

Bachelor in Buddhism, Travel and Tourism Management (BBTMM)

Program Objectives

The overall objective of this program is to provide a good foundation for students to develop their theoretical as well as empirical knowledge on the field of Buddhism, Travel and Tourism Management. This course has been designed to prepare the students to enter the hospitality industry as middle management level employees and to serve in travel and tourism sectors. It is a four years full time semester system course designed to produce professional human resource for the dynamically growing travel and tourism sector of Nepal. This program explores the wide variety of services provided by today's travel and tourism industry while developing the business knowledge and skills required for success in the private and public sector of tourism.

Learning Outcomes

Upon completion of the course the students will be able to:

- gain an understanding of travel and tourism and its operation both theoretically and practically;
- gain knowledge about not just the fundamentals of travel and tourism but also about the more advanced concepts related to the field;
- gain knowledge about the policies related to travel and tourism;
- understand tourism in the light of Buddhism;
- handle function of international tourist service operation including handling, managing and planning tours, treks, and rafting program;
- handle domestic and international ticketing;
- get employment in national as well as international market;
- develop an entrepreneurship skill in the travel and tourism industry;
- join higher level course in travel and tourism

Curricular Structure

These learning objectives are achieved through an appropriate blend of core and foundation courses. The foundation courses are offered during the first and second semesters of the program. Advanced and specialized course options are offered during the second half of the program.

The four years BBTMM degree requires the completion of 120 credit hours. The foundation and allied courses include 42 credit hours of coursework. The core course includes 58 credit hours. In addition, students must complete 6 credit hours of research project, 9 credit hours of internship, and 5 credit hours of elective courses. Individual subjects are normally 3 credits which run through one semester, with the exception of a few courses.

Program Features

BBTTM is a four-year program structured in eight semesters. A student needs to complete 120 credit hours of course work, electives, research project and internship for graduation.

The BBTTM program is a broad-based programme which gives equal emphasis on all the various disciplines in the field of travel and tourism. Students will be equipped with the essential knowledge, skills, attitudes and ethics necessary to succeed in today's competitive marketplace, and to work at the pace needed for a successful career. The rigorous core curriculum provides a solid foundation, rooted in tourism fundamentals. Beyond the core, students are able to tailor their education to meet their goals and interests through a variety of elective courses. The BBTTM program begins with a set of required foundation and core courses and then offers more specialized courses.

Foundation and Compulsory Courses

The compulsory courses for BBTTM help students acquire the language, and quantitative reasoning skills they will need for today's travel and tourism career along with basic and specialized knowledge of the field. These fundamental courses develop students' comprehension, analytical, critical thinking, and communication skills. The intention of offering these foundation courses is that students will have the opportunity to diversify their study experience and build a broader base of knowledge to properly understand the core courses and develop competency.

	Subjects	Credit Hours
ENG	101 English-I	3
ENG	202 English-II	3
MGT	141 Principles of Management	3
TEC	151 Economics of Tourism	3
TFN	151 Tourism Finance	3
THM	171 Tourism and Hospitality Marketing	3
MGT	361 Entrepreneurship in Travel and Tourism	3
MGT	246 Human Resource Management in Tourism	3
TAC	161 Tourism and Hospitality Accounting	3
LAN	121 International Language	3
RES	360 Research Methodology	3
TOR	301 Corporate Communications	3
BUD	121 Buddhism and Nepalese Society	3
STT	281 Tourism Statistics	3

Core Courses

The BBTTM program is anchored by 20 required, rigorous and integrated course modules that promote a general perspective and that provide a framework for the more function and application-specific courses that follow. The core courses and application modules are as follows:

