

# ENG 101: English I

BTTM 1<sup>st</sup> Semester

Credits: 3

Lecture Hours: 48

## Course Objectives

This course aims to enable students to identify key vocabulary and expressions, extend their vocabulary and expressions, increase their fluency and accuracy, practice all four skills of English more easily, communicate in simple and routine real-life situations, understand more of the world around them through literature and critically interpret on general topics on hospitality and tourism sectors.

## Course Description

This course comprises major aspects of the English language and literature to fulfill the requirements of the hospitality and tourism industry in real-life situations. The syllabus incorporates four language learning skills: listening, speaking, reading, and writing including grammar and vocabulary designed to help students communicate effectively. Good oral and written communication skills are the most essential skills required for hospitality practitioners at different position levels. Good working knowledge of English signals a way brighter future and ensures easy mobility and suave communication skills for travelers, tourists, and for all those engaged in the hospitality industry. This course is an important tool for hospitality and tourism sectors to communicate effectively with the guests and clients to provide hospitable services. The students are expected to actively participate in the classroom teaching learning activities individually, in pairs and groups. Upon the completion of the course the students are required to enhance career options in different roles of tourism and hospitality management in Nepal and abroad.

## Course Details

### Unit 1: Travel and Hotel Etiquettes

8 LHs

- a. Different kinds of people
- b. International travel
- c. Phone calls
- d. Food and drinks

### Unit 2: Tourism Requisites

8 LHs

- a. Accommodation
- b. Money
- c. Traveling around
- d. Attractions and activities

### Unit 3: Dealing Professionally

8 LHs

- a. Jobs
- b. Location
- c. Contacts
- d. Departments



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**Unit 4: Global Collaboration**

**8 LHs**

- a. Employment
- b. Team work
- c. Travel
- d. Schedule

**Unit 5: Literatures of Hospitality and Authoring**

**8 LHs**

- a. Modes of Hospitality in History
- b. Hospitality in the Classroom
- c. Ten Students Reflect on Their Independent Authoring
- d. Tropes of Learning Change

**Unit 6: Letters on Tourism and Hospitality**

**8 LHs**

- a. Bird Guide
- b. Between Peshawar and Lahore
- c. Living Among Incompatibles
- d. The Facts of Kathmandu
- e. The Bridal Party
- f. Dawn from *The Shadow of the Silk Road*

**Suggested Readings**

Gore, S. & David G. S. (2011). *English for Socializing*. Oxford: OUP.

Grant, D., Hughes, J., & Turner, R. (2013). *Business Result: Elementary Student's Book*. Oxford: OUP.

Haswell, R. and Janis H. (2015). *Hospitality and Authoring: An Essay for the English Profession*. Colorado: Utah State University Press.

Jones, L. (2001). *English for the Travel and Tourism industry*. Cambridge: CUP.

*Letters on Tourism and Hospitality* (Course Packet).





# ITC 101: Computer and Information Technology

BTTM 1<sup>st</sup> semester

Credits: 3  
Lecture Hours: 48

## Course Objectives:

This module aims to provide students with the fundamental knowledge of computers and its applications in the business world. With growing business operating environment in the internet, it also covers the concept of information system and its management in the digital world along with its security management issues.

## Course Description:

Definition of Computer, Input Devices, Output Devices, Storage Devices, Central Processing Unit, Computer networking and its application, Operating System, Application software, Utility software, Internet and Digital Firm, Business and Commerce, Computer security management, Foundation for Information system for Business

## Course Details

### Unit 1: Introduction to Computer System

3 LHs

Definition of Computer with Architecture and its Features, Types of Computer (analog, digital (super, mainframe, mini and micro) and hybrid), Classification of Micro Computer (Desktop, Laptop and Hand Held devices).

### Unit 2: Input Devices

2 LHs

Definition of Input Devices and its type (Mouse, Keyboard, Microphone, Scanner, Touch Panel, MICR, OBR and OMR), Uses of input devices.

