

Message from the Principal



The department of Tourism and Hospitality Management is one of the unique and potential departments of Tejgaon College, Dhaka. The department of Tourism and Hospitality Management has its own objective to provide the best possible environment in which students can succeed and excel in all spheres of life. This department of Tejgaon College provides all modern lab facilities like Food & Beverage Production, Service, Front Office, Housekeeping model room, and ensures modern teaching & learning tools like a multimedia classroom, arrange workshops, seminars, and industry visits so that students can prepare themselves for the sustainable and rapid development of Bangladesh tourism as well as global tourism. We have developed a rigorous and scientific teaching and training program for each student to focus on cultivating students' specialized knowledge, professionalism, innovation awareness, and self-development ability, which meet the needs of future career development in the tourism industry.

The mission of the Tourism and Hospitality Management department is to facilitate our graduates to become future leaders of the tourism and hospitality industry in Bangladesh. We treat each student as an individual and take care to ensure that the student's time with us is successful and useful. I look forward and welcoming 1st semester students on behalf of the Tejgaon College, Dhaka as well as the Department of Tourism and Hospitality Management to become the innovator and communicators of knowledge and skills in tourism and hospitality expertise in Bangladesh.

Professor. Dr. Md. Harun-Or-Rashid
Principal
Tejgaon College, Dhaka

Class Start: 13.11.2023

Draft: 09.11.2023

TEJGAON COLLEGE
Department of Tourism and Hospitality Management
Class Schedule: First year; First Semester (Session: 2022-2023)
BBA Honours in Tourism and Hospitality Management

Period	1	2	3
Day/Time	9.30	10.30	11.30
Sunday	510905 (KU)	510901 (MH)	510903 (AR)
Monday	510909 (JH)	510907 (KA)	510901 (MH)
Tuesday	510909 (JH)	510901 (MH)	510903 (AR)
Wednesday	510903 (AR)	510905 (KU)	510907 (KA)
Thursday	510905 (KU)	510907 (KA)	510909 (JH)

Class Room: 752

Azizur Rahman
Chairman
Dept. of Tourism and Hospitality Management
Tejgaon College, Dhaka

Prof. Dr. Md. Harun-Or-Rashid
Principal
Tejgaon College, Dhaka

Faculty Members
First Year First Semester

Faculty	Designation	Phone	Subject
Azizur Rahman (AR)	Chairman, THM	01716208221	Fundamentals of Tourism and Hospitality
Md. Javed Hossain (JH)	Lecturer THM	01727796517	History of the Emergence of Independent Bangladesh
Md. Khurshed Alam (KA)	Assistant Professor	01916045553	Basic English Language
Kabel Uddin (KU)	Lecturer CSE	01925928476	Introduction to Computer
Meer Humaira Nasnin Hussain (MH)	Lecturer BBA	01926662325	Introduction to Business

NATIONAL UNIVERSITY



Syllabus

BBA (Honours) in Tourism and Hospitality Management

First Year First Semester

Effective from the Session: 2015–2016

National University, Bangladesh

National University Act, 1992, Section-46

Regulations for BBA Honors in Tourism and Hospitality Management Program

(Effective from the session: 2015-2016)

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

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

Year	Semester	Common Course (credit x Course)	Project report & viva voce	Total Credit
First year	First semester	3 x 5=15		15
	Second semester	3 x 5=15		15
Second Year	Third semester	3 x 5=15		15
	Fourth semester	3 x 5=15		15
Third Year	Fifth semester	3 x 5=15		15
	Sixth semester	3 x 5=15		15
Fourth Year	Seventh semester	3 x 5=15		15
	Eight semester	3X2=06	Internship report (6credits) & Viva-Voce (3 credit)	15
Total		37 courses 111 credits	9 Credits	120

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

N.B. In-course = 30, NU Exam = 70

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

5. Duration of Registration and Academic Session

The duration of the Registration 7 years and the academic session will be June to July.