Subjects	Credit Hours
TOR 131 Comprehensive Tourism Studies	3
TOR 141 Tourism Geography	3
TOR 241 Comprehensive Hospitality Studies	3
TOR 231 Travel Trade Operations-I	3
TOR 331 Travel trade Operations-II	3
TOR 341 Adventure Tourism in Nepal	3
TOR 342 Cultural Tourism	3
TOR 372 Cargo Management	2
TOR 343E- Tourism	3
TOR 344 Heritage Tourism	3
TOR 351 Hotel Operations Management	3
BUD 221 Buddhism and Tourism	3
TOR 401 Tourism Legislation	3
TOR 371 Airlines Ticketing (GDS)	3
TOR 392 Tourism Crisis and Disaster Management	3
MGT 461 Strategic Management for Travel and Tourism	3
TOR 381 Tourism and Guide	2
TOR 393 Destination Planning and Management	3
TOR 345 Event Management	3
TOR 391 Tourism and Environment	3

Electives

The elective courses help students to develop specialized and focused knowledge and skills in the areas of their choice. Students are required to select one course each from two segments of elective courses offered by the College.

Elective I	Subjects	Credit Hours
	TOR 411 Sustainable Tourism	2
	TOR 412 Pilgrimage Tourism	2
Elective II	Subjects	Credit Hours
	TOR 451 Accommodations Management	3
	TOR 471 Airlines Operations Management	3
	TOR 481 Tourism Planning and Policy	3

Internship

Students need to do an internship as approved by the college. The purpose of internship is to provide students with the real-life, on-the-job exposure and an opportunity to apply theoretical concepts in real-life situation. Students' interest and intended area of concentration are taken into account while making the internship placement decisions.

An internship placement may be with any organization, association, or business where the knowledge and skills of travel and tourism management are applicable. Students should not

commit to work with any potential internship host until they have had a preliminary discussion and approval to do so from the internship coordinator. The internship coordinator has discretionary authority to grant or refuse permission depending upon circumstances. The internship coordinator will offer guidance and suggestions for specific organizations if students struggle to find an appropriate placement. Throughout the internship periods, the coordinator will be in contact with students to monitor their performance and help them get the most from their professional experience.

Research Project

Students are required to do an independent capstone research project that involves fieldwork and its empirical analysis. At the end, students must prepare a report of this work in the prescribed format and submit it to the authorized person of the College. The objective of this research project is to develop students' skills in research, particularly in areas of data collection, processing, analysis, and report writing. Students are encouraged to choose projects which will complement their academic interests, coursework and career aspirations. These reports will be evaluated by the concerned authority of the College.

Eligibility for Admission

The BBTTM program is tailored made to serve the needs of the bright young persons who have completed twelve years of education and are looking for an education in travel and tourism management profession or towards higher education in the related field.

This program is open to students with diverse educational backgrounds including, humanities, science, arts and management. However, being a program with challenging curricula and contents, it is accessible mainly to those students who have excellent academic record and high potential for success. Accordingly, candidates for this program are carefully screened through a selective admission test process.

A candidate for being eligible for admission to the degree course in Bachelor in Buddhism, Travel and Tourism Management shall have passed 12th Standard Examination (H.S.E.B. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th standard.

Every eligible candidate has to pass the entrance test to be taken by the College.

Normal and Maximum Duration of Study

The duration for the completion of the program is as follows:

- Normal duration: 4 Years (8 Semesters)
- Maximum duration allowed to complete the degree requirements: 8 Years

A full-time student has to take a minimum of 14 credits.

Semester, Evaluation and Grading

Semester

The length of a semester shall consist of 90 teaching days, no fewer than 16 calendar weeks and no more than 18 calendar weeks of instructional time. The inclusion of breaks or holidays within any particular semester shall be at the discretion of the College so long as the College is in compliance with the criteria that defines a week of instructional time, and is in compliance with the criteria for awarding semester credit hours.

The credit hour assigned to each course of this program varies depending on its lecture, tutorial and practical work hours in a week. One lecture/contact hour per week per semester is assigned one credit. That is, a three credit hours course has 48 class hours. A faculty member is assigned to teach each of the courses. If the course is taught by more than one faculty member, then one of the members is designated as the coordinator of that course.

A full-time load of five courses per semester at the BBTTM level would equate to approximately five contact hours per day or 25 hours per week, for a minimum of 450 hours per semester.

