking and decision making, communication and negotiation, crisis management and resilience, sustainability leadership, professional development and lifelong learning.

**Text Book:**

1. Leadership and Management in the Hospitality Industry by Robert H. Woods and Judy Z. King
2. Special Events: Event Leadership for a New World by Joe Goldblatt

**Reference Book and materials:**

1. Marketing leadership in hospitality and tourism : Strategies and tactics for competitive advantage by Stowe Shoemaker, Robert C. Lewis, Peter C. Yesawich  
Supervision and Leadership in Tourism and Hospitality by Lynn van der Wagen and Christine Davies

**20. 1015-305: Smart Tourism**

Introduction to Smart Tourism, ICT in Tourism, Smart Destinations, Data-Driven Decision Making, Enhancing Tourist Experiences, Smart Tourism Ecosystem, Sustainable Smart Tourism, Challenges, Policies and

Governance in Smart Tourism, Future Trends in Smart Tourism.

**Textbook:**

Kontogianni, A., Alepis, E., Virvou, M., & Patsakis, C. (2024). Smart Tourism–The Impact of Artificial Intelligence and Blockchain.

**Reference Books/Supplementary Readings:**

1. Pesonen, J., & Neidhardt, J. (2019). Information and Communication Technologies in Tourism 2019. In *Springer eBooks*. <https://doi.org/10.1007/978-3-030-05940-8>
2. Wörndl, W., Koo, C., & Stienmetz, J. L. (2021). Information and Communication Technologies in Tourism 2021.
3. Information and Communication Technologies in Tourism 2024. (2024). In *Springer proceedings in business and economics*. <https://doi.org/10.1007/978-3-031-58839-6>
4. Bhuiyan, K. H., Jahan, I., Zayed, N. M., Islam, K. M. A., Suyaiya, S., Tkachenko, O., & Nitsenko, V. (2022). Smart Tourism Ecosystem: A New Dimension toward Sustainable Value Co-Creation. *Sustainability*, 14(22), 15043.
5. Santos-Júnior, A., Mendes-Filho, L., García, F. A., & Simões, J. M. (2017). Smart Tourism Destinations: a study based on the view of the stakeholders<sup>1</sup>.

**21. 1015-306: Smart Destinations**

Definition and evolution, Key characteristics and Importance of smart tourism in destination management, Concepts and Components of Smart Destinations, Role of Technology in Smart Destination Management, Data Analytics for Smart Destination Decision Making, Sustainable Tourism Practices in Smart Destinations, Stakeholder Collaboration and Governance in Smart Destinations, Smart Destination Marketing and Promotion, Case Studies and Best Practices in Smart Destinations.

**Textbook:**

Smart Tourism Destinations: Management and Development Perspectives

Author: Rodolfo Baggio and Metin Kozak

**Reference Books & Materials:**

1. Smart Cities: Big Data, Civic Hackers, and the Quest for a New Utopia  
Author: Anthony M. Townsend.
2. Smart Cities: Governing, Modelling and Analyzing the Transition  
Editors: Mark Deakin, Husam Al Waer

**22. 1015-414: Value Creation and Innovation in Tourism**

Introduction to Value Creation and Innovation in Tourism, Theories and Models of Innovation, Customer Value and Experience in Tourism, Technology and Innovation in Tourism, Sustainable Innovation in Tourism, Developing Innovative Tourism Products and Services, Strategic Management of Innovation, Marketing Innovations in Tourism.

**Textbooks:**

1. "Tourism: Principles, Practices, Philosophies" 12th Edition – Charles R. Goeldner, J.R. Brent Ritchie

**Reference Books and materials:**

1. "Innovation and Tourism: An Interdisciplinary Perspective" by João Luís Madeira da Silva and Carina Prager.
2. "Tourism Innovation: Technology, Sustainability, and Creativity" by Vanessa Ratten.
3. "The Innovation Journey of Tourism Entrepreneurs" by Mike Peters and Birgit Pikkemaat.
4. "Handbook of Research on Innovation in Tourism Industries" edited by Gry Agnete Alsos, Doris Eide, and Elisabet Ljunggren.

**23. 1041-301: Aviation and Flight Management (Theory and Lab)**

Introduction to Aviation and Airline Management, Principles of Flight and Crew Responsibilities and Cooperation, Aircraft Systems and Performance, Flight Operations Management, Managing Emergencies and Services, Environmental Issues in Aviation, Future Trends in Aviation, Air Traffic Control and Safety Management.

**Textbook:**

1. Introduction to Flight by John D. Anderson Jr.
2. Airline Operations and Management: A Management Textbook by Gerald N. Cook and Bruce Billig
3. "AIRLINE CABIN CREW TRAINING COURSE TEXTBOOK" Aviation Training Programme by IATA © 2006 International Air Transport Association.

**Reference Books and materials:**

1. Global Airlines: Competition in a Transnational Industry by Pat Hanlon
2. Safety Management Systems in Aviation by Alan J. Stolzer, Carl D. Halford, and John J. Goglia
3. Cabin Crew Management by taksina Bunbut
4. How to Become Cabin Crew by Jessica Bond

**24. 1015-307: Tourism Promotion and Communication**

Introduction to Tourism Promotion, Marketing Principles in Tourism, Communication Channels in Tourism, Digital Media and Tourism Promotion, Creating Compelling Tourism Campaigns, Consumer Behavior in Tourism, Measuring and Evaluating Tourism Promotion Efforts, Sustainable Tourism Promotion, Crisis Communication in Tourism, Future Trends in Tourism Promotion.

**Textbook:**

Principles of Tourism Marketing - John Doe, Jane Smith

**Reference Books and materials:**

Digital Marketing in Tourism - Emily Brown  
Public Relations for Tourism - Michael Green

**25. 0413-308: Service Management in Tourism**

Introduction to Service Management, Customer Service in Tourism, Service Quality Management, Tourism Operations Management, Technology in Service Management, Sustainable Service Management,



Innovation in Service Delivery.

**Textbooks:**

1. "Service Management in Tourism" by John Doe, Publisher XYZ
2. "Customer Experience Management" by Jane Smith, Publisher ABC
3. Culinary Essentials (2014) Glenco/Johnson & Wales, McGraw-Hill, Skills USA

**Reference Books and materials:**

1. "Technology and Service Quality" edited by Robert Brown, Publisher PQR
2. "Sustainable Tourism Practices" by Sarah Green, Publisher LMN
3. Foundations of Restaurant Management & Culinary Arts. Copyright 2011 by the National Restaurant Association Educational Foundation (NRAEF) and published by Pearson Education, Inc., publishing as Prentice Hall.
4. Professional Cooking, Wayne Gisslen (2011) 7th Edition, Published by John Wiley & Sons, Inc.,
5. The Professional Chef, 8th Edition, The Culinary Institute of America(r) ISBN: 978-0-7645- 5734-7 August 2006, Publisher Wiley

**26. 0414-401: Destination Branding**

Destination Branding, Key elements of a destination brand, Brand Identity and Image, positioning a Destination Brand, Stakeholder Involvement, Brand Communication Strategies, Measuring Brand Performance, Challenges in Destination Branding.

**Textbook:**

Destination Brands by Nigel Morgan; Annette Pritchard; Roger Pride

**Reference Books and materials:**

1. The Branding of Tourist Destinations: Theoretical and Empirical Insights by Mark Anthony Camilleri
2. Destination Branding for Small Cities: The Essentials for Successful Place Branding by Bill Baker
3. Destination Marketing and Management: Theories and Applications" by Youcheng Wang and Abraham Pizam

**27. 1015-308: Health Tourism**

Introduction to Health Tourism, Types of Health Tourism, Health Tourism Destinations, Legal and Ethical Considerations in Health Tourism, Marketing and Management in Health Tourism, Patient Experience and Customer Service in Health Tourism, Economics of Health Tourism, Technology and Innovation in Health Tourism, Quality Assurance and Accreditation in Health Tourism.

**Textbooks:**

1. Medical Tourism: A Reference Handbook by Stephanie Watson
2. Health Tourism: Social Welfare through International Trade by David Reisman

**Reference Books:**

1. The Economics of Health and Health Care by Sherman Folland, Allen C. Goodman, and Miron Stano
2. Tourism Management by David Weaver and Laura Lawton
3. Consumer Behavior by Leon G. Schiffman, Leslie Lazar Kanuk, and S. Ramesh Kumar  
Handbook of Medical Tourism Program Development: Developing Globally Integrated Health Systems by Maria K. Todd

## **Internship/Thesis/Project**

### **1. 1019-401: Industrial Training/Internship**

Students will work as an intern in different sectors of hospitality organizations minimum 6 months for internship.

### **2. 1019-403: Thesis in Tourism & Hospitality**

### **3. 1019-405: Project in Hospitality**