

FAREAST INTERNATIONAL UNIVERSITY

Faculty of Business Administration

**DEPARTMENT OF TOURISM AND
HOSPITALITY MANAGEMENT**

**SYLLABUS FOR:
BACHELOR OF TOURISM AND
HOSPITALITY MANAGEMENT
(HONOURS)**

INTRODUCTION

Our aim is to prepare well- rounded graduates in various managerial positions in **Tourism and Hospitality Management**, both at home and abroad. The course that we are offering from **Fareast International University** focus on hospitality operational skills, management practice in the tourism and hospitality industry and the skills needed for continued learning in a changing global business environment. We develop dedicated professionals with qualifications that are recognized and highly regarded internationally.

Tourism is Bangladesh's fastest growing industry creating more employment opportunities than most other industries. A carefully balanced range of hotel is a critical part of the nation's ongoing growth and naturally more well-trained and inspired employees will be needed in support of this process.

The degree of **Bachelor of Tourism and Hospitality Management** is designed to prepare students for professional and executive careers in the hospitality and tourism industries by providing a sound foundation in Hotel and Restaurant management as well tourism administration and promotion through focused academic coursework and hands on work experience. It also provides relevant education for personnel currently employed in their industries and wishing to upgrade their skills.

PROGRAM VISION AND OBJECTIVES

The Bachelor of Tourism and Hospitality Management (**BTHM**) program will prepare students for management careers in business, industry, and Government and Non-Government organizations. The primary goal of the program is to meet the current and emerging needs of business and society by providing the nation with competent and visionary managers who will know how to lead in the challenging business environments today and in the future. **BTHM** course will provide students to know domestic as well as international tourism, business and pleasure tourism, the true economic value of tourism, tourism reactivation, hospitality and service management, censoring and management team leadership and motivation, how to work with people, develop ethical values and service standards and visualize future prospects of **THM**.

Keeping the above objectives in view, students will be encouraged to become active and open-minded citizens through a rigorous but broadly based liberal CHS oriented business education program.

The Bachelor of Tourism and Hospitality Management program is a **133 credits** four year full time program, designed to prepare students for managerial careers in THM sector as well as other sectors.

The academic requirements are flexible enough to accommodate students pursuing a wide range of goals. **THM** curriculum has the following basic elements.

1. General Education
 2. Core course
 3. Concentration Elective/Major Courses
 4. Open Elective Course
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STRUCTURE OF THE PROGRAM

Bachelor of Tourism and Hospitality Management (BTHM) is 133 credits four-year (12 semesters) programs. The program includes General Education 10 courses (30 credits), core 15 courses (45 credits), Concentration Electives/Major 16 courses (48 credits), Open Electives (6 credits), Internship/Thesis Paper 4 credits.

1 st year -	3 semesters	12 Courses =	36 credits
2 nd year -	3 semesters	12 Courses =	36 credits
3 rd year -	3 semesters	12 Courses =	36 credits
4 th year -	Semester – 1	04 Courses =	12 credits
	Semester – 2	03 Courses =	09 credits
	Internship / Thesis	01 Course =	04 credits
	Total		133 credits

DEGREE REQUIREMENT

Students seeking the degree of Bachelor in Hotel Management and Tourism must complete a total of 44 Courses/133 credits with an overall average of at least CGPA 2.5/5.0 and a minimum average of CGPA 2.5/5.0 in the Core and Concentration Electives/ Major requirements and completion of the internship program with at least 'C' grade (3 credit hours). These 44 Courses/133 credit CGPA 2.5/4.0 s are divided into:

* General Education	10 Courses (30 credits)
* Core	15 Courses (45 credits)
* Major	16 Courses (48 credits)
* Open Electives	02 Courses (06 credits)
* Internship/ Thesis	01 Courses (04 credits)

These courses, designed primarily to equip the students with some basic tools towards successfully pursuing the studies on the one hand and in developing a proper outlook towards life on the other, must be completed during the first two years in the program.

LIST OF COURSES

GED COURSES (10×3) = 30 CREDITS

Course Title	Credit
English Fundamentals	03
Composition and Communication Skills	03
Bangladesh Studies	03
Introduction to Sociology	03
Introduction to Psychology	03
Fundamentals of Computer Science	03
Business Mathematics	03
Introduction to Business	03
Principles of Management	03
Principles of Marketing	03

CORE COURSES: 15 (15×3) = 45 CREDITS

COMPULSORY COURSES

Course Title	Credit
Introduction to Tourism and Hospitality	03
Business Statistics	03
Principles of Micro-Economics	03
Business Communication / Business Communication in Tourism	03
Principles of Accounting	03
Principles of Finance	03
Principles of Macro-Economics	03
Business Law and Legal Issues in Tourism	03
Human Resource Management / Human Resource Management in Tourism and Hospitality	03
Marketing Management	03
Organizational Behavior	03
Hospitality Consumer Behavior/ Consumer Behavior	03
Business Research Methodology	03
Hospitality Service Marketing / Service Marketing	03
Business Policy and Strategy	03

MAJOR/CONCENTRATION COURSES (16×3) = 48 CREDITS:

Major: 16 Courses (48 Credits)

These are all compulsory courses and must be satisfactorily completed towards fulfillment of the degree requirements.