### Unit 3: Output Devices

2 LHs

Definition of Output devices and its type (Softcopy and Hardcopy), Monitor (CRT, LCD, LED, and Plasma), Printer (Impact and Non-Impact), Uses of Output devices.

### Unit 4: Storage Devices

3 LHs

Primary Storage Device (RAM and its type, ROM and its type and Cache Memory), Secondary Storage Devices (Hard Disk, Optical Disk, Flash Drive, Memory/SD), SSD technology, and Uses of storage devices and Memory Hierarchy.

### Unit 5: Central Processing Unit

2 LHs

Control Unit, Arithmetic and Logic Unit, Register set, Functions of Central Processing Unit. Introduction to Bus (Address, Data, Control)

### Unit 6: Operating System

2 LHs

Features of Operating System, Types of Operating Systems, Support for Networking.

### Unit 7: Computer Network

2 LHs

Introduction to computer network, Pros and Cons of Computer Network, Types of computer network (On the basis of size and architecture), Introduction to IP addresses (IPv4 and IPv6).

### Unit 8: Application Software

14 LHs

Introduction, types and uses of Application software. Office package (Word Processor, Spread Sheet and Presentation) tool: Introduction and Features. Word Processor (Microsoft Office Word 2007): Paragraph formatting, font formatting, managing layout of document, editing document, reviewing document (Track changes, Adding comments, Proofing). Insert pictures, tables, shapes, hyperlink, header, footer, page number, Watermark, Foot note, caption, text box, word art, equations, symbol and chart. Table of Content, Text wrapping and Templates, Spread Sheet (Microsoft Office Excel 2007): Font formatting, cell formatting, alignment, inserting picture, charts, shapes, header, footer, page number, symbol, page setup, using formula, sorting table, using filters, reviewing spreadsheet, Freezing panes, Presentation Tools (Microsoft Office PowerPoint2007): formatting font, paragraph; inserting new slides, pictures,



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charts shapes, header footer, word art, date and time, slide number; page setup, slide orientation; using different themes for slide; animations: slide transition, custom animation; Slide show; reviewing slides.

**Unit 9: Utility Software**

**2 LHs**

Definition and uses of Utility software, Device Manager, Disk cleaner, Disk scanner, Disk Defragmenter, virus scanner, spyware scanner, Introduction and uses of Device Driver, Language Translator

**Unit 10: Foundation for Information system for Business**

**4 LHs**

System, Information System and Information Technology, Types of Information System (TPS, MIS, DSS), Components of Information System and its resources, Concept of e-commerce and e-business and its types

**Unit 11: Internet Technology and Digital Firm**

**6 LHs**

Concept of Digital Firm, Introduction to Internet, Intranet, Extranet and AI, Internet usage in Travel and Tourism industry, Personalization and customizations in Internet

**Unit 12: Cyber Security**

**6 LHs**

Computer Crime (Hacking and cracking, Software piracy, Theft of Intellectual property, Privacy on the internet), Security Management of IT (Computers and Smartphones), Concept of Firewalls and Disaster Recovery Plans

**Suggested Reading**

Bajracharya, D., Indra, P. C., Subedi, H., & Khadka, S. R. (2019). *Computer Systems and IT Application* (2nd ed.). Shankar Dev Books.

O'Brien, J. A. (2010). *Management Information System: Managing Information Technology in the Business Enterprise*. New Delhi: TATA McGraw-Hill Edition.

Kenneth C. Laudon & Jane P. Laudon. (2006). *Management Information Systems: Managing the Digital Firm*. New Delhi: Pearson Education Publication.



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# MGT 101: Principles of Management

BTTM 1<sup>st</sup> Semester

Credits: 3  
Lecture Hours: 48

## Course Objectives

The main objectives of this module are to impart the fundamental concept, knowledge, and skills of management to the students of hospitality industry so as to enhance their managerial capabilities and enable them to apply such knowledge in their professional life.