6. Class Attendance

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

7. Grading System

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

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

8. Evaluation

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

(Credit X Grade Point) GPA=

9. Promotion Improvement and Drop Out

a. Promotion: Results of two semesters in each academic year will be calculated for promotion to next year (1st year to 2nd year). The student must appear at the semester final examination in all courses and pass at least 80 % of the total courses, for example, 8 (eight)

out of 10 (ten) courses with a grade of D or above. Same rules will be applicable for examination to the subsequent year is, 2nd to 3rd to 4th year.

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

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

10. Medium of instruction

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

11. Examination Rules

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

b. All 3 credits lecture courses bearing 100 marks will be examination and marks awarded as follows:

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

Total	100	
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Duration of the theoretical exam (70 marks): The duration of the exam will be 3 hours and the distribution of marks in the question paper will be as follows:

Part-A	Short Question (such as Conceptual/Numerical) Covering all the chapters of the syllabus)	5 Question out of 7	6X5=30
Part-B	Board Question(Such as Analytical/descriptive/Numerical)	4 question Out of 7	10X4=40

c. All 2 credits courses bearing 60 marks have following break ups:

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

Duration of the practical related NU exam (45 marks): The duration of the exam will be 2.5 hours and the distribution of marks in the question paper will be as follows:

Part-A	Short Question (such as Conceptual/Numerical) Covering all the chapters of the syllabus)	5 Question out of 7	3X5=15
Part-B	Board Question(Such as Analytical/descriptive/Numerical)	3 question Out of 6	10X3=30

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

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

f. Disciplinary measure

Any students adopting unfair means in the examination will be treated as per the rules of National University.

g. Establishment of Laboratory and Arrangement of Equipment:

Tourism and Hospitality Management is a practical oriented course whereas practical laboratory, as well as necessary equipment, will be arranged in colleges/institutions for practical purposes. In addition, the students may also get the privilege to practice practically oriented course to their attached (MOU) respective hotels.

12. Degree Requirements

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

Total Credits Obtained	Performance in the course	Time taken	Cumulative grade point average	The degree to be awarded
120 Credits	No F Grade in any course 2.0 in viva voce	Maximum 7 years to complete the Degree including internship and Defense	Minimum 2.5	BBA Hons. in Tourism and Hospitality Management

13. Amendment of the rules

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

First Year_ First Semester

Course Code: 510901	Credits: 3	Class Hours: 45
Course Title:	Introduction to Business	

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

Course Contents:

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

Textbooks:

1. Steven J. Skinner and John M. Ivancevich. **Business for the 21st Century**. IRWIN 2017-2018.
2. Betty J. Brown and John. E. Clow, Glencoe **Introduction to Business** McGraw-Hill, 2013

Course Code: 510903	Credits: 3	Class Hours: 45
Course Title:	Fundamentals of Tourism and Hospitality	

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

Course Contents:

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

Textbooks:

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

Course Code: 510905	Credits: 03	Class Hours: 45
Course Title:	Introduction to Computer	

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

Course Contents:

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

Textbook:

1. T. J. O'Leary and L. I. O'Lear. **Computing Essentials (26th Edition)**. McGraw Hill;.
2. Gary B Shelly, Steven and Misty Introduction to Computer (Eight Edition) Cengage Learning, 2010

Course Code: 510907	Credits: 3	Class Hours: 45
Course Title:	Basic English Language	

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

Course Contents:

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

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

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

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

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

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

Textbooks:

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

Course Code: 510909	Credits: 3	Class Hours: 45
Course Title:	History of the Emergence of Independent Bangladesh	

Course Contents:

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

Description of the country and its people.

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

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

- a. Rise of communalism under the colonial rule, Lahore Resolution 1940.
- b. The proposal of Suhrawardi and Sarat Bose for undivided Bengal: consequences
- c. The creation of Pakistan 1947.

Language Movement and quest for Bengali identity

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

Rise of nationalism and the Movement for self-determination.

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

Election of 1970 and the Declaration of Independence by Bangobondhu

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

The war of Liberation 1971

- a. Genocide, repression of women, refugees
- b. Formation of Bangladesh government and proclamation of Independence

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

The Bangabondhu Regime 1972-1975

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

Textbooks:

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