

# NATIONAL UNIVERSITY



## Syllabus

### **BBA (Honours) in Tourism and Hospitality Management**

**Effective from the Session: 2015–2016**

**NATIONAL UNIVERSITY**  
**Syllabus for Four Year BBA Honours**  
**Course Subject: Tourism and Hospitality**  
**Management**  
**Session: 2015-2016**

Paper Code	Paper Title (1st year 1st Semester)	Credits	Paper Code	Paper Title (1st year 2 <sup>nd</sup> Semester)	Credits
510901	Introduction to Business	3	510911	Business Mathematics	3
510903	Fundamentals of Tourism and Hospitality	3	510913	General Science and Environment	3
510905	Introduction to Computer	3	510915	Micro Economics	3
510907	Basic English Language	3	510917	First Aid, Safety and Security	3
510909	History of the Emergence of Independent Bangladesh	3	510919	Fundamentals of Management	3

Paper Code	Paper Title (2nd year 1st Semester)	Credits	Paper Code	Paper Title (2nd year 2nd Semester)	Credits
520901	Hospitality Managerial Communication	3	520911	Tourism & Hospitality Marketing	3
520903	Business Statistics	3	520913	Geography and History of Bangladesh	3
520905	Fundamentals of Accounting	3	520915	Cost and Management Accounting	3
520907	Macro Economics and Economy of Bangladesh	3	520917	Managing Organizations in Tourism and Hospitality (HRM)	3
520909	Business Law and Legal Issues of Tourism	3	520919	Hospitality Consumer Behavior	3

Paper Code	Paper Title (3rd year 1st Semester)	Credits	Paper Code	Paper Title (3rd year 2nd Semester)	Credits
530901	Hospitality Management Information System	3	530911	Organizational Behavior	3
530903	Front Office Operations and Reservation	2	530913	House Keeping Management	2
530904	Front Office Operations and Reservation (Practical)	1	530914	House Keeping Management (practical)	1
530905	Hospitality Service Marketing	3	530915	Quantitative Analysis for Business	3
530907	Financial Management	3	530917	Aviation and Flight Management	2
			530918	Aviation and Flight Management	1
530909	Geography of Tourism	3	530919	Tourism Culture, Heritage and Society	3

**Detailed Course Plan for BBA (Hon's)**

**Program**

**Tourism and Hospitality**

**Management**

<b>Course Code : 510901</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Introduction to Business</b>	

**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 Introduction to Business, you will study the concepts, principles and operations of private enterprise. You'll compare and contrast sole proprietorships, partnerships, and corporations – and the advantages and disadvantages of each. You will explore the functions of modern business management, marketing, and ethics and social responsibility that can improve or tarnish a brand. You will also look at the human resource management side of running a business, and learn how employers can motivate their employees.

**Topics to be Covered**

**Introduction:** Business, characteristics of private business, factors of productions, economic systems

**Types of business:** Sole proprietorship, partnership, joint venture, corporations, business combination, Small Business Ownership

**Ethical and social responsibilities of business:** Foundational of social responsibility, Business and the environment, Business and consumers, Business and workers, Business and investors, Business approaches to ethical behavior

**The fundamentals of management:** The scope of management, The management process, Management functions, Management role, decision making process.

**Organizing for business:** Defining organization structure, Designing the formal organization, Understanding the informal organization, Types of Organizational structure

**Motivation and Leadership:** Human relations within an organization, Motivation theory, The challenge of motivating workers, Motivational techniques

**Product and pricing decisions:** Products: the basis of commerce, Product development and the product life cycle, Product mix and line decisions, Pricing

**Production activities:** Nature of production, Plant site selection, Productivity studies,

productions methods, production control

**Marketing and product strategy:** Marketing concept, Marketing function, product strategy, product life cycle

**Distribution and Pricing:** channels of distribution, Pricing systems, pricing objectives, determining pricing

**Text:** Business for 21<sup>st</sup> century by S. J. Skinner and J. M.

Ivancevich

<b>Course Code : 510903</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Fundamentals of Tourism and Hospitality</b>	

**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.

#### **Topics to be Covered**

##### **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

##### **Tourism through the Ages**

Introduction- Early Beginnings -Early Tourist Attraction -Early Economic References-The First Travel Agents-Historic Transportation

##### **Career in Tourism**

Reasons for a tourism career, Careers path in the tourism industry, Qualifications and skills needed, Traits of people in hospitality, tourism and recreation pathway, What employees specially want, Future of career in tourism.

##### **The Impacts of Tourism**

Economic impacts on tourism, socio-cultural impacts, Environmental impacts on tourism etc.

##### **World, National, Regional and Other Organizations**

Introduction- International Organizations --Development Organizations (International and National)--Regional Organizations--State and Community Organizations

**Hospitality and Related Services**

Introduction- The Lodging Industry- The Food Service Industry -Meeting Planners -Meeting and Conventions

**Tourism Destination Management**

Definition of DMO–Basic elements–Destination marketing–Why manage the destination- Destination lifecycle

**Tourism promotion**

The concept of tourism promotion–The importance of tourism promotion –The criteria of tourism–Tourism and globalization –Understanding of tourism promotion and marketing

**Tourism Marketing**

Introduction- Significance of market environment –marketing segmentation in tourism–Tourist decision making process

**Tourism Components and Suppliers**

Introduction–Supply Components—Natural Resources–Built Environment–Operating Sectors– Spirit of Hospitality and Cultural Resources

**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

**Text:** Tourism Principles, Practices, Philosophies by C. R. Goeldner and J. R.

B. Ritchie

<b>Course Code : 510905</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Introduction to Computer</b>	

**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.

**Topics to be Covered**

**Computer Hardware:** Input Hardware, Processing Hardware, Storage Hardware, Output Hardware.

**Computer Software:** Applications Software, Systems Software.

**Information Management:** Management Information Systems, How does Management make decision?, Types of Information System, Developing and implementing a Management Information System.

**Purchasing and Maintaining a Microcomputer System:** Purchasing a System: What to Consider, Maintaining a System, The Environmentally Aware Computer User.

**Practical: Operating Systems:** Windows98, Word Processing: Microsoft Word, Spreadsheet Analysis: Microsoft Excel, Presentation: Microsoft Powerpoint, Basic Hardware & Troubleshooting, Internet & E-mail operation.