## Course Description

Concepts and functions of management, management theories, principles of management, planning: meaning, levels, classification, process; decision making concept and conditions; authority, responsibility and accountability; forms of organization structure, delegation of authority, centralization, and decentralization. Emerging issues in organizing. Leading: meaning, qualities and styles of leadership; concept and types of groups. Motivation: concept and techniques. Communication: meaning, process, types and barriers. Controlling: meaning, process and types of control; essential and techniques of control; concept, importance of dimensions of quality; emerging issues in quality management.

## Course Details

### Unit 1: Introduction to Management

5 LHs

Management: concepts, features, significance; levels of management; functions of management; types of managers; managerial roles and managerial skills. Emerging challenges of management in hospitality industry.

### Unit 2: Business Environment

5 LHs

Concept of business environment; components of business environment: internal and external; SWOT analysis: concept and components: social responsibility: concept and approaches; areas of corporate social responsibility

### Unit 3: Evolution of Management Thoughts

6 LHs

Classical Theories of management: scientific management theory, administrative management theory and bureaucratic management theory; Human Relation Approach (Hawthorne Studies); Behaviour Science Approach: need hierarchy theory and two factor theory; System theory of management; contingency theory.



#### **Unit 4: Planning and Decision-Making**

**6 LHs**

Concept, features and importance of planning; types of planning; levels of planning: strategic, tactical and operational; planning process; pitfalls of planning; improving planning; Decision making: concept, types and process; decision making conditions in hospitality industry: certainty, risk and uncertainty.

#### **Unit 5: Organizing**

**10 LHs**

Concept and characteristics of organizing; organizing process; principles of organizing; forms of organizational structure: simple structure, functional structure, multidivisional structure, geographic structure, and matrix structure. Types of authority: line authority and staff authority; concept of authority, responsibility and accountability; concept and advantages of delegation of authority, barriers to delegation of authority; Concept, advantages and disadvantages of centralization and decentralization; Emerging issues in organization design of hospitality industry: Re-engineering process, team work, downsizing, network, and virtual organization.

#### **Unit 6: Leading**

**8 LHs**

Meaning and qualities of leadership; functions(roles) of leadership for successful functioning of hospitality industry, Leadership Styles: autocratic, democratic, and participative; concept and types of groups; reasons for joining groups. Motivation: concept, importance, and techniques; communication: meaning, process, and communication networks; types of communication, barriers to effective communication, measures for improving communication.

#### **Unit 7: Controlling**

**8 LHs**

Meaning, features, purposes and process of controlling; types of control; importance of control; essentials of effective controlling the hospitality industry; control tools and techniques; quality: concept and importance; dimensions of quality; factors affecting quality; total quality management: concept, components, principles; emerging issues in quality management.

#### **Suggested Readings**

Charles W.L. Hill and Steven L. McShane, *Principles of Management*, Tata Mc-Graw-Hill Company, New Delhi.

Griffin, Ricky W., *Management*, AITBS Publishers and Distributors, New Delhi.

Hitt, M.A., J.S. Black and Porter, L.W., *Management*, Pearson Education, New Delhi.

Robins S.P. and Coulter M. *Management* New Delhi Prentice Hall of India

Pant, Prem Raj, *Principles of Management*, Buddha Academic Publishers and Distributors Pvt. Ltd.

Agarwal G.R. *Principles of Management*, Kathmandu MK Publishers and Distributors

Paudyal, Santosh Raj and Pradhan, Gopal Man (2020), *Principles of Management*, Advance Saraswati Prakashan (P) Ltd. Kathmandu, Nepal.





# TTM 101: Fundamentals of Travel and Tourism

BTTM 1<sup>st</sup> Semester

Credits: 3  
Lecture hours: 48

## Course Objectives:

The major objective of this course is to familiarize the students with the basics of travel and tourism and build strong foundation about tourism.

## Course Description:

This course introduces the fundamentals of the travel and tourism industry. Students will explore the history, components, and key concepts of travel and tourism, gaining a foundational understanding of this dynamic field.