Evaluation

Evaluation will be conducted by internal assessment with 50 percent by continuous assessment and 50 percent through end-of-semester examinations. The breakdown of allocated marks for internal assessment will be specified in the university regulations. A student is required to pass the internal and external evaluations independently. The final grade awarded on the basis of his/her consolidated performance in both internal and external evaluations.

Degree Requirements

For the award of BBTTM degree, students must:

- Secure a minimum CGPA of 2.0 on the 4.0 grade scale;
- Complete all the courses and project work as specified in the curriculum within the maximum time period specified; and
- Have no outstanding financial obligations to the College and the University.

Curricular Structure

The four years BBTTM degree requires the completion of 120 credit hours.

Course Cycle

Semester I	Subjects	Credit Hours
	ENG 101English- I	3
	TOR 131Comprehensive Tourism Studies	3
	BUD 121Buddhism and Nepalese Society	3
	TOR 181Tourism Geography	3
	MGT 141 Principles of Management	3
Semester II		
	TEC 151Economics of Tourism	3
	TOR 231Travel Trade Operations-I	3
	TAC 161Tourism and Hospitality Accounting	3
	TOR 241Comprehensive Hospitality Studies	3
	ENG 202 English-II	3
Semester III		
	TOR 331Travel Trade Operations-II	3
	TFN 151Tourism Finance	3
	TOR 341Adventure Tourism in Nepal	3
	TOR 342Cultural Tourism	3
	TOR 343E-tourism	3
	LAN 121International Language-I	3
Semester IV		
	THM 171Tourism and Hospitality Marketing	3
	TOR 344Heritage Tourism	3
	TOR 351Hotel Operations Management	3
	BUD 221Buddhism and Tourism	3
	TOR 345Event Management	3

Semester V

MGT 361	Entrepreneurship in Travel and Tourism	3
MGT 246	Human Resource Management in Tourism	3
TOR 371	Airlines Ticketing (GDS)	3
TOR 392	Tourism Crisis and Disaster Management	3
MGT 461	Strategic Management for Travel and Tourism	3
STT 281	Tourism Statistics	3

Semester VI

TOR 301	Corporate Communications	3
TOR 401	Tourism Legislation	3
TOR 381	Tourism and Guide	2
TOR 372	Cargo Management	2
TOR 391	Tourism and Environment	3
RES 360	Research Methodology	3

Semester VII

TOR 451	Internship	9
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Semester VIII

RES 460	Research Project	6
TOR 393	Destination Planning and Management	3

Electives- I

TOR 411	Sustainable Tourism	2
TOR 412	Pilgrimage Tourism	2

Electives- II

TOR 451	Accommodations Management	3
TOR 471	Airline Operations Management	3
TOR 481	Tourism Planning and Policy	3

Course Contents

Semester-I

Course Title: English I

Course Code: ENG 101

Credits: 3

Lecture Hours (L. Hrs.)- 48

Year: I

Semester: I

Course Description

The first semester General English course is a contemporary English course for middle level language learners or undergraduate level students to help develop their English language skills. It is designed to cover the major English language skills. Lively and up-to-date texts taken from authentic sources and engaging topics will be included to stimulate interest and provoke discussion. This course aims at providing a coherent and integrated course of study that will teach core skills in analyzing texts and to develop knowledge of different types of writing and verbal communication, to learn, to analyze and interpret meaning through the study of English language, form and style in various forms of discourse. Upon completion of the course, students will come to understand the structure of English and how it is used for communication and other purposes.

Course Objectives

The general objective of the course is to allow students to study texts and authors from a wide range of English writings in order to develop their core skills in reading and writing varieties of English texts. The specific objectives are to enable students to:

- develop critical thinking skills;
- acquire a range of intellectual and interpersonal skills;
- evaluate and interpret text materials;
- explain the materials logically, orally or on paper; and
- work independently and as a member of a group.