**Text:** Computing Essentials by T. J. O’Leary and L.

I. O’Lear

<b>Course Code : 510907</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Basic English Language</b>	

**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.

**Topics to be Covered**

**Introduction** - Importance and Mastering various approaches to learning English; Phonetics - Phonetic systems, correct English pronunciation;

**Grammar** - Construction of sentences; Grammatical problems – Grammar and usages,

comprehension,

**Paragraph Writing**- precis 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 reports; **Methods of Writing** - business letter, tenders and quotations, resumes and job letters, journal articles, technical and scientific presentation;

**Research Study** – Definition and purpose, research methodology, data analysis, thesis presentation.

**Text:** Basic English Grammar by B. S. Azar and  
S. A. Hagen

<b>Course Code : 510909</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>History of the Emergence of Independent Bangladesh</b>	

**Course Objectives:**

**Topics to be Covered**

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

**1. 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.

**2. 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 .

### **3. Pakistan: Structure of the state and disparity.**

- a. Central and provincial structure.
- b. Influence of Military and Civil bureaucracy.
- C. Economic, social and cultural disparity

### **4. 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

### **5. Military rule: the regimes of Ayub Khan and Yahia Khan (1958-1971)**

- a. Definition of military rules and its characteristics.
- b. Ayub Khan's rise to power and characteristics of his rule (Political repression, Basic democracy, Islamisation)
- c. Fall of Ayub Khan and Yahia Khan's rule (Abolition of one unit, universal suffrage, the Legal Framework Order)

### **6. 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.

### **8. Election of 1970 and the Declaration of Independence by Bangobondhu**

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

### **9. 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 super powers 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 over all contribution of Bangabondhu in the Independence struggle.
- 10. 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.

<b>Course Code : 510911</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Business Mathematics</b>	

**Course Objectives:** This course will help the students to develop understanding of basic concepts and principles of mathematics used in the area of business and economics. Number systems, mathematical induction, theory of sets, logarithms, linear equations, quadratics equations, binomial theorem and financial mathematics are covered in this course.

**Topics to be Covered**

**Number System:** Introduction, Prime, Rational and Irrational numbers, even and odd numbers and their properties. Imaginary and complex numbers; sequence, series, Divergence of a sequence, sigma notation. Sum of natural numbers.

**Indices and Logarithms:** Indices, laws of indices, positive and fractional indices, operation with power functions. Introduction, Laws of operations, use of logarithm tables, Antilogarithm, Exponential series, logarithmic series.

**Theory of Sets:** Different types of sets, union, difference intersection, Cartesian products, Venn

diagram, Application in business problems.

**The Straight Lines, Linear Equations and Inequalities:** Different forms of Equations- Parallel and perpendicular form of Equations-Point of intersection of lines-Interpretation of Slope of different business problems and Marginal Concept analysis, Solution of linear equations, solution of simultaneous linear equations. Identities and Inequalities and their solutions. Graphical representation of solution sets. Determination of Breakeven Point having linear relationship among the variables.

**Quadratic Equations:** Relationship between roots+/- and coefficients of a quadratic equation, Nature of roots. Solution of quadratic equations, formation of quadratic equations with given roots. Curve sketching of different linear and non linear equations.

**Binomial theorem:** Expansion of binomial terms with positive integral index –Determination of general term and middle terms of a Binomial expansion and exponential expansion.

**Permutations and Combinations:** Fundamental principles of permutations, permutations of things, all different and things, not all different, repeated and circular permutations. Combinations, relationship between permutation and combinations.

**Progression:** Introduction, Sum of Series in AP and GP, Use of concept of progression to find the present value and future value, Business problem solution.

**Mathematics of Finance:** Introduction, Annuities, Sinking Fund, Discount, Compound interest, Simple interest, Amortization. **Matrices & Determinants:** Introduction, types of matrices, operation on matrices. Solution of simultaneous linear equations. Introduction, properties of determinants, operations on determinants. Expansions of determinants Sarrus diagram and Cramm's rule and use in business. Leontiff input-output model analysis. Application to business problem.

**Matrices & Determinants:** Introduction, types of matrices, operation on matrices. Solution of simultaneous linear equations. Introduction, properties of determinants, operations on determinants. Expansions of determinants Sarrus diagram and Cramm's rule and use in business. Leontiff input-output model analysis. Application to business problem.

**Differentiation, Integration & Use in Business Problems:** Differentiation of Algebraic functions, transcendental function. Definition of transcendental functions-Geometric interpretation of  $dy/dx$  and marginal concept analysis. Introduction, Different rules of integration, Indefinite and Definite integral, calculation of area of irregular curves and figures-

Analysis of total concept by integration, Determination of maxima and minima of different functions using differentiation rules. Business problem solution. Conditions of maxima and minima, Test for maxima and minima. Point of inflexion.

**Text:** Mathematics with Applications in Management and Economics by E. K. Bowen

<b>Course Code : 510913</b>	<b>Credits</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>General Science and Environment</b>	

**Course Objectives:** Today’s business is now recognizing the importance of science and environmental issues. This course will enable students to explore the areas of basic physics, chemistry and environmental issues that they can learn the basic scientific known-how required for business. As today’s world highly values the diversity of knowledge so this course is going to make the students capable to understand the core ideas of science and environment.

**Topics to be Covered**

**Scientific Methodology, Techniques, and History:** Methods of Scientific Inquiry and Design - Identifying problems based on observations , Forming and testing hypotheses, Development of theories, models, laws, Experimental design, process skills including observing, comparing, inferring, categorizing, generalizing, concluding, Major Historical Developments of Science.

**Physics:** Basic Principles- Structure of matter (e.g. Elements, compounds, mixtures, Atoms, molecules, ions , Basic properties of solids, liquids, and gases), Basic structure of the atom (e.g. Atomic models, Atomic structure including nucleus, electrons, protons, neutrons, Atomic number, atomic mass, isotopes and electron arrangements), Basic characteristics of radioactive materials, Basic concepts and relationships involving energy and matter

**Chemistry:** Periodic table of the elements, elements arranged in groups and periods .atomic number, atomic mass, isotopic abundance , symbols of the elements, trends in physical properties based on position of elements on the periodic table, trends in chemical reactivity based on position of elements on the periodic table ) , States of matter and factors that affect phase changes, chemical nomenclature, composition, and bonding

**Basic Structure and Function of Cells and Their Organelles:** Structure and function

of cell membranes, Structure and function of animal and plant cell organelles, Levels of organization (cells, tissues, organs, organ systems), Major features of common animal cell types (e.g., blood cells, muscle, nerve, epithelial, gamete) , Prokaryotes (bacteria) and eukaryotes (animals, plants, fungi, protists).

**Earth and Space Science:** Physical Geology- The rock cycle, Processes involved in erosion, weathering, and deposition of Earth’s surface materials and soil formation, Earth’s basic structure and internal processes;

**Astronomy:** Major features of the solar system, Interactions of the Earth-Moon-Sun system, Major features of the universe, Contributions of space exploration and technology to our understanding of the universe,

**Impact of Science and Technology on the Environment and Society:** Air and water pollution, Climate change and greenhouse gases, Loss of biodiversity, Pros and cons of power generation based on various resources including fossil and nuclear fuel, hydropower, wind power, solar power, geothermal power, and alternative energy sources; Impact of Science on Public Health Issues - Nutrition, disease, and medicine, Biotechnology, Medical technologies; Major Issues associated with Energy Production and the Management of Natural Resources- Renewable and nonrenewable energy resources, Conservation and recycling, Issues associated with the use and extraction of Earth’s resources (e.g., mining, land reclamation, deforestation).