## Course Details

### Unit 1: Introduction to Travel and Tourism

11 LHs

Definition and Scope of Travel and Tourism; Define what is travel and tourism, Features of Tourism; Explain various features of tourism, Types of Tourism; Types of Tourism according to Erik Cohen and General Types of Tourism, Definition of Tourist and its types; Define tourist, Types of tourist according to Erik Cohen, Stanley C. Plog, Smith, Components of Tourism; Explain 4 A's and its importance in tourism (note: can include 5 A's too), Tourism System; Explain Tourism System according to Leiper along with its limitations, Basic approaches of Tourism; Explain various approaches towards tourism.

### Unit 2: Historical Dimension of Tourism

4 LHs

Introduction to Tourism History; Defining the historical dimension of tourism, Significance of studying the history of tourism, Key historical milestones in the development of tourism, Early Forms of Travel and Tourism; Ancient forms of travel and pilgrimage, The Grand Tour and early travel experiences, Role of explorers and adventurers in early tourism, The Industrial Revolution and Mass Tourism, Impact of the Industrial Revolution on tourism, Emergence of mass tourism in the 19th century, Thomas Cook and the birth of modern package tours, 20th Century and Contemporary Tourism; Evolution of transportation and its impact on tourism, Development of tourism infrastructure and accommodation, Recent trends and challenges in the tourism industry (e.g., globalization, sustainability)

### Unit 3: Psychological Dimension of Tourism

6 LHs

Introduction to Psychological Dimensions of Tourism; Understanding the role of psychology in the travel and tourism industry, Significance of studying tourist motivations and behaviors from a psychological perspective, Tourist Motivation; Theory of tourist motivation (e.g., Maslow's Hierarchy of Needs), Push and pull factors, Wanderlust and sunlust, Basic motivating factors, Tourist Decision-Making; The decision-making process of tourists, Psychological factors affecting decision-making (e.g., risk perception, attitude, perception of destination image), Tourist Behavior and Experience; Understanding tourist behavior during the travel experience, Tourist satisfaction and dissatisfaction, Impact of psychological factors on tourist experiences (e.g., emotions, expectations, cultural differences)

### Unit 4: Impacts of Travel and Tourism

7 LHs

Introduction to Tourism Impacts; Defining tourism impacts, Significance of studying the impacts of tourism, Overview of the categories of tourism impacts (e.g., economic, socio-cultural, environmental), Economic Impacts of Tourism; Contribution of tourism to a destination's economy (e.g., employment, revenue), Multiplier effect and economic linkages, Economic leakage, inflation



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and challenges in maximizing economic benefits, Socio-Cultural Impacts of Tourism; Cultural commodification and authenticity, Impact on local traditions, customs, and lifestyles, Positive and negative social consequences (e.g., cultural exchange, social disruption), Environmental Impacts of Tourism; Environmental degradation and resource depletion, Climate change and carbon footprint of tourism, Sustainable tourism practices and mitigation strategies

#### **Unit 5 : Tourism Activities, Services, and Recreation**

**6 LHs**

Tourism Activities, Services, and Recreation; Defining tourism activities and their role in the tourism experience, Categorizing tourism activities (e.g., adventure tourism, cultural tourism), Significance of tourism activities for destinations and tourists, Adventure Tourism and Outdoor Activities; Overview of adventure tourism, Popular outdoor activities (e.g., hiking, kayaking, zip-lining), Safety considerations and responsible adventure tourism practices, Cultural and Heritage Tourism; Cultural tourism as a form of tourism activity, Visiting cultural and heritage sites (e.g., museums, historical landmarks), Preserving and promoting cultural heritage for tourism, Recreational Services and Entertainment; Recreational services in tourism (e.g., spa treatments, golf, water sports), Entertainment options for tourists (e.g., festivals, nightlife), Trends and innovations in tourism recreation and entertainment

#### **Unit 6 : Tourism and International Organizations**

**6 LHs**

Introduction to International Organizations in Tourism; Understanding the significance of international organizations in tourism, Overview of key international organizations involved in tourism development, United Nation World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Travel and Trade Council (WTTC), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Universal Federation of Travel Agents Association (UFTAA); Understanding about the organizations, Objectives, Contribution in development in tourism worldwide.