Course Title	Credit
First Aid, Safety and Security	03
Geography of Tourism	03
Tourism Culture, Heritage and Society	03
Front Office Operation and Reservation	03
Tourism and Hospitality Marketing	03
Housekeeping Management	03
Environmental Issues and Sustainable Tourism	03
Urban and Rural Tourism	03
Aviation and Flight Management	03
Travel Agency and Tour Operation	03
Tourism Promotion and Communication	03
Destination Management	03
Tourism Planning and Development	03
Catering, Food, Beverage and Bar Management	03
Program and Event Management	03
Tourism in Bangladesh	03

Open Electives: (Any 2 courses):

Course Title	Credit
Hospitality Management Information System	03
Theory and Practice of Culinary Art	03
Tourism and Hospitality Entrepreneurship	03
Community and Cultural Issues in Tourism	03
Restaurant Management	03
Casino Operations Management	03

Internship/Thesis: 4 Credits

It is a requirement of both courses that participants complete an extensive period of industry Placement. Internship is necessary for the awarding of degree.

Research and professionally present a major project/ thesis with direct application to the Tourism and hospitality industry. Final Test Role Playing Presentation also included with this project.

Semester-Wise Distribution of Course is as follows:

Semester-1

Course Title	Credit	Prerequisites
English Fundamentals	03	None
Fundamentals Mathematics	03	None
Introduction to Business	03	None
Introduction to Tourism & Hospitality	03	None

Semester-2

Course Title	Credit	Prerequisites
Composition and Communication Skills	03	ENG-1101
Bangladesh Studies	03	None
Fundamentals of Computer Science	03	None
First Aid, Safety and Security	03	None

Semester-3

Course Title	Credit	Prerequisites
Introduction to Sociology	03	None
Business Statistics	03	MAT 1101
Business Communication/Business Communication in Tourism	03	BUS 1101
Geography of Tourism	03	THM 1101

Semester-4

Course Title	Credit	Prerequisites
Introduction to Psychology	03	None
Principles of Management	03	None
Principles of Micro-Economics	03	None
Tourism Culture, Heritage and Society	03	THM 1302

Semester-5

Course Title	Credit	Prerequisites
Principles of Marketing	03	None
Principles of Accounting	03	None
Principles of Finance	03	None
Front Office Operation and Reservation	03	None

Semester-6

Course Title	Credit	Prerequisites
Principles of Macro-Economics	03	BUS 1304
Human Resource Management/Human Resource Management in Tourism and Hospitality	03	BUS 1303
Tourism and Hospitality Marketing	03	BUS 2101
Business Law and Legal Issues in Tourism	03	THM 1101

Semester-7

Course Title	Credit	Prerequisites
Marketing Management	03	BUS 2101
Organizational Behavior	03	BUS 1303
Housekeeping Management	03	None
Environmental Issues and Sustainable Tourism	03	THM 2101

Semester-8

Course Title	Credit	Prerequisites
Hospitality Consumer Behavior/ Consumer Behavior	03	BUS 2101
Business Research Methodology	03	BUS 1204
Urban and Rural Tourism	03	THM 1302
Aviation and Flight Management	03	None

Semester-9

Course Title	Credit	Prerequisites
Hospitality Service Marketing / Service Marketing	03	BUS 2101
Travel Agency and Tour Operation	03	THM 3201/ BUS 2310
Tourism Promotion and Communication	03	BUS 1302/ THM 1301
Destination Management	03	None

Semester 10

Course Title	Credit	Prerequisites
Tourism Planning and Development	03	THM 3303
Catering, Food, Beverage and Bar Management	03	None
Program and Event Management	03	THM 3303
Tourism in Bangladesh	03	None

Semester-11

Course Title	Credit	Prerequisites
Open Electives	03	Completion of all the Major courses.
Open Electives	03	Completion of all the Major courses.
Business Policy and Strategy	03	Completion of all the Core and Major courses.
Students will be allowed to sit for Improvement Exam. / Complete carry over Courses.		

Semester-12

Internship Starts and Internship Ends. Viva on Internship Report.	04	Completion of all other courses.
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