Course Components

The course consists of 12 sections, each of which deals with the following components:

*Lead in Reading Vocabulary Grammar Listening
Speaking Use of English Vocabulary Writing Review*

The Lead in sections are designed to introduce, through a variety of skills input and activities, the various sub-topics and key vocabulary of the unit.

The Vocabulary sections draw on and expand topic or lexico-grammatical vocabulary from the Lead in, Reading or Use of English pages, and encourage students to use the vocabulary in context.

The Grammar sections adopt a holistic approach to practice newly acquired knowledge.

The Listening sections introduce the topic in question and encourage students to react to what they have heard.

The Speaking sections encourage students to interact with one another and with the whole class.

The Use of English sections are carefully designed to stimulate interests.

The Writing sections give students ample practice in expressing ideas and opinions and write connected paragraphs and essays.

The Review sections mainly test the key vocabulary and grammar studied in then unit.

Learning Outcomes

After completion of the course students will be able to:

- use the vocabulary in context.
- adopt a holistic approach to practice grammatical items.
- to react to what they have heard.
- interact with one another and with the whole class.
- express ideas and opinions and write connected paragraphs and essays.
- plan writing and presentations in a given situation.

Course Structure/Contents

The 12 sections are divided in the following 4 units:

Unit I The circle of life, Wild, What's so funny	(LH 12)
Unit II Inspired, Real or fake, Journeys	(LH 12)
Unit III I get the message, A matter of taste, Going to extremes	(LH 12)
Unit IV All in the mind, Man and machine, Make a difference	(LH 12)

In addition to these units the *Workbook* is an additional material to be used for more class exercises. The *Teacher's Pack* helps teachers to understand overall aspects of the Student's Book and run the class accordingly.

Apart from the textual exercises students can develop their language skills through website materials **Online Skills Practice** which can be accessed through the code provided in the Student's Book and Teacher's Pack.

Evaluation Procedure

The evaluation procedures will be as prescribed by the university.

The internal assessment will comprise of *class tests, quizzes, home assignments, class presentations*, one *mid-term* and *end-term* examinations which will be followed by semester's *end-term* of 3 hrs written examination.

Prescribed Text Book

Davies, Paulla A., and Tim Falla. *FCE Result Student's Book*. Oxford University Press, 2011.

References

Baker, David. *FCE Result Teacher's Pack*. Oxford University Press, 2011

Davies, Paulla A., and Tim Falla. *Result Workbook*. Oxford University Press, 2011.

Carter Ronald, and Michael McCarthy. *Cambridge Grammar of English*. Cambridge University Press, 2006.

Cambridge Advanced Learner's Dictionary. 4th edition. Cambridge University Press.

On line Resources

Exams Result Student's website: www.oup.com/elt/result.

FCE Result Teacher's Pack: www.oup.com/elt/teacher/result.

Evaluation format and model question paper will be provided later in the teacher orientation program.

Course Title: Comprehensive Tourism Studies

Course Code: TOR 131

Credit: 3 Lecture Hours (L. Hrs.)- 48

Year- I

Semester- I

Course Objectives

This course has been designed to provide comprehensive knowledge on various forms of tourism and their nature, scope, meanings, activities and the theoretical knowledge of tourism to the students.

Course Description

This course provides the fundamentals of tourism such as its meaning, history, significance, different platforms, types of tourists and tourism, typology, tourism variants, attractions, theoretical knowledge of tourism, etc. Besides, the course will also cover the relationships between the major tourism related leisure, recreation, hospitality and its theoretical dimensions.

Learning Outcomes

More specifically, on completion of this course, the students will be able to:

- Understand the meaning, nature and importance of tourism
- Grasp the knowledge on tourism types
- Think about how theories have shaped tourism as a field of study
- Understand the value of tourism industry

Course Contents

The following themes and topics are included:

Unit I	Introduction to Tourism: history, significance, typology and dimensions	(LH 8)
Unit II	Interdisciplinary Forms of Tourism (anthropology, sociology, sustainable, volunteer, environment & ecology, economics)	(LH 8)
Unit III	Attractions Based Tourism (nature, culture & heritage, food, sport, pilgrimage, shopping, adventure)	(LH 18)
Unit IV	Tourism and Hospitality: introduction, relationships and theories	(LH 6)
Unit V	Theories of Tourism: N. Leiper, G. V. Doxy, R. Butler, N. H. H. Graburn & S. Plog	(LH 8)

Required Textbook and Materials

The textbook and other instructional materials will be determined by the instructor to ensure that current and relevant concepts and practices are present.