#### **Unit 7: Future Trends in Travel and Tourism**

**8 LHs**

Introduction to Future Trends; Understanding the importance of studying future trends in tourism, Overview of key drivers shaping the future of the industry, The role of technology in driving change and innovation, Technology and Digital Transformation; Impact of technology on the tourism industry, Digital transformation and the rise of online travel platforms (Overview of Meta-verse), Trends in virtual reality, augmented reality, and artificial intelligence in tourism, Sustainable and Responsible Tourism; The growing importance of sustainability in tourism, Sustainable tourism trends and practices, Responsible tourism and its role in addressing over-tourism, Tourism and Climate Change; Climate change and its impact on tourism, Strategies for mitigating tourism's carbon footprint, Climate-resilient tourism destinations and practices, Tourism Trends in a Post-Pandemic World; The impact of the COVID-19 pandemic on tourism, Post-pandemic recovery strategies and trends, Lessons learned and the future of travel health and safety, Emerging Destinations and Niche Markets; The rise of emerging destinations and alternative tourism, Niche markets and specialized tourism (e.g., medical tourism, dark tourism), Strategies for attracting and catering to niche markets

#### **Suggested Readings**

- Sharma, S. (2021). *An Introduction to Tourism*. SAGE Publications, Inc.  
Fletcher, J., & Fyall, A. (2006). *Tourism: Principles and Practice* (3rd ed.).  
Pearce, P. L. (2011). *Study of Tourism: Foundations from Psychology*.  
Walker, J. R., & Walker, J. T. (2010). *Tourism: Concepts and Practices*. Pearson.  
Page, S. (2019). *Tourism Management* (6th ed.). Routledge.  
Schenker, J. (2021). *The Future of Travel*.

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# TTM 102: Values and Spirituality in Tourism

BTTM 1<sup>st</sup> Semester

Credits: 3  
Lecture hours: 48

## Course Objectives:

Understand the need of values for students, need of values in education, religion, spirituality and spiritual tourism development in Nepal. Explain the ways in which the spiritual tourism is developing and operations, visited and potential sites. Evaluate its contribution in National economy and spiritual economy and the future perspectives and component needs for the spiritual tourism development in Nepal.

## Course Description:

This course provides a broad overview of need of values for students, values in education, religion, Spirituality, importance of spirituality in tourism and its operational guidelines, its development, visited and potential sites, its contribution in National economy, component needs for spiritual tourism development in Nepal as well as development strategies.

## Course Details

### Unit 1: Values for Excellence in life

8 LHs

Definition, concept and classification of values. Types of values. Value judgement. Challenges in practicing values. Interdependence of values. Importance of values for students.

### Unit 2: Values in society

8 LHs

Values for personal life, Values for social life, Values for family life, Values for professional life, Application of such values in tourism sector. Principle and benefit of Positive thinking,

### Unit 3: Values and Spirituality

8 LHs

The need for education in values, Implications of education in values (individual & society), Values in education, Character development, Concept of Religion and spirituality, Difference between soul and body, Developing spirituality and values, A method to develop Spirituality,

### Unit 4: Meditation

8 LHs

Meaning, Methods, purposes and Importance of Meditation. Yoga and Meditation. Physical arrangement & stages of Rajyog meditation. Benefits of meditation for students. Benefits of meditation in tourism.

### Unit 5: Major Religions, The supreme soul – the source of values.

8 LHs

Concept and commandments of Hinduism, Buddhism and others. Consciousness and The Divine, God - Supreme Soul - source of values. Spiritual tourism destinations of Nepal and its operational guidelines. Spiritual tourism for sustainable development in Nepal.

### Unit 6: Practical Experience and Report writing in meditation.

8 LHs

Students must have to do minimum eight hours meditation on different topics (like soul, supreme soul, purity, love, personal life, professional life, social life, and family life) and write report on their achievement of the meditation.

## Suggested Readings

Brahma Kumaris Education Wing. (2013). *Value Education and Spirituality*. Annamalai University, Tamil Nadu.

Brahma Kumaris Education Wing. (2013). *Major Religions, Consciousness & the Divine*. Annamalai University, Tamil Nadu.

Brahma Kumaris Education Wing. (2013). *Personal Development and Values in Life*. Annamalai University, Tamil Nadu.

Brahma Kumaris Education Wing. (2013). *Meditation and Values in Society*. Annamalai University, Tamil Nadu.

Jagadish Bhai, B. K. (1995). *Human Value, Moral Value and Spiritual Values* (1st ed.). Prajapita Bramakumari Ishwori Bishwavidhayalawa, Rajasthan, India.

Swami Prabananda. *In Search of Spiritual Values*. The Ramakrishna Mission Institute of Culture, Kolkata.





# TTM 103: Hospitality Operations and Management

BTTM 1<sup>st</sup> Semester

Credits: 3  
Lecture hours: 48

## Course Objectives:

This course aims to make students understand the theoretical knowledge of the hospitality industry and its services, hospitality establishments, and operations. This course also imparts the knowledge of basic management of hospitality operations.

## Course Description:

This course presents a thorough and systematic coverage of theoretical knowledge of hospitality and its nature of services, the historical background of the hotel and hospitality industry, different sectors of the hospitality industry, the introduction of the hotel and similar establishments, food and beverage establishments, secondary catering establishments, the organizational structure of various categories of hotels, departmentalization of hotels, their operational functions and management, and the relation between hotel and travel industry.

## Course Details

### Unit 1: Introduction to Hospitality Industry

10 LHs

Concept of hospitality, various service sectors, and industry related to hospitality  
Characteristics of hospitality services, Scopes of the hospitality industry, Meaning and definition of hotels, Types of hotels on the basis of location, clientele, chain hotels, meaning and definition of catering, Classification of catering establishments.

### Unit 2: Organizational Structure of Hotel Industry

10 LHs

Hotel organization charts (small, medium, and large), operational and functional departments and their functions, job responsibilities of section heads/managers, relationships between various departments, relationships between hotels, travel agencies, and the tourism industry.

### Unit 3: Rooms Division Management

12 LHs

Introduction to rooms division Management. Departments within rooms division. Overview of the front office department in a hotel, different sections within the front office and their functions, hotel reservation process, check-in and check-out process (Guest cycle), forms and formats used in the front office, types of meal plan, modes of payment, telephone etiquette, attributes of front office staff. Introduction of the housekeeping department and its Importance, types of rooms, and room tariff. Types of room contents and supplies, types of keys, lost and found. Terminologies used in accommodation management.

### Unit 4 : Food and Beverage Management

12 LHs

Overview of the food and beverage department, F&B organization. Various outlets of the food and beverage department and its function, recent trends in food and beverage operations, types of menu, types of food and beverage services, types of meals, dining etiquettes, forms, and formats used in the F&B department. Salesmanship and suggestive selling. Guest satisfaction and delight. Dealing with guest comments. Introduction of the food production department, role and Importance, functions, and

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types of kitchen. Health safety standard in a commercial kitchen.

### **Unit 5 : Hotel Visit**

**12 LHs**

During the course, students are encouraged to visit any five-star hotels or resorts to observe the basic operational departments and their functioning in order to learn about hotel operations and management, preparation of reports, and presentations.

### **Suggested Readings**

Walker, John. (2009), *Introduction to Hospitality Management*, New Delhi: Pearson Education.

Negi, J. (1997), *Professional Hotel Management*, New Delhi: S. Chand & Company LTD.

Andrews, S. (2008) Textbook of *Front Office Operations and Management*, New Delhi: Tata McGraw Hill.

Andrews, S. (2008), Textbook of *Hotel House Keeping Operations and Management*: New Delhi: Tata McGraw Hill.

Andrews, S. (2008), Textbook of *Food & Beverage Management*. New Delhi: Tata McGraw Hill.

Brotherton, B. and wood R.C. (2008), *The Sage Handbook of Hospitality Management*, London: Sage Publication Ltd.