**Text:** Conceptual Integrated of Science by P. Hewitt

<b>Course Code : 510915</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Micro Economics</b>	

**Course Objectives:** Economics is a subject that teaches how scarce resources can be efficiently utilized to produce proper goods and services which are to be distributed among people. This course will help students with an understanding of the basic concepts of economics. The focus of the course is on the economics principles that are behind the determination of demand, supply and production functions and on how equilibrium is reached in different markets and the incomes distributed among different factors.

### **Topics to be Covered:**

**The Fundamentals of Economics:** Scarcity and Efficiency-The Twin Themes of Economics-The Logic of Economics-The Three Problems of Economic Organization: Market, Command, and Mixed Economies-Society's Technological possibilities: Inputs and Outputs-The Production Possibility Frontier.

**Markets and Government in a Modern Economy:** The Mixed Economy-What is a Market?-Trade, Money and Capital-The Economic Role of Government.

**Basic Elements of Supply and Demand:** The Demand Schedule: The Demand Curve-The Supply Schedule: The Supply Curve-Equilibrium of Supply and Demand.

**Applications of Supply and Demand:** Price Elasticity of Demand and Supply: Price Elasticity of Demand, Elasticity and Revenue, Price Elasticity of Supply-Applications to Major Economic Issues.

**Demand and Consumer Behavior:** Choice and Utility Theory Equimarginal Principle-Substitution Effect and Income Effect-Consumer Surplus-The Indifference curve & Budget Line-Deriving the Demand Curve.

**Production and Business Organization:** Theory of Production and Marginal Products: Basic Concepts Returns to Scale-Short Run and Long Run, Technological Change, Productivity and the Aggregate Production Function-Business Organizations: The Nature of the Firm; Big, Small, and Infinitesimal Businesses.

**Analysis of Costs:** Economic Analysis of Costs-Economic Costs and Business Accounting-Opportunity Costs-Production, Cost Theory and Decisions of Firm.

**Analysis of Perfectly Competitive Markets:** Supply Behavior of the Competitive Firm-Supply Behavior in Competitive Industries-Special Cases of Competitive Markets-Efficiency and Equity of Competitive Markets.

**Imperfect Competition and Monopoly:** Patterns of Imperfect competition-Marginal Revenue and Monopoly.

**Oligopoly and Monopolistic Competition:** Behavior of Imperfect Competitors-Innovation and Information-A Balance Sheet on Imperfect Competition.

**How Markets Determine Incomes:** Income and Wealth-Input Pricing by Marginal Productivity.

**The Labor Market:** Fundamentals of Wage Determination-Labor Market Issues and Policies.

**Land and Capital:** Land and Rent-Capital and Interest-Markets and Economic Efficiency.

**Text:** Economics by P.A. Samuelson and W. D. Nordhaus

<b>Course Code : 510917</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>First Aid, Safety and Security</b>	

**Course Objectives:** This course will help the students to develop and equate knowledge about safety and security process in hospitality and tourism industry. Tourism and hospitality is a labor intensive industry for that reason a good manager should have a knowledge about these issues.

#### **Topics to be Covered**

**Importance of health and safety in the aviation industry accident statistics:** At airports, In the air Incidents: Safety, e.g. bird strike, foreign object debris (FOD), aircraft fire, collision between aircraft and airside vehicle, fuel spillage; Health, e.g. slips, trips, falls, hearing damage, musculoskeletal damage Importance of maintaining a safe environment: To the organization, e.g. licensing, court fines, bad publicity, loss of revenue, compliance with health and safety regulations; To staff, e.g. to reduce accidents and injuries, disciplinary action, responsibility in law; To visitors and passengers, e.g. unfamiliar with their surroundings, unaware of potential dangers.

**Key legislation, regulations and procedures of health and safety is regulated in the aviation industry:** The Health and Safety at Work Act 1974; Other relevant health and safety legislation and regulations, e.g. noise control, Control of Substances Hazardous to Health (COSHH) regulations, working-time regulations, manual handling, data protection, personal protective equipment (PPE); CAAB regulations; ensuring staff compliance, e.g. wearing PPE, following manual handling regulations, maintaining training records, reporting and investigating incidents Role of regulatory bodies and organizations involved in aviation health and safety. Airlines and MRO procedures relating to health and safety Responsibilities of supervisors and employees.

**Importance of security in the aviation industry Security incidents:** Buildings, e.g. unauthorized persons airside, unauthorized articles found within passenger baggage, bomb threat, unattended baggage within the terminal; Aircraft, e.g. hijack, suspicious package found

during turnaround/in-flight, inbound flight with hijackers/suspected bomb on board; Passengers and staff, e.g. violence towards staff/passengers in the terminal and towards aircrew/ passengers on board, theft from baggage, stolen baggage, unauthorized staff, misuse of passports/tickets; Importance of maintaining a secure environment; CAAB (compliance with Air Navigation Order – CAP393); International Civil Aviation Organization (ICAO) (global coordination); Security screening, e.g. passenger boarding card check, staff pass check, archway metal detector (AMD), pat down, body scan, explosive detection, liquids restrictions.

**Text:**

1. Jeffrey C Price and Jeffrey S Forrest –Practical Aviation Security: Predicting and Preventing Future Threats
2. Kathleen Sweet –Aviation and Airport Security: Terrorism and Safety Concerns, Second Edition

<b>Course Code : 510919</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Fundamentals of Management</b>	

**Course Objectives:** Today’s managers are facing both opportunities and challenges from globalizations of the economy and the environmental changes. The core objectives of this course is to make the student aware of these environmental changes and show them how effective managers are adapting. This course will describe how men and women go about managing the people and activities of their organizations so that the goals of these organizations as well as their own personal goals can be achieved.

**Topics to be Covered**

**Management: Science, Theory, and Practice:** Definition of management: its nature and purpose-The evolution of Management Thought-Patterns of management analysis. The systems approach to the management process-The functions of managers.

**Management and Society: The External Environment, Social Responsibility, and Ethics-** The technological environment-The ecological environment-The social responsibility of managers-Ethics in managing-Trust as the basis for change management. Global, Comparative, and Quality Management: International management and multinational corporations-Country

alliances and economic blocks-International management: cultural and country differences-Porter's competitive advantage of nations-Gaining a global competitive advantage through quality management.

**Essentials of Planning and Managing by Objectives:** Types of plans-Steps in planning-Objectives-Evolving concepts in management by objectives. Strategies, Policies, and Planning Premises: The nature and purpose of strategies and policies-The strategic planning process-The TOWS matrix-Major kinds of strategies and policies-Porter's industry analysis and generic competitive strategies. Decision Making: The importance and limitations of rational decision making-Development and evaluation of alternatives-Programmed and nonprogrammed decisions-Decision making under certainty, uncertainty, and risk-Creativity and innovation.