Course Title: Tourism Geography

Course Code: TOR 141

Credit: 3

Lecture Hours (L. Hrs.)- 48

Year- I

Semester- I

Course Objectives

This course has been designed to provide the basic concepts of tourism geography that mainly deals with leisure, recreation, tourism, tourism development and travel patterns with special reference to Nepal as a tourist destination.

Course Description

This course provides fundamentals of geography of tourism. The course includes basically the importance of travel geography, the concept of leisure, recreation and tourism place, people and space along with climate change, environment, ecology, economy and ethics. The course has also included costs and benefits of tourism, tourism geography of Nepal and emerging issues on tourism in Nepal.

Learning Outcomes

More specifically, on completion of this course, the students will be able to:

- Understand how geography is important in the field of tourism
- Perceive the knowledge on features of world-wide destinations
- Know how tourists are motivated to select particular destinations in the world
- Understand the travel patterns and its impact on the destinations

Course Contents

The following themes and topics are included:

Unit I	Introduction to Travel Geography: definition, history, features, status and analysis	(LH 8)
Unit II	Leisure, Recreation and Tourism: concept, theories, issues and roles	(LH 8)
Unit III	Tourism Development and Spatial Change: place, space, landscapes, resort development, ethics, urban/rural tourism	(LH 6)
Unit IV	Costs and Benefits of Tourism: physical/economic development, impact analysis, sustainability	(LH 6)
Unit V	Tourism Geography of Nepal: Himalayan, Hilly and Terai, natural and cultural resources	(LH 10)
Unit VI	Emerging Issues on Tourism in Nepal: resource conservation, climate change, land-use policies, village, adventure and cultural heritage tourism	(LH 10)

Required Textbooks and Materials

The textbook and other instructional materials will be determined by the instructor to ensure that current and relevant concepts and practices are present.

Course Title: Principles of Management Course Code: MGT 141

Credit: 3

Lecture Hours (L. Hrs.)- 48

Year-I

Semester-I

Course Objectives

The aim of the course is to undertake a study of management concepts and principles. The course will impart basic management knowledge and skills to students to enhance their managerial capabilities and enable them to apply in practical fields.

Course Description

This course is designed to discuss management concepts, principles and theories in the context of changing business world. This will equip students with a framework for understanding and analysing the nature of managerial works. Major topics will include the concepts, development of management theories, functions of management viz. Planning, organising, staffing, leading, motivating, communicating and controlling besides introducing some emerging concepts like TQM, Issues in quality management and organisational change and development.

Learning Outcomes

Students who successfully complete this paper, will be able to:

- describe the concepts, scope and theories of management;
- explain organisation and organising and its dimensions, scope and types;
- explain the basic functions of management including concepts and theories viz. planning, organising, staffing, leading, motivating, communicating and controlling;
- understand some of the emerging concepts of management viz. TQM, Quality issues and organisational change and development; and
- apply basic management knowledge in problem solving.

Course Contents

Unit I	Concepts and functions of management	(LH 3)
Unit II	Management perspectives	(LH 4)
Unit III	Planning	(LH 4)
Unit IV	Decision making	(LH 3)
Unit V	Organising	(LH 3)
Unit VI	Authority and responsibility	(LH 2)
Unit VII	Centralisation, delegation and decentralisation	(LH 3)
Unit VIII	Emerging issues in organising	(LH 2)
Unit IX	Communication	(LH 3)
Unit X	Controlling	(LH 3)
Unit XI	Total quality management	(LH 3)
Unit XII	Issues in quality management	(LH 2)
Unit XIII	Organizational change and development	(LH 4)
Unit XIV	Managerial ethics	(LH 3)
Unit XV	Knowledge Management	(LH 3)
Unit XVI	Organization learning and learning organization	(LH 3)

Required textbook and Materials

The textbook and other instructional materials will be determined by the instructor to insure that current and relevant concepts, theories and practices are present.

