

# 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)

## **Students' Handbook**

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## About DIU

In an independent government assessment, Daffodil International University (DIU) has been recognized as one of top graded universities in Bangladesh. The university was founded by Daffodil Group with the approval of the Ministry of Education under the Private University Act of 1992 and its amendments in 1998. Daffodil International University came into being on 24th January 2002. The University today combines impressive modern facilities and a dynamic approach to teaching and research with its proud heritage of service and achievement.

Daffodil International University's mission is defined by its IT-based traditions of service and access. The University is serving the citizens of the country through its instructional, research and outreach programs and preparing Bangladesh to respond successfully to the challenges of global economy. The University is providing students broad access to the institution's educational resources. In the delivery of educational programs on campus and beyond, the University is drawing heavily upon the new instructional and outreach technologies available in the emerging information age.

So far the University pays the highest priority to resource allocation to graduate and post graduate education and for future development of those areas that represent the traditional strengths, quality, reputation, and uniqueness of the institution that continues to effectively respond to the needs of students and other constituents. Consistent with this commitment, the university is emphasizing high quality education including a comprehensive general education that imparts the broad knowledge, skills, and values so essential to educate responsible citizens as well as specialized career preparation for students. In establishing the primacy of education to the institutional mission, the University is assuring the continued strength of its faculty with the realization that the quality of instruction is directly related to the quality of the University's faculty and the commitment of the faculty to excellence in education.

The university started with 68 students registering in the first batch and within twenty years more than 25,000 students have been enrolled. DIU is committed in providing high standard education with all sorts of facilities to the students. Since the inception, the university has been maintaining the commitment and it creates inspiration to the students and this is the key to the continuous increase in the number of students.

### **Vision of the University:**

Becoming a globally recognized center of excellence through innovative, learner-centric, technology-driven education, and impactful research fostering a diverse, international academic community that actively shapes brighter future for all.

### **Mission of the University:**

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

### **Core Values:**

- **Ethics:** Daffodil International University (DIU) is committed to being ethical in practices and services.
- **Quality:** We strive to ensure excellence in all its programs and services. DIU believes in continuously looking for and making use of opportunities to improve further.
- **Leadership:** We at DIU believe in leadership as we, through our prompt and agile work process, set up examples for others to follow.
- **Innovation:** We empower individuals to think innovatively, remain curious, and value new ideas.
- **Diversity:** We value opinions and ideas from different people of different groups no matter what their race, nationality, age, religion, and position is.
- **Continuous Learning:** We inspire people to be lifelong learners so that they remain committed to updating and upgrading themselves.

## About The Faculty of Business and Entrepreneurship (FBE)

The faculty of Business and Entrepreneurship (FBE) is one of the largest faculty at DIU with more than 5000 students currently studying BBA, MBA, BRE, BBS, BIE and Bachelor of Tourism And Hospitality Management. One of the special features of FBE is that it has a blend of well-experienced teachers with foreign exposure, a galaxy of young and energetic faculty members, a good number of nationally and globally renowned teachers from University of Dhaka, Jahangirnagar University who are passionately dedicated to teaching the students of FBE at DIU. In addition, quite a handful of legendary corporate personalities are also teaching DIU students and helping them gather practical knowledge about the corporate world.

To keep pace with ever-changing global needs, FBE has also introduced a blend of time befitting programs covering different sectors such as Bachelor of Tourism and Hospitality Management, Bachelor of Real Estate and Bachelor of Innovation and Entrepreneurship. At FBE each student has to do internship and, prepare assignment and participate in presentation; hence, each and every student grows with practical knowledge that enables him/her to compete with other graduates domestically and internationally. The Dean of the FBE is mainly responsible for integrating different academic and administrative activities of BBA, MBA, BTHM, BRE, BBS and BIE programs to ensure quality.

## Academic Programs of FBE

### Four Departments work under the Faculty of Business and Entrepreneurship

1. Department of Business Administration: Two Programs run under this department. These are Bachelor of Business Administration (BBA) and Master of Business Administration (MBA).
2. Department of Tourism and Hospitality Management: Bachelor of Tourism and Hospitality Management (BTHM) program runs under this Department.
3. Department of Real Estate: Offers Bachelor of Real Estate (BRE).
4. Department of Innovation and Entrepreneurship: Offers Bachelor of Innovation and Entrepreneurship (BIE).
5. Department of Management: Offers BBA in Management.
6. Department of Accounting: Offers BBA in Accounting.
7. Department of Marketing: Offers BBA in Marketing.
8. Department of Finance & Banking: Offers BBA in Finance & Banking.

## 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

### **Why Study Tourism and Hospitality Management at DIU**

Tourism and Hospitality is one of the world's most dynamic and rapidly expanding industries, contributing over \$500 billion annually to the global economy. With increasing demand for skilled professionals in travel, tourism, and hospitality management, this field offers diverse and rewarding career opportunities worldwide.

At Daffodil International University (DIU), the Department of Tourism and Hospitality Management (THM) is committed to producing globally competitive graduates. Our program integrates core business and management principles with in-depth knowledge of tourism, hospitality operations, sustainable development, and ecotourism.

To ensure students gain real-world, hands-on experience, the department offers access to fully furnished, industry-standard THM Lab facilities. These modern labs simulate real hotel, restaurant, and tourism service environments, allowing students to develop practical skills in areas such as Food and Beverage Production, Food and Beverage Service, Front Office Operations, Housekeeping, Reservation & Ticketing, Customer Relationship Management and Tourism Planning and Development—mirroring global best practices.

As the hospitality industry is projected to triple in size globally, and Bangladesh's own tourism sector continues to grow—driven by natural beauty, cultural richness, and economic development—graduates from DIU are uniquely positioned for success. Our curriculum is tailored to meet international standards, preparing students for global careers in hotels, airlines, event management, travel agencies, cruise lines, and tourism development authorities.

With a strong focus on innovation, sustainability, and global relevance, the THM program at DIU offers a pathway to leadership in one of the world's most exciting industries.

### **Skills That You Will Gain**

Good interpersonal skills – essential in a business where you will be interacting with people – problem solving skills and an ability to organize and work as part of a team. You should also have developed good leadership and delegation skills and be able to work on your own initiative. Services (also known as "intangible goods") includes skills of attention, advice, access, experience, and communication skill which differentiate you from others.

### **Work Experience**

Work experience is expected by employers in this industry and many hospitality courses offer an industrial placement, providing the opportunity to put academic learning into practice. Practical experience is valuable as it helps to develop transferable and subject-specific skills. At the same time it will provide your abilities to future employers.

### **Career Opportunities for BTHM Graduates**

A Bachelor in Tourism and Hospitality Management (BTHM) opens diverse career paths across the global tourism, hospitality, leisure, and service industries. Graduates are well-prepared for roles in hotel and resort management, restaurant operations, guest services, and event coordination. Many thrive in the travel sector as tour managers, travel consultants, airline staff, and tourism officers, helping to plan and promote memorable experiences.

With strong organizational and interpersonal skills, BTHM graduates also excel in event planning, venue management, customer service, and operations roles across various sectors. Their training translates well into retail, human resources, and corporate services, where service excellence is key. Entrepreneurial graduates often launch their own ventures—such as travel agencies, boutique hotels, cafés, or event planning businesses—bringing innovation to the service industry.

Additionally, opportunities exist in government, NGOs, and academia, focusing on tourism development, cultural preservation, sustainability, and education. Overall, the BTHM degree provides a versatile foundation for success in a wide range of dynamic and rewarding careers.

## Career Prospects

In Bangladesh, the tourism and hospitality sector holds promising career prospects for individuals interested in diverse professional opportunities. The booming travel and tourism sector in the nation is driving up demand for qualified workers in a number of fields, including hotel management, tour operations, event planning, and culinary arts. Employers in luxury hotels, boutique hotels, travel agencies, and event management firms can hire graduates of tourism and hospitality programs. After undertaking this Bachelor of Tourism and Hospitality Management degree, graduates can work in various departments in hotel and resort as Front Desk Agent, Sales Executive, Reservation Agent, Room Attendant, Food and Beverage Serviceperson, and Chef; in airline industry as Flight Attendant, Ground Officer, in tour and travel agency as travel agent and in Event Management companies as Event Coordinator and so on. There are numerous opportunities in the hospitality sector for entrepreneurship, customer service positions, and tourism development because Bangladesh's natural and cultural attractions are becoming more and more well-known worldwide. A person with the necessary credentials and real-world experience can succeed in this fast-paced industry as it grows due to an increase in both domestic and foreign travel.

## Eligibility for Admission

Students having minimum GPA 2.5 both in SSC and HSC or any equivalent background from Science, Arts, Commerce or other field of study may apply for admission to BTHM program.

## Duration of the Program

Total duration of the program is 4 (four) years. Semester system will be followed in this program. There will be 3(three) semesters in a year. Each semester will be of 4(months) months duration.

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

Description	Name of the Semester	Duration
Semester I	Spring	January – April
Semester II	Summer	May -August
Semester III	Fall	September -December

## Grading System\*

Numerical Grade	Letter Grade	Grade Point	Remarks
80- 100	A+ (Plus)	4.00	Outstanding

75-79	A (Regular)	3.75	Excellent
70-74	A-(Minus)	3.50	Very Good
65-69	B+ (Plus)	3.25	Good
60-64	B (Regular)	3.00	Satisfactory
55-59	B-(Minus)	2.75	Above Average
50-54	C+ (Plus)	2.50	Average
45-49	C (Regular)	2.25	Below Average
40-44	D	2.00	Pass
Less than 40	F	0.00	Fail

\* UGC guided uniform grading system will be followed.

### Marks Distribution (Theory)

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

### Marks Distribution: Lab work

Description	Allotted Marks
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

#### Graduation Requirements

To obtain the **BTHM Degree** students must have to complete **130 credits** (124 credit hours for Courses and 6 credit hours for Hospitality Industrial Placement) with a minimum CGPA of 2.00 on a scale of 4.00. If any student fails in any course he/she will get the opportunity to improve the grade by retaking the same in the subsequent semester.

## Syllabus for Bachelor of Tourism and Hospitality Management

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

To obtain a BTHM degree, a student has to complete at least **130 credits**. The breakdown of credits will be as follows:

	Categories of Courses	No. of Courses	Credits
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).

#### 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:

**General Education Course**

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

### 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

### Tourism & Hospitality Elective Courses:

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

Food & Beverage Sector					
S/N	CODE	COURSE NAME	Credit	Prerequisite	Course Code
1	1013-101	Food, Beverage & Bar Management theory	2	Food Safety, Hygiene, And Sanitation	1022-101
	1013-102	Food, Beverage & Bar Management Lab	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		
4	1013-317	Managing Food & Beverage Production	2	Food Safety, Hygiene, And Sanitation	1022-101
	1013-318	Managing Food & Beverage Production Lab	2		
6	1013-311	Bakery and Pastry Production	2	Food Safety, Hygiene, And Sanitation	1022-101
Lodging and Recreation Sector					
7	1013-207	Front Office Management	2	Introduction to Tourism & Hospitality Industry	1015-101
	1013-208	Front Office Management Lab	2		
8	1013-105	Housekeeping Management	2	Introduction to Tourism & Hospitality Industry	1015-101
	1013-106	Housekeeping Management Lab	2		
9	1013-313	Resort Management	3	Introduction to Tourism & Hospitality Industry	1015-101
10	1016-411	Event Management	3	Introduction to Tourism & Hospitality Industry	1015-101
	1016-412	Event Management Lab	1		
11	1013-325	Hotel Management	3	Introduction to Tourism & Hospitality Industry	1015-101
12	1017-303	Property Management System	2	Introduction to Tourism & Hospitality Industry	1015-101
	1017-304	Property Management System Lab	2		
13	1016-413	Managing Hospitality Operations	3	Introduction to Tourism & Hospitality Industry	1015-101
14	0413-401	Hotel Revenue Management	3	Principles of Finance	0412-201
15	0413-402	Hospitality Business Analytics	3	Business Statistics	0542-301
16	0413-403	Strategic Human Resource Management	3	Introduction to Management	0413-103
17	1015-304	Leadership in Hospitality, Event and Tourism	3	Human Resource Management	1016-203
18	0412-301	Cost Control in Hotel and Tourism	3	Principles of Finance, Introduction to Accounting	0412-201 & 0411-201

Travel & Tourism Sector					
19	1015-205	Tour, Travel and Transport Management	3	Introduction to Tourism & Hospitality Industry	1015-101
	1015-206	Tour, Travel and Transport Management Lab	1		
20	1017-301	Reservation and Ticketing	2	Introduction to Tourism & Hospitality Industry	1015-101
	1017-302	Reservation and Ticketing Lab	2		
21	1015-411	Tourist Behaviour	3	Introduction to Tourism & Hospitality Industry	1015-101
22	1015-304	Leadership in Hospitality, Events and Tourism	3	Human Resource Management	1016-203
23	0412-301	Cost Control in Hotel and Tourism	3	Principles of Finance, Introduction to Accounting	0412-201 & 0411-201
24	1015-305	Smart Tourism	3	Introduction to Tourism & Hospitality Industry	1015-101
25	1015-306	Smart Destinations	3	Introduction to Tourism & Hospitality Industry	1015-101
26	1015-414	Value Creation and Innovation in Tourism	3	Entrepreneurship	0413-305
27	1041-301	Aviation and Flight Management	3	Introduction to Tourism & Hospitality Industry	1015-101
	1041-302	Aviation and Flight Management Lab	1		
28	1015-307	Tourism Promotion and Communication	3	Introduction to Tourism & Hospitality Industry	1015-101
29	0413-308	Service Management in Tourism	3	Principles of Marketing	0414-101
30	0414-401	Destination Branding		Principles of Marketing	0414-101
31	1015-308	Health Tourism	3	Introduction to Tourism & Hospitality Industry	1015-101

#### 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

#### 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: Networking And Information Technology

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. Luffar 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<sup>th</sup> 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. 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

### 15. 0232-115: Bangla Language and Literature

ভাষা বিষয়ক : বাংলা ধ্বনি বা বাগধ্বনি (Phone/ Speech Sound); বর্ণ ( Letter); অক্ষর (Syllable), বাংলা ধ্বনির উচ্চারণ স্থান ও রীতি (Point of Articulation & Manner of Articulation) , ভাষা বিষয়ক : বাংলা উচ্চারণ : প্রমিত(Standard), আঞ্চলিক (Dialectical), বৈচিত্র (Variation) , ভাষা বিষয়ক : অপিনিহিতি, অভিশ্রুতি, স্বরসঙ্গতি, স্বাসাঘাত (Stress accent), স্বরভঙ্গি/স্বরতরঙ্গ (Intonation), কবিতা : বঙ্গভাষা : মাইকেল মধুসূদন দত্ত, : প্রবন্ধ :

আমাদের বাংলা উচ্চারণ : মুহম্মদ আবদুল হাই, ছোটগল্প : পোস্টমাস্টার : রবীন্দ্রনাথ ঠাকুর, কবিতা : নির্বরের স্বপ্নভঙ্গ : রবীন্দ্রনাথ ঠাকুর, প্রবন্ধ : বাঙালা ভাষা : বঙ্কিমচন্দ্র চট্টোপাধ্যায়, কবিতা : আজ সৃষ্টিসুখের উল্লাসে : কাজী নজরুল ইসলাম, প্রবন্ধ : অবরোধ বাসিনী : বেগম রোকেয়া সাখাওয়াত হোসেন, ভাষা বিষয়ক : প্রমিত বাংলা বানানের নিয়ম (বাংলা একাডেমী), : প্রবন্ধ : আমাদের আত্মপরিচয় : কবীর চৌধুরী, ভাষা বিষয়ক : বাংলা ও ইংরেজির তুলনা, প্রবন্ধ : তৈল : হরপ্রসাদ শাস্ত্রী, কবিতা : স্মৃতিস্তম্ভ : আলাউদ্দিন আল আজাদ, ভাষা বিষয়ক : বাংলা লিখন দক্ষতা : বিরামচিহ্ন প্রয়োগ, সাধু ও চলিত রীতি, ভাষা বিষয়ক : ব্যবহারিক বাংলা : সংক্ষিপ্ত আলোচনা, কবিতা : বঙ্গবাণী : আবদুল হাকিম, কবিতা : খাঁচার ভিতর অচিন পাখি : লালন সাই, প্রবন্ধ : সভ্যতার সংকট : রবীন্দ্রনাথ ঠাকুর, : ছোটগল্প: পুঁইমাচা : বিভূতিভূষণ বন্দ্যোপাধ্যায়, দি ন লি পি : একান্তরের দিনগুলি : জাহানারা ইমাম, কবিতা : তোমাকে পাওয়ার জন্য হে স্বাধীনতা : শামসুর

রাহমান, প্রবন্ধ : যৌবনে দাও রাজটিকা : প্রমথ চৌধুরী , : কবিতা : পরিচয় : সৈয়দ শামসুল হক , কবিতা : রূপসী বাংলা : জীবনানন্দ দাশ , ছোটগল্প : অপঘাত : আখতারুজ্জামান ইলিয়াস , প্রবন্ধ : বর্তমান বিশ্বসাহিত্য : কাজী নজরুল ইসলাম , : ছোটগল্প : নয়নচারা : সৈয়দ ওয়ালীউল্লাহ , : নাটক : কবর : মুনীর চৌধুরী (পটভূমি, নাট্যকার পরিচিতি) , নাটক : কবর : মুনীর চৌধুরী (প্রথম অংশ) , : নাটক : কবর : মুনীর চৌধুরী (শেষ অংশ) , নাটক : কবর : মুনীর চৌধুরী (গঠন, চরিত্র নির্মাণ, নাটক হিসেবে সার্থকতা) , বিষয়ভিত্তিক আলোচনা : একুশে ফেব্রুয়ারি, মুক্তিযুদ্ধ, বাংলা ভাষা, বিশ্বায়, বাংলার উৎসব, বিষয়ভিত্তিক আলোচনা : বাংলা নববর্ষ, আধুনিক তথ্য-প্রযুক্তি ,

বাংলার লোকসংস্কৃতি, মানবতা ও নৈতিকতা ।

Text Book:

1. Course Compilation: Bangla Language and Literature – Prepared by Course Teacher.

**Reference Books:**

১. বাংলা ভাষা ও সাহিত্য : রফিকুল ইসলাম ও সৌমিত্র শেখর

### 16. 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.

### 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 and Social Media 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. GPSMAP76CSx- Owner's Manual

## Tourism & Hospitality Core Courses

### 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

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: Hospitality Law and Legal aspects

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 in Hotel and Tourism**

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. 1016-307: Supervision in the Hospitality Industry**

Introduction to Hiring and Supervising Employees, The Supervisors as Managers and leaders, Equal Opportunity Laws and Diversity, Wage and Hour Laws, Compensation and Benefits, Discipline and Employee Assistance Programs, Job Description, Specifications, Recruiting and Orientation, Performance Appraisals, Teamwork, Team Building, and Coaching, Employee Motivation through Quality Leadership, Employee Training and Development, Decision Making and Control.

**Textbook:**

1. Supervision in the Hospitality Industry: Applied Human Resources by Jack E. Miller, John R. Walker, Karen Eich Drummond
2. Hospitality Employee Management and Supervision; Concepts and Practical Implications by Kerry L. Sommerville

**Reference book and materials:**

1. Supervision in the Hospitality Industry: Leading Human Resources by John R. Walker & Jack E. Miller.
2. Supervision in the Hospitality Industry by Raphael R. Kavanaugh, Ed.D., CHA & Jack D. Ninemeier, Ph.D., CHA; 3rd edition, EDUCATIONAL INSTITUTE: American Hotel & Lodging Association (AHLA)

**8. 1016-309: Purchasing for Hospitality Operations**

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>

**9. 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.

**10. 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

**11. 1015-409, 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, BusinessGlobalization, Sustainability and Development.

**Textbook:**

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

**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.

## Tourism & Hospitality Elective Courses

### 1. 1013-101: Fundamentals of Food and Beverage Service

Introduction to Food and Beverage Service Operations, Know the various types of hospitality organization, Types and Styles of Food Service, F & B Service Equipment, Preparation of the Dining Room for Food Service, The Principles of Menu Constructions in the Provision of Meals, The Principles of Non-alcoholic and Alcoholic Beverages Production and Service, The Food & Beverage Service Sequence, Room and Floor Service Techniques and other Specialized Service.

#### Textbook:

Food and Beverage Service, 9th Edition, Lillicrap R Dennis and Cousins a John; published by Hodder and Stoughton.

#### Reference books and materials:

1. Food and Beverage Services -A Training Manual by Sudhir Andrews; 3<sup>rd</sup> edition published 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. Saunders, E.; Paz, P.; Wilkinson, Ron, "Waiter-Waitress Training – A Guide to becoming a Successful Server". Prentice Hall 2002. ISBN: 0-13-092626-4
4. Lora, A (2005), The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company.
5. Ann, B (1996), Serving Food and Drink: Table & Function: Student Guide, Nelson Thornes

### 2. 1013-203: Introduction to Culinary Arts

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. 1013-315: Managing Food and Beverage Service

Fundamental Of Food & Beverage Service, Food & Beverage Service Sequences, and Convictions, The Principles of Menu Constructions and Food Accompaniments, Understand the Principles of Alcoholic Beverages Production and Service, The Service Sequence, Understand Room and Floor Service Techniques and Other Specialized Service, Enhanced service techniques, Organize Functions, Supervisory Aspects of Food and Beverage Service, Understand Food & Beverage Cost Control.

#### Textbook:

Food and Beverage Service, 9th Edition, Lillicrap R Dennis and Cousins a John; published by Hodder and Stoughton.

### Reference Books & 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. Saunders, E.; Paz, P.; Wilkinson, Ron, "Waiter-Waitress Training – A Guide to becoming a Successful Server". Prentice Hall 2002. ISBN: 0-13-092626-4
4. Lora, A (2005), The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company.
5. Ann, B (1996), Serving Food and Drink: Table & Function: Student Guide, Nelson Thornes

### 4. 1013-317: Managing Food and Beverage Production

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

### 5. 1013-209, Food & Beverage Management

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.

### **6. 1013-311: Bakery and Pastry Production**

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

### **7. 1013-207, Front Office Management**

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. 4th 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

### **8. 1013-105: Housekeeping Management**

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
2. Hotel Housekeeping Management and Operations. Sudhir Andrews, Publisher: McGraw Hill Education, Publication Date: 2007
3. Housekeeping Management, Matt A Casado, 2nd edition, published by Wiley.

**9. 1013-313: Resort & Recreation 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

**10. 1016-411: MICE and Event Management**

Concept of MICE and Event Management, Introduction to the Convention, Meetings and Trade Show Industry, Developing a Marketing Plan for events, Selling the Corporate Meetings, Market Food and Beverage Service, Admission System and Other Service, Event Management: Concept and Design, Feasibility, Legal Compliance, Staging, Crowd Management and Evacuation.

**Textbook:**

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

**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

**11. 1013-325: Accommodation 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. 4th 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

**12. 1017-303: Property Management System**

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:**

OPERA PMS (Property Management Systems) Reference Manual Opera Hotel Edition Version 4.0

**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

**13. 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.

#### **14. 1015-205: Tour, Travel and Transport Management**

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 Airline 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:**

The Business of Travel Agency & Tour Operations Management by A. K Bhatia

#### **15. 1017-301: Airline Ticketing and Reservation**

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

#### **16. 1041-401: Cabin Crew and & Airport Service**

Introduction to the Airline Industry, Air Transport and Flight Operation, Crew Responsibilities and Cooperation, Managing Abnormal and Emergency Situations, Medical Emergencies on Board the Aircraft, Dangerous Goods Aviation Security, Customer Service and Interaction with Passengers, Airline Catering and Onboard Retail Services, Cabin Crew Professional Development.

##### **Textbook:**

"AIRLINE CABIN CREW TRAINING COURSE TEXTBOOK" Aviation Training Programme by IATA © 2006 International Air Transport Association.

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

1. Cabin Crew Management by taksina Bunbut
2. Ground Handling Manual by IATA
3. How to Become Cabin Crew by Jessica Bond

#### **17. 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

**18. 1015-413: Riverine Tourism in Bangladesh**

Introduction to River Tourism, Socio-Economic Aspects of River tourism, River tourism in Bangladesh - Problems & Prospects. River Transportation, Accommodation and sports/activities/culture, River Pollution-Cause & Effect, Development of River as a Destination Branding/Marketing of River Tourism, Formulation and Implementation Plan of a River Product for Tourists.

**Textbook:**

1. Prideaux, B., Timothy, D. J., & Cooper, M. (2009). Introducing river tourism: physical, ecological and human aspects. River tourism, 1.
2. Management of River Wilderness and Tourism in Bangladesh by Dr. Anisujjaman Khan.

**Reference Books and materials:**

1. River Tourism Edited by Bruce Prideaux, Malcolm Cooper
2. Riverine tourism' potentials wither by Kamrun Nahar  
Link: <https://thefinancialexpress.com.bd/trade/riverine-tourism-potentials-wither-1548044387>
3. What riverine Bangladesh is yet to explore  
Link: <https://bbf.digital/what-riverine-bangladesh-is-yet-to-explore>
4. Riverways and Tourism by Towfiq Ali  
Link: <https://www.thedailystar.net/news/river-ways-and-tourism>
5. Contribution of Riverine Resources in Tourism: A study on Padma River  
Link: <https://www.coursehero.com/file/50364950/riverine-tourismdocx/>
6. Ahmed, Ishita; Jahan, Nusrat (2015), Riverine Tourism: Untapped Treasure of Bangladesh. ASA university review. Vol.9, Issue: 1

**Internship/Thesis/Project****1. 1019-401: Industrial Training/Internship**

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

**2. 1019-403: Thesis in Tourism & Hospitality****3. 1019-405: Project in Hospitality**

## Non-credit Mandatory Course

### 1. 0231-303: French Language Learning

### 2. 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

### 3. 0231-307: German Language Learning

### 4. 0231-309: Arabic Language Learning