**The Nature of Organizing, Entrepreneurship, and Reengineering:** Formal and informal organizations-Organizational division-An organizational environment for entrepreneurship-intrapreneuring- Reengineering the organization-The structure and process of organizing-Basic questions of effective organizing. Organization Structure- Departmentation: Departmentation by enterprise function, territory or geography, customer group and product-Matrix organization-Strategic business units-Organization structures for the global environment-The virtual organization-Choosing the pattern of Departmentation. Line/Staff Authority, Empowerment, and

Decentralization: Authority and power-Empowerment-Line/staff concepts and functional authority-Decentralization of authority-Delegation of authority-Recentralization of authority and balance as the key to decentralization. Effective Organizing and Organization Culture.

**Human Resource Management and Selection:** Definition of staffing-The systems approach to human resource management-Situational factors affecting staffing-Selection: matching the person with the job-The systems approach to selection-Position requirements and job design-Skills and personal characteristics needed in managers-Matching qualifications with position requirements-Selection process, techniques, and instruments-Orienting and socializing new employees-Managing human resources while moving toward 2020.

**Managing Change through Manager and Organization Development:** Manager development process and training-approaches to manager development: on-the-job training, internal and external training-Evaluation and relevance of training programs-Managing change-Organizational conflict-Organization development-The learning organization.



**Human Factors and Motivation:** Human factors in managing-Motivation-An early behavior model: McGregor's Theory X and Theory Y-Maslow's hierarchy of needs theory-Alderfer's ERG Theory-Herzberg's motivation-Hygiene Theory-The expectancy theory of motivation-Equity theory-Goal setting theory of motivation-Skinner's reinforcement theory-McClelland's needs theory of motivation-Special motivational techniques-Job enrichment-A systems and contingency approach to motivation.

**Leadership:** Defining leadership-Ingredients of leadership-Trait approaches to leadership-Charismatic leadership approach-Leadership behavior and styles-Situational or contingency approaches to leadership-Transactional and transformational leadership. Committees, Terms, and Group Decision Making: The nature of committees and groups-Reasons for using committees and groups-Disadvantages and misuse of committees-Successful operation of committees and groups-Additional group concepts-Teams-Conflicts in committees, groups, and teams.

**Text:** Management by R. W. Griffin

<b>Course Code : 520901</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Hospitality Managerial Communication</b>	

**Course Objectives:** To become successful in tourism and hospitality field one should have effective communication skills. This course is going to help students to enhance their ability to communicate effectively and efficiently in the field of hospitality. Students are going to understand the theories and processes of hospitality business communications, and will be able to know the techniques to apply to their work place and personal life.

#### **Topics to be Covered**

**Introduction:** Meaning of communication and tourism communication, scope, purposes, processes, principles, functions, importance and models of communication.

**Types of Communication:** Written, oral, non-verbal, downward, upward horizontal, mass communication.

**Major Media of Written Communication:** Letters, memos, reports – style and structure, advantages and disadvantages of different media.

**Major Media of Oral Communication:** Speech – face to face conversation – interviews, meetings, advantages and disadvantages of different media.

**Non Verbal Communication:** Symbols, gestures, body language, visual communication.

**Internal Communication:** Meaning, Importance, Communication within organisation and small groups, media of internal communication style, office memos.

**Technology in Modern Communication:** Electronic media in oral and written communication, Telephone, Fax, ISD, computer, internet, E-mail, multimedia and business related software.

**Communication skills:** Improving skills in non-verbal and verbal communication , Effective listening, reading skills, effective writing –style and techniques, writing techniques, barriers to effective communication and their removal.

**Tourism Business Report Writing:** Types of report, characteristics and importance of different types, purpose, scope, different styles of writing reports. Letter Writing:Types of letter – circular letter – letter of inquiry – letter of complaints – dunning letter – letter of adjustment – letter of order, letters in connection with bank and insurance. Employment Communication:Preparing CV or personal resume, application, letter, interviews and joining.

**Text:** 1. Raymond V Lesikar : Basic Business Communication

2. Batty and Kay : Business Communication Systems and Application

3. M. Masudur Rahman : Business Communication (Latest Edition)

<b>CourseCode : 520903</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>CourseTitle :</b>	<b>Business Statistics</b>	

**Course Objectives:** Statistic all methods are applicable to a variety of fields of studies. These fields of Studies lean heavily upon Statistics. This course is going to help the students to apply statistics in business, to be equipped with statistical tools to solve mathematically formulated business problems, to be able to suggest qualitative models, to be able to pursue other advanced qualitative courses.

### **Topics to be Covered**

**Introduction:** Definition, Importance and scope, Limitations, Types of Statistical Methods, Data, Types of data, Sources of data. Classification of data, Organizing data Using data array,

Tabulation of data, graphical presentation of data, types of diagrams.

**Measures of Central Tendency:** Objectives of averaging, Requisites of a measure of central Tendency, Measures of Central tendency, Mathematical averages, Geometric mean, Harmonic mean, Averages of position, partition values, Mode, Relationship between mean, median, and mode-comparison between measures of central tendency.

**Measures of dispersion:** Significance of measuring dispersion-classification of measures of dispersion-distance measures-average deviation measures. Measures of Skewness and Kurtosis.

**Probability and probability distributions:** Concepts of probability-definition of probability-combinations of permutations-Rules for probability and algebra of events-Bayes' Theorem-Probability distributions-expected value and variance of a random variable-Discrete Probability distributions-continuous probability distribution.

**Sampling and Sampling distributions:** Reasons of Sample Survey-Population parameters and sample statistics-Sampling Methods-Sampling distributions-Sampling distribution of Sample mean-Sampling distribution of sample proportion.

**Hypothesis Testing:** General procedure for Hypothesis Testing-Direction of the Hypothesis Test-Errors in Hypothesis Testing-Hypothesis Testing for Single population mean-Hypothesis Testing for difference between two population means-Hypothesis testing for single population proportion-Hypothesis testing for population mean with small samples-Hypothesis testing based on F-Distribution.

**Correlation and Regression Analysis:** Significance of measuring correlation-Correlation and causation-Methods of correlation Analysis-Spearman's Rank correlation coefficient. Understanding Regression analysis and its advantages-Parameters of Simple linear Regression model-Methods to determine Regression coefficients.

**Forecasting and time series analysis:** Understanding Forecasting-Forecasting Methods-Time series analysis-time series decomposition Models-Trend projection methods- Quantitative forecasting methods-Measurement of Seasonal effects-measurement of cyclical variations-Residual Method-Measurement of Irregular variations.

**Index Number:** Understanding index number-types of Index numbers-Characteristics and Uses of index numbers-Methods for construction of Price indexes-unweighted price indexes-weighted price indexes-Quantity or Volume indexes-Value indexes-Tests of Adequacy of Indexes-Chain

Index-Consumer Price indexes.

**Text:** Statistics for Management by R.I. Levin and Rubin; Dr. Md. Rafiqul Islam, Business Statistics

<b>Course Code : 520905</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Fundamentals of Accounting</b>	

**Course Objectives:** The purpose of accounting to provide information that is needed for sound economic decision-making. The objectives of this course are to develop students' understanding of how to prepare financial reports that provide information about affirms performance to external parties such as investors, creditors and tax authorities.

#### **Topics to be Covered**

**Accounting – The Language of Business:** Definition and Scope of Accounting, Its role and Functions, History of Accounting, Purpose and Nature of Accounting Information-Users of Accounting Information. Branches of Accounting-Nature of Business and Accounting.

**Conceptual Framework for Financial Accounting:** FASB Conceptual Frame for Financial Accounting-First Level: Basic Objectives (SFAC-1); Second Level: Qualitative Characteristics of Accounting Information (SFAC-2); Third Level: Operational Guidelines.

**The Accounting Process:** Double-Entry Accounting System vis-à-vis Incomplete System. Accounting Equation – Effects of Transactions on the Accounting Equation. The Account-Classification of Accounts-Selection of Account titles-Chart of Accounts-Coding-Rules of Debit and Credit-Balancing and Normal Balance-Recording (Bookkeeping) Aspect of Accounting Cycle: Documentary Evidence and Identification, Analysis, and Recording of Transactions and Other Events Journalization-Posting to the Ledger-Preparation of Trial Balance-Limitations of Trial Balance, Errors and their Rectification.

**The Adjustment Process and Completing the Accounting Process:** Key aspects of the Accrual basis of accounting, Cash accounting and Break-up basis of accounting- Adjustments- Adjusted Trial Balance-Preparation of Work Sheet-Closing Entries-Post-Closing Trial Balance-Reversing Entries.

**Merchandising Operations and Accounting System:** Merchandising Operations and

Classifying Inventory-Purchases, Sales, Other Use or Loss and Returns of Merchandise Inventory-Periodic and Perpetual Inventory Systems and Journal Entries-Specific Identification Method and Inventory Cost Flow Assumption (FIFO, LIFO and Average Cost).

**Accounting Systems and Special Ledgers:** Manual and Computerized Accounting Systems and their effectiveness-The Voucher System-General Ledgers and Subsidiary Ledgers: General Ledger Control Accounts and Subsidiary Ledger Individual Accounts. Special Journals: Advantages of Special Journals-Cash Receipts Journal-Sales Journals- Purchase Journal-Cash Payments Journal and General Journal.

**Control of Cash:** Controlling cash, Internal control. The bank chequing account, Petty Cash, Bank Reconciliation Statement.

**Accounting for Receivable and Current Liabilities:** Receivable-Types of Receivables valuing and disposing Uncollectible accounts-Allowance for doubtful accounts, Accounting for temporary investments-Marketable Securities-Accounting for current liabilities.

**Financial Statements as a Reporting Device:** Idea on a Complete Set of Financial Statement. Purpose and interrelationship of the Financial Statement. Importance, Limitations & Preparation of Financial Statements. Supplementary Statements/Schedules. Preparation of Statements according to Nature of Business. Statements for Nonprofit Organizations. Preparation of Financial Statements according to Legal Form of Business: Sole-proprietorship Organizations. Partnership Firms & Company (Introductory Idea).

**Financial Statement Analysis:** Horizontal analysis and vertical analysis of comparative financial statements; Preparation and use of common-size financial statements; Ratio analysis-Basic Ratios of Liquidity, Activity, Profitability, and Solvency.

**Text:** Accounting Principles by J. J. Weygandt, D. E. Kieso, and P. D. Kimmel

<b>Course Code : 520907</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Macro Economics and Economy of Bangladesh</b>	

**Course Objectives:** Macro Economics examines the reasons behind the economic grow than decline of a nations. It explains why some nations prosper with high and growing standards of living while others experience high unemployment, inflation, low wages or large trade deficits. The aim of this course is to introduce students with the core concepts and theories of macro

economics. It addresses national income; consumption and investment; supply and demand; multiple model; money supply; banking and monetary policy. It also covers the economic growth of Bangladesh and its main economic-sectors and policy.

### **Topics to be Covered**

**Overview of Macroeconomics:** Key concepts of Macroeconomics-Aggregate Supply and Demand.

**Measuring Economic Activity:** Gross Domestic Product: The Yardstick of an Economy's Performance-Details of the National Accounts-Beyond the National Accounts-Price Indexes and Inflation.

**Consumption and Investment:** Consumption and Saving-Consumption, Income, and Saving-National Consumption Behavior. Investment-The Investment Demand Curve-On to the Theory of Aggregate Demand.

**Business Fluctuations and the Theory of Aggregate Demand:** Business Fluctuations-Business Cycle Theories. Foundations of Aggregate Demand-The Downward Sloping Aggregate Demand Curve-Relative Importance of Factors Influencing Demand.

**Process of Economic Growth:** Theories of Economic Growth-The Patterns of Growth in Bangladesh.

**The Challenge of Economic Development:** Economic Growth in Poor countries-Aspects of a Developing Country-Alternative models for Development.

**Unemployment and the Foundations of aggregate Supply:** The Foundations of Aggregate Supply-Unemployment.

**Ensuring Price Stability:** Definition and impact of inflation-Modern Inflation Theory-Dilemmas of Anti-inflation Policy.

**Policies for Growth and Stability:** The Economic Consequences of the Government Debt-Stabilizing the Economy-Economic Prospect in the New Century.

**Text:** Principles of Macroeconomics by E. Mansfield

<b>Course Code : 520909</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Business Law and Legal Issues of Tourism</b>	

**Course Objectives:** Tourism executives in the course of performing their normal duties to deal with two main groups of people—outside and inside. Dealing with these groups of people are guided and controlled by certain laws. The objectives of this course is to give the students idea of the various laws related with business and tourism.

### **Topics to be Covered**

**The Contract Act, 1872:** Definition of contract—Essentials of contract—Communication, acceptance and revocation of proposals—Contracts, voidable contracts and void agreements—Consignment contracts—Contracts which must be performed—Time and place of performance—Contracts which need not be performed—Breach of contract—Indemnity and guarantee—Bailment—Bailment of pledges—Agency, appointment and authority of agents, sub-agents, revocation of authority, agent’s duty to principal, principal’s duty to agent.

**2. The Sale of Goods Act, 1930:** Formation of the contract—Effects of the contract—Performance of the contract—Rights of unpaid seller against the goods- Suits for breach of the contract.

**3. The Negotiable Instruments Act, 1881:** Promissory notes, bills of exchange and cheques—Negotiations—Payment and interest—Discharge from liability on notes, bills and cheques—Notice of dishonour—Special provisions relating to cheques—Special provisions relating to bills of exchange—Penalties in case of dishonour of certain cheques for insufficiency of funds in the accounts

**4. The Trade Marks Act, 2009:** Registration procedures and duration, Effects of registration, Use of trademark.

**5. The Partnership Act, 1932:** The nature of partnership—Relations of partners to one another—Relations of partners to third parties—Incoming and outgoing partners—Dissolution of a firm—Registration of firms.

**6. The Bangladesh Labor Act, 2006:** Important Statutory Definitions: Factory, Worker, Employer, Commercial Establishment, Industrial Establishment; *Summary of major provisions on:* Employment and Conditions of Services, Employment of Adolescent, Provisions of Health, Hygiene, Safety and Welfare Measures, Working hours and leave, Trade Union and Industrial

relations, Dispute resolution, Workers' Participation in Companies' Profits.

**7. The Bangladesh Environment Conservation Act, 1995:** Restrictions on manufacture, sale etc. of articles injurious to environment–Remedial measures for injury to ecosystem–Environmental Clearance Certificate.

**8. The Arbitration Act, 2001:** Arbitration agreement, Subject matter of arbitration, Different methods of arbitration, Arbitration Tribunal, Arbitral proceedings, Arbitral award, Appeals.

**9. The Competition Act, 2012:** Objective of the Act–Agreement against Competition–Abuse of Dominant Position–Bangladesh Competition Commission–Complaint, Inspection and Disposal–Appeal.

**Text:** Commercial Law by A. K. Sen and J.K. Mitra & Ethical, Legal and Regulatory Aspects of Tourism Business by R. Singhal

<b>Course Code : 520911</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Tourism &amp; Hospitality Marketing</b>	

**Course Objectives:** Marketing is a subject of vital concern in tourism and hospitality management because it is the principal management in fluency that can be brought to bear on the size and behavior of this major global market. The subject is learned by an examination of common practice and a study of the experiences of others over time. The study of marketing of tourism and hospitality marketing integrates all basic topics of marketing with a special focus on tourism.

#### **Topics to be Covered**

**Introduction: Marketing for Hospitality and Tourism:** Key concept of tourism & hospitality marketing, Service Characteristics of Hospitality and Tourism Marketing, Marketing environment

**Defining and Understanding the Consumer:** Marketing Information Systems & Marketing Research, Consumer Markets and Consumer Buying Behavior, Organizational Buyer Behavior of Group Market

**Defining and Delivering the Product:** Designing and Managing Products, Internal Marketing;



Managing Capacity and Demand, Pricing Products: Pricing Considerations, Approaches and Strategy

**Creating and Implementing the Promotion:** Distribution Channels, Promoting Products: Communication and Promotion Policy and Advertising, Promoting Products: Public Relations and Sales Promotions, Direct and Online Marketing: Building Customer Relationships

**Market segmentations, targeting and positioning in Hospitality Industry:** Segmentation strategy, Targeting, Positioning Policy

**Designing and managing Tourism and Hospitality Products:** brand decision, New product development, Product life cycle.

**Product pricing:** Factors in Pricing policy, Pricing strategy

**Hospitality and tourism marketing plan:** Purpose of a plan, environmental analysis, development of a plan

**Text:** Marketing for Hospitality and Tourism by P. Kotler, J. T. Bowen and J. C. Makens  
Marketing in Travel and Tourism by V. T. C. Middleton.

<b>Course Code : 520913</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Geography and History of Bangladesh</b>	

**Course Objectives:** This course includes topics like historical background, issues and approaches in contemporary geography of Bangladesh. It also includes the popularization of tourism, modes and history of travel industry etc. It also brings together a wide panorama of materials from a number of different disciplines and accompanies this with informative original maps and diagrams spanning a period from the 16<sup>th</sup> century up to the 21<sup>st</sup> century.

#### **Topics to be Covered**

**Introduction:** The nature of geography as a dynamic academic discipline and applied science, development of methodological concepts with special reference to regional, spatial/locational, and ecological approaches, objectives and scope of modern geography, Location of Bangladesh in the region and the world community; characteristics and importance.

**Historical Geography:** Definition and scope. Nature and importance, source materials of

historical geography, origin of Bengali's, early settlements of Bengal.

**Tools in Geography:** Maps and other simple models, problems of scale, size and shape in mapping, terrestrial space, absolute and relative location in spatial distribution; types of map and their use, remote sensing and field work in geography and environment.

**A brief history of the mughal Bengal (1126-1757):** Bhuyan's of Bengal, Bengal under Suja, administration of Shaista Khan, Reforms by MurshidKuli Khan, European merchants in Bengal. Sirij-ud-Daulah and the battle of Plassey. Economic condition of Bengal during Mughal. Mughl structure and Architecture.

**Bengal Under the British:** The East India Company, Dual Government, Diwani, Permanent Settlement, Agitation against British in Bengal (Rangpur peasant Revolt, Chakma revolt) Faraizi movement (Haji Shariatullah, Dudu Mia), Titumir, Sepoy mutiny, Muslim reascent in Bengal. (Nabab Abdul Latif, Syed Amir Ali) Partition of Bengal, Economic Condition of Bengal during British period (Agriculture, Industry, Transport and Trade).

**Political Movement and Partition of India:** Bengal Pact, the Simon Commission, Demand for a separate homeland for the Muslims, Lahore resolution, two nation theory, Cripps after Quit India movement, Cabinet mission, Direct action day.

Bangladesh During Pakistan Period: Language Movement, United front and Election of 1954, Ayub Khan and his reforms. War of 1965, Inter wing disparity (Political, Defense. Economic and Education), Six Points demand, Mass uprising of 1969, Election of 1970 and its aftermath.

**Liberation war and Independence of Bangladesh:** Factors leading to freedom struggle. Speech of 7th March, Army Crackdown of 25th March, Declaration of Independence, Formation of Mujib Nagar Government, Different forces of liberation war, Formation of war sector and final victory.

**The History of Development in Bangladesh:** Economic and Development Trends Under British Empire; Development Policies in Bangladesh; Entrepreneurship; Governance, Management, and Efficiency; Gender, Equity, and Human Rights; Human Development and Regional Perspectives; Poverty Alleviation; A Village Perspective and Local Trends; Urbanization Issues; Environmental Issues; Current Debates

**Text:** Tourism Geography by S. Williams; History and Geography of Tourism by M. Ratti

<b>Course Code : 520915</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Cost and Management Accounting</b>	

**Course Objectives:** The aim of this course is for students to understand and use cost and management concepts and techniques in manufacturing and service organizations. Understand what Cost accounting adds to General accounting .Why it is necessary for the management of a firm. Learn how to classify the various types of costs; calculate unit costs; learn what is a simple cost model. First introduction to the planning and budgeting cycle. It also helps to learn Relate revenue and cost management concepts and techniques to the tourism related organizations.

### **Topics to be Covered**

**Cost Accounting and Cost Accountant:** Cost Accounting: Definition, Differences with Financial Accounting, Management Accounting; Cost-Benefit Approach in Decision Making; Different Costs for Different Purposes, Organization Structure and the Cost Accountant; Cost Accounting as a Profession and Professional Ethics.

**An Introduction to Cost Terms and Purposes:** Costs and Cost Terminology–Direct Costs and Indirect Costs, Factors Affecting Direct/Indirect Cost Classifications; Cost-Behavior Patterns: Variable Costs and Fixed Costs, Cost Drivers, Relevant Range; Relationships of Types of Costs, Total Costs and Unit Costs; Types of Inventory in Manufacturing-, Merchandising-, and Service-Sector Companies; Commonly Used Classifications of Manufacturing Costs (Inventoriable Costs and Period Costs); Prime Costs and Conversion Costs, Different Meanings of Product Costs; A Framework for Cost Accounting and Cost Management; Calculating the Cost of Products, Services, and Other Cost Objects.

**Materials:** Direct and Indirect Materials, Procurements of Materials, Storage of Material. Materials Record, Methods of Valuing Material Issues, Planning Material Requirements, Stock levels, EOQ, Safety Stock, Materials Control, Stock Verification and Adjustment.

**Labor:** Measuring Labor Costs, Overtime Premium and Idle Time, Labor Cost Control, Method of Remuneration, Incentive Plans, Calculation of labor cost, Recording of labor cost.

**Overhead:** Planning and Control of Overhead, Predetermined Manufacturing Overhead, Methods of Determining Allocation Ratios, Applied Manufacturing Overhead, Over and Under Applied Manufacturing Overhead, Administrative, Selling and Distribution Overhead,

Accounting for Overheads.

**Cost Behaviour Analysis:** Basic Assumptions and Examples of Cost Functions, Identifying Cost Drivers, Cost Estimation Methods: Industrial Engineering Method, Conference Method, Account Analysis Method, and Quantitative Analysis Method; Steps in Estimating a Cost Function Using Quantitative Analysis, High-Low Method, Regression Analysis Method, Evaluating Cost Drivers of the Estimated Cost Function, Nonlinear Cost Functions, Data Collection and Adjustment Issues.

**Allocation of Support-Department Costs, Common Costs, and Revenues:** Allocating Support Department Costs Using the Single-Rate and Dual-Rate Methods, Budgeted Versus Actual Costs, and the Choice of Allocation Base, Allocating Costs of Multiple Support Departments: Direct Method, Step-Down Method, and Reciprocal Method; Allocating Common Costs: Stand-Alone Cost-Allocation Method and Incremental Cost-Allocation Method; Cost Allocations and Contract Disputes, Bundled Products and Revenue Allocation Methods.

**Job Costing:** Building-Block Concepts of Costing Systems, Job-Costing and Process-Costing Systems, Job Costing: Evaluation and Implementation, Time Period Used to Compute Indirect-Cost Rates, Normal Costing and Actual Costing, Normal Job-Costing System in Manufacturing, General Ledger and Subsidiary Ledgers.

**Activity-Based Costing:** Broad Averaging and Its Consequences; Under-costing and Over-costing, Product-Cost Cross-Subsidization, Simple Costing System Using a Single Indirect-Cost Pool, Refining a Costing System–Activity-Based Costing (ABC) Systems, Implementing ABC; Comparing Alternative Costing Systems.

**Text:** Cost Accounting: A Managerial Emphasis by C. T. Horngren, S. M. Datar, and M. V. Rajan

<b>Course Code : 520917</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Managing Organizations in Tourism and Hospitality (HRM)</b>	

**Course Objectives:** In today's world employees are considered as resources and thus proper management of this resource can benefit organizations in multiple ways. It addresses how HRM is handled in a dynamic environment by focusing on its fundamentals; employee rights;

employment planning; job analysis and job description; recruitment; selection; socialization; managing employee performance and establishing rewards and pay plans.

### **Topics to be Covered**

**The nature and scope of HRM:** Definitions of HRM. Main functions and activities of HRM. The ‘Best Fit’ approach vs. ‘Best Practice’. The hard and soft models of HRM. Workforce planning. Types of labor market, labor market trends and PESTLE. The internal labor market. Analyzing turnover, stability and retention. The impact of legal and regulatory frameworks. The impact that advances in technology have had upon improving the efficiency of HR practices. Recruitment: Sources of recruitment: internal vs external recruitment. Job analysis, job descriptions, personal specifications and competency frameworks.

**Selection:** Main methods of selection: strengths and weaknesses of each. Reliability and validity as key criteria.

### **Effectiveness of the key elements of Human Resource Management in an organization**

**Learning, development and training:** Differentiating development and training. Identifying training needs – the training gap. Types of training. Evaluation of training.

**Job and workplace design:** Reward management: extrinsic and intrinsic rewards from work. The link between motivational theory and reward. Series of job design-job extension techniques. The flexible organization: Types of flexibility: numerical, structural and functional flexibility. Models of flexible organizations (e.g. Handy, Atkinson). Flexible working options in modern organizations. Benefits to employers and benefits to employees of flexible working practices.

**Performance and reward:** Performance management and methods used to monitor employee performance. Types of payment and reward system. Methods of a determination.

### **Internal and external factors that affect Human Resource Management decision-making, including employment legislation**

**Employee relations:** Maintaining good employee relations. Strategies for building and improving employee relations and engagement.

**Employee relations and the law:** The purpose of employment law. Key legal issues and constraints (e.g. equality, data protection, health and safety, redundancy, dismissal, employment contracts). Ethical and social responsibilities.

**Trade unions and workplace representation:** The role of trade unions – local/national.

Collective agreements. Discipline, grievances and redundancy – best practice.

**Apply Human Resource Management practices in a work-related context**

Job and person specifications: Preparing job specifications and person specifications applicable to the recruitment context and needs of the organizations, taking into account legislation and company policies.

**Recruitment and selection in practice:** The impact of technology on improving the recruitment and selection process; the use of online resources, digital platforms and social networking. Designing and placing job advertisements. Short listing and processing applications. Interviewing preparation and best practice. Selection best practice.

**Texts:** Fundamentals of Human Resource Management by D. A. Decenzo and S. P. Robbins

<b>Course Code : 520919</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Hospitality Consumer Behavior</b>	

**Course Objectives:** The course aims to provide students with the basic information on consumer behavior in hospitality and tourism: role and necessity of studying consumer behavior, factors that influence consumer behavior, analysis of decision making process, rights issues and consumer protection, and consumer behavior approach in the context of sustainable development. It also presents and analysis of factors that influence consumer behavior and consumer decision making process.

**Topics to be Covered**

**Introduction and The history of tourist behaviors:**

**Main Concepts in consumer behaviors & Motivators :**

**Determinants and Models of the purchase decision making process:**

**Typologies of tourist behavior and segmentation;**

**The nature of demand in different segments of tourism market:**

**Consumer behavior and markets in the different sectors of tourism:**

**Researching tourist behavior & marketing research:**

**The marketing mix and tourist behavior:**

**Quality and tourist satisfaction:**

**Texts:** Consumer Behavior by R. D. Black well, P. W. Miniard, J. F. Engel

Contemporary Tourist Behaviour: Yourself and Others as Tourists by D. Bowen and J. Clarke

<b>Course Code : 530901</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Hospitality Management Information System</b>	

**Course Objectives:** Introduces management information systems (MIS) technology and its application to hospitality sectors from managerial and strategic perspectives. Surveys computer applications, products and trends in gathering, analyzing, storing and communicating information within hospitality sectors. Students learn how information systems give a business or organization a competitive edge by providing technologies that help managers plan, control, and make decisions. This course also includes topics such as hardware and software components of an information system, e-business concepts and implementation, and a survey of common information systems used today.

#### **Topics to be Covered**

**Organisations and Computing:** Modern Organisation- IT enabled- Networked-Dispersed-Knowledge Organisation, Information Systems in Organisations- what are information systems?

**Managing Information Systems in Organisations:** Introduction, Managing in the Internet Era, Managing Information Systems in Organisation- the IT interaction model, Challenges for the manager-what information to build?-how much to spend on information systems?-what level of capabilities should be created with information systems?-how centralized should the services be?-what security levels are required?-what is technology road map for the organization?

**Data and Information:** Data and information- measuring data, information as a resource, information in organisational functions, types of information technology, types of information systems- transaction processing systems-management information systems

**Decision making and communication:** Decision making with MIS-Tactical decisions-operational decisions-strategic decisions, communication in organisations- types of communication- examples of communications in organisations- decision making with communication technology

**Competing with IT:** Introduction, The competitive environment of business- partnering for

mutual benefit- bargaining power of suppliers-bargaining power of buyers and customers- barriers to entry-threat of substitutes-industry regulations, Using IT for competing-competing on low cost-competing on differentiation

**IT strategy:** Information goods-properties-technology lock-in and switching costs-network externalities-positive feedback-tippy markets, information systems and competitive strategy-value chain

**Business Process Integration with IT:** Business Process Integration- Business processes-example of a complex process, Motivation for Enterprise Systems, Enterprise Resource Planning systems- finance and accounting module-human resource management module-manufacturing and operations module- sales and marketing module

**SCM, CRAM and International Systems:** Supply Chain Management Systems, Customer Relationships Management Systems, Challenges of Enterprise Systems Implementations-Managing the implementation, International Information Systems-Outsourcing and off-shoring

**Electronic Commerce:** E-commerce Technology, doing business over internet- networks-electronic data interchange (EDI)-online payment technology- Mobile commerce- ecommerce-portals- search engines-direct selling- auctions- aggregators, E-business

**Decision Support Systems:** Understanding DSS- MIS and DSS-Decision making-types of decisions, Analytics and Business Intelligence- BI techniques

**Managing Data Resources:** The Need for Data Management- History of data use, Challenges of Data Management- data independence- reduced data redundancy- data consistency- data access- data administration- managing concurrency-managing security- recovery from crashes-application development

**Managing Social Media:** Social Dynamics of the Internet, Services of the Internet- Blogs-Social Networks, Technology of the Internet- Twitter-Rating-Tagging/folksonomies, Social issues-Media impact-Collaboration-Emergence of order, Social Networks in the Enterprise

**Managing IT Function:** Challenges of Managing the IT function- Modern IT environment-Centralisation versus Decentralisation-IT security-Technology selection, Vendor Management-vendor selection-vendor contracts and service levels-Ongoing relationship management- vendor retention or termination

**Text:** Management Information Systems by K. C. Laudon, J. P. Laudon and R. Dass



<b>Course Code : 530903</b>	<b>Credits : 2</b>	<b>Class Hours : 60</b>
<b>Course Title :</b>	<b>Front Office Operations and Reservation (Theory)</b>	

**Course Objectives:** The Managing front office operations course is designed to provide students with a basic understanding of front office procedures in the hospitality industry. Students will understand, organize, perform and evaluate front office functions that are critical to the success of a hotel. Students will be trained in the importance of guest service, along with the any technical aspects of front office management. Describe how the hospitality industry is structured including the size, target markets, levels of service, ownership and affiliation, and reasons for traveling and identify the types of reservations, how reservations are made, and how reservations are confirmed and maintained.

#### **Topics to be Covered**

**Introduction:** hotel industry, classifying of hotels & guests, hotel organizations, front office operations

**Front office operations:** Guest cycle, front office systems, front office documents, front desk, Property management systems

**Reservations:** types of reservations, reservation inquiry, group reservation, reservation availability, reservation record

**Registration:** Registration process, selling the guest room

Communication and guest service: Front office Communication, guest service & relation

**Security and lodging industry:** security program, management's role in security program, setting up security program

**Check out and account settlement:** Check out and account settlement process, departure procedure, Check out option

**Planning and evaluation operations:** Management function, establishing room rate, forecasting room availability, evaluation operations

**Revenue Management:** Concept of Revenue Management, Measuring yield, elements of Revenue Management, using Revenue Management

<b>Course Code : 530904</b>	<b>Credits : 1</b>	<b>Class Hours : ---</b>
<b>Course Title :</b>	<b>Front Office Operations and Reservation (Practical)</b>	

The main activities under the practical work is given below:

- Learn about Front Office Department Functions
- Identify various Forms and Formats used in Front Office
- Understand the requirement for different types of guests
- Learn the various steps in process of Reservation and their importance
- Understand the importance of room and rate assignment and the requirements for Registration
- Understand the importance of Cash Handling
- Types of Transactions and How to handle Foreign Exchange
- Understand the importance of Account Maintenance and The Activities
- Understand the importance of Account Settlement and the requirements for closing the Account
- Learn about Registration Card; Reservation Form; Amendment Slip; Cancellation Slip;

**Text:** Managing Front Office Procedures by Michael L. Kasavana

<b>Course Code : 530905</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Hospitality Service Marketing</b>	

**Course Objectives:** Students examine the important issues facing service providers and the successful implementation of a customer focus in service-based businesses. Topics include an overview of service marketing; understanding the customer in services marketing; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in services marketing. It helps to explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people. Describe how customer relationship marketing (CRM), including retention strategies, creates an environment that achieves excellence in customer service.

#### **Topics to be Covered**

**Introduction to Services Marketing:** The Scope of Services Marketing, The Gaps Model of Services Quality, Focus on the Customer-What Do Customers Expect?, Focus on the Customer-Customer Perceptions in Services

**Services Marketing:** Understanding the Customer: Listening to Customers Through Research, Building Customer Relationships, Service Recovery

**Standardizing and Aligning the Delivery of Services:** Service Innovation and Design, Customer-Defined Service Standards, Physical Evidence and the Servicescape

**The People Who Deliver and Perform Services:** Employees' Roles in Service Delivery, Customers' Roles in Service Delivery, Managing Demand and Capacity

**Promotions and