SEMESTER-II

Course Title: Economics of Tourism Course Code: TEC 151

Credit: 3

Lecture Hours (L. Hrs.)- 48

Year- I

Semester- II

Course Objectives

Economics of Tourism is an introductory course for Bachelor's program. The main objectives of the course are to introduce students to basic economic methodology and techniques and to prepare them to do their own applied work in the area of tourism. . This course examines the fundamental economic principles as they apply to the tourism industry and also explores the impacts of leisure and tourism on regional and national economics.

The course aims to provide students with a range of important skills, which are of both academic and vocational value, as they form an essential part of the intellectual training for an economist. Most of the analysis is set within the context of travel and tourism with emphasis on consumer behavior related to leisure, recreation, adventure etc. The course is designed to enhance student's skill to study tourism and its economics in more advanced courses.

Course Description

This is an introductory course. The purpose of the course is to investigate and analyze theoretical and analytical tools of economics for travel and tourism, with emphasis upon their application to tourism business decision-making and government tourism policies. The course includes introduction to economics, tourism economics, microeconomics, macroeconomics and many more concepts related to tourism and economics along with the tourism market and the role of tourism in national economy.

Learning Outcomes

Upon completion of this course, students will be able:

- To describe the role of tourism in economic development and environment of tourist destinations as well as on the global economy
- To know about functions which are important for the management of legal regulations, resources, employment etc. in particular with regard to investment and financial decisions of tourism business.
- To evaluate trends in tourism demand.
- To analyze the working of tourism market, competitiveness of tourism destinations, strategies of tourism enterprises and prices of tourism products.

- To articulate arguments for tourism’s strength and weakness when applied to economic development, evaluate specific tourism policies and implication of tourism policies.
- To communicate with economists, resource economists and tourism economists.

Course Contents

The following themes and topics are included:

Unit I	Introduction to Economics of Tourism	(LH 8)
Unit II	Tourism Demand and Supply	(LH 8)
Unit III	Price and Output Decision in Tourism Market	(LH 8)
Unit IV	Macro-Economic Environment of Tourism	(LH 8)
Unit V	Tourism Investment and Finance	(LH 8)
Unit VI	Economic Impact of Tourism	(LH 8)

Required Textbook and Materials

The textbook and other instructional materials will be determined by the instructor to ensure that current and relevant concepts and practices are present.

Course Title: Travel Trade Operations- I Course Code: TOR 231

Credit: 3

Lecture Hours (L. Hrs.)- 48

Year- I

Semester- II

Course Objectives

The main objective of this course is to provide in-depth understanding of travel trade operations, concepts and techniques, and encourage students to apply these concepts in tourism planning and operations. After completion of the course students will be able understand travel agency tour operation business and their changing scenario. Students will be able to plan and develop itinerary, cost out the packaged tours etc. The course also intends to impart knowledge of travel trade associations and their roles & responsibilities.

Course Description

This course includes historical perspectives and types of tour operators, the changing scenario of travel trade, travel agency and tour operation business. The course also provides knowledge about itineraries, tour planning, tour packaging, costing and pricing. Furthermore, students will also be aware about various travel trade associations.

Learning Outcomes

After successful completion of this course students will be able to:

- Understand the history of travel trade
- Apply methods of costing package tour
- Prepare cost sheet for tour pricing
- Design itinerary planning and development
- Able to understand the roles and objectives of travel trade related organizations

Course Contents

The following themes and topics are included:

Unit I	Travel trade at a glance	(LH 8)
Unit II	Travel agency and tour operation business	(LH 12)
Unit III	Itinerary planning and development	(LH 10)
Unit IV	Tour packaging& costing	(LH 12)
Unit V	Travel Trade Associations: roles, responsibility, functions and objectives of UNWTO, UFTAA, PATA, ASTA, IATA, ICAO, IHRA	(LH 6)

Required Textbook and Materials

The textbook and other instructional materials will be determined by the instructor to ensure that current and relevant concepts and practices are present.

Course Title: Tourism and Hospitality Accounting Course Code: TAC 161

Credit: 3

Lecture Hours (L. Hrs.)- 48

Year- I

Semester- II

Course Objectives

The main objective of this course is to provide in-depth understanding of financial, costs and management accounting concepts, principles, tools and techniques that encourage students with a view to apply these concepts in business planning, decision making and controlling process in tourism industry.

Course Description

This course includes the basic understanding of financial, costs and management accounting, reporting and analysis of financial statements, cost estimation techniques and joint costs allocation methods, cost volume profit analysis, standard costing techniques, master budgeting for financial planning and control, analysis of alternative courses of actions for business decision making, and the process and techniques of the capital budgeting decisions.

Learning Outcomes

Major learning outcomes of this course are as follows:

- Students will understand the financial position of the tourism industry by reviewing the financial statements,
- Students will set the appropriate price of the product and services by allocating the cost using different techniques
- Students will take initiation to develop different alternatives, evaluate these alternatives and take the right long-term investment decisions within tourism industry
- Students will take right decision about the production and sales volume and profit planning
- Students will be able to prepare different budgets with in the tourism industry

Course Contents

The following themes and topics are included:

Unit I	Basic understanding of accounting	(LH 4)
Unit II	Financial reporting	(LH 8)
Unit III	Analysis of financial statements	(LH 8)
Unit IV	Costs and cost accounting	(LH 4)
Unit V	Cost-volume-profit approach to decisions	(LH 4)

Unit VI	Capital budgeting/ the investment decision	(LH 6)
Unit VII	Budgeting	(LH 8)
Unit VIII	Decision regarding alternative choices	(LH 6)

Required textbook and materials

The textbook and other instructional materials will be determined by the instructor to ensure that current and relevant concepts, theories and practices are present.

Course Title: Comprehensive Hospitality Studies

Course Code: TOR 241

Credit: 3

Lecture Hours (L. Hrs.)- 48

Year- I

Semester- II

Course Objectives

This course has been designed to provide comprehensive knowledge on general hospitality subject fields; practical knowledge through reading materials, general management and debatable issues of hospitality management supported by knowledge management to the students.

Course Description

This course has been developed under four dimensions: general subject fields; practical knowledge; general management and contextual one. Accordingly, the course has been elaborated with the key concepts of hospitality management including hospitality theories and knowledge management.

Learning Outcomes

More specifically, on completion of this course, the students will be able to:

- Understand the general subject fields, the areas of practical knowledge, and current issues of general management of hospitality studies
- Grasp the knowledge on current debatable issues on 'hospitality', 'hospitality management' and 'hospitality industry'
- Perceive the ideas of hospitality as a service industry
- Understand how knowledge management helps to get success in the hospitality business

Course Contents

The following themes and topics are included:

- Unit I Hospitality Management: accommodations, food, beverage, hotels and housekeeping (LH 8)
- Unit II Theoretical Knowledge on Hospitality Management: consumer behavior, customer relationship, finance, human resource, marketing and strategic management (LH 14)
- Unit III Contemporary Issues on Hospitality: entrepreneurship, sustainability, innovation, gender, debates on hospitality & hospitality management (LH 14)
- Unit IV Hospitality Theory: social, private and commercial domain, foodscape, drinkscape, restscape (LH 8)
- Unit V Knowledge Management in Tourism and Hospitality: introduction, process based and purpose based knowledge management, applications (LH 4)

Required Textbook and Materials

The textbook and other instructional materials will be determined by the instructor to ensure that current and relevant concepts and practices are present.

Course Title: English II

Course Code: ENG 202

Credits: 3

Lecture Hours (L. Hrs.)- 48

Year: I

Semester: II

Course Description

The second semester General English course is a contemporary English course for middle level language learners or undergraduate level students to help develop their English language skills. It is designed to cover the major English language skills. Lively and up-to-date texts taken from authentic sources and engaging topics will be included to stimulate interest and provoke discussion. This course aims at providing a coherent and integrated course of study that will teach core skills in analyzing texts and to develop knowledge of different types of writing and verbal communication, to learn, to analyze and interpret meaning through the study of English language, form and style in various forms of discourse. Upon completion of the course, students will come to understand the structure of English and how it is used for communication and other purposes.

Course Objectives

The general objective of the course is to allow students to study texts and authors from a wide range of English writings in order to develop their core skills in reading and writing varieties of English texts. The specific objectives are to enable students to:

- develop critical thinking skills;
- acquire a range of intellectual and interpersonal skills;
- evaluate and interpret text materials;
- explain the materials logically, orally or on paper; and
- work independently and as a member of a group.

Course Components

The course consists of 12 sections, each of which deals with the following components:

Lead in Reading Vocabulary Grammar
Use of English Writing Review

The Lead in sections are designed to introduce, through a variety of skills input and activities, the various sub-topics and key vocabulary of the unit.

The Reading sections deal comprehensively with all the reading task types.

The Vocabulary sections draw on and expand topic or lexico-grammatical vocabulary from the Lead in, Reading or Use of English pages, and encourage students to use the vocabulary in context.

The Grammar sections adopt a holistic approach to practice newly acquired knowledge.

The Use of English sections are carefully designed to stimulate interests.

The Writing sections give students ample practice in expressing ideas and opinions and write connected paragraphs and essays.

The Review sections mainly test the key vocabulary and grammar studied in then unit.

Learning Outcomes

After completion of the course students will be able to:

- develop awareness and control of grammatical and lexico-grammatical items.
- usephrases, idioms, collocations etc. in context.
- adopt a holistic approach to practice grammatical items.
- interact with one another and with the whole class.
- understand text structure and development and global meaning.
- express ideas and opinions and write connected paragraphs and essays.
- plan writing and presentations in a given situation.

Course Structure/Contents

The 12 sections are divided in the following 4 units:

Unit I What are you like, Customs and traditions, Looking ahead	(LH 12)
Unit II Into the wild, Health matters, Would you believe it	(LH 12)
Unit III Traces of the past, The big issues, It's a crime	(LH 12)
Unit IV Buying and selling, Entertainment or art, A changing world	(LH 12)

In addition to these units the *Workbook* is an additional material to be used for more class exercises. The *Teacher's Pack* helps teachers to understand overall aspects of the Student's Book and run the class accordingly.

Apart from the textual exercises students can develop their language skills through website materials **Online Skills Practice** which can be accessed through the code provided in the Student's Book and Teacher's Pack.

Evaluation Procedure

The evaluation procedures will be as prescribed by the university.

The internal assessment will comprise of *class tests, quizzes, home assignments, class presentations*, one *mid-term* and *end-term* examinations which will be followed by semester's *end-term* of 3 hrs written examination.

Prescribed Text Book

Gude, Kathy, and Mary Stephens. *Cambridge English Advanced Result Student's Book*. Oxford University Press, 2015.

References

Ludlow, Karen. *CAE Result Teacher's Pack*. Oxford University Press, 2015

Gude, Kathy. *Cambridge English Advanced Result Workbook*. Oxford University Press, 2015.

Carter Ronald, and Michael McCarthy. *Cambridge Grammar of English*. Cambridge University Press, 2015.

Cambridge Advanced Learner's Dictionary. latest edition. Cambridge University Press.

On line Resources

Advanced Result Student's website: www.oup.com/elt/result.

CAE Result Teacher's Pack: www.oup.com/elt/teacher/result.

Evaluation format and model question paper will be provided later in the teacher orientation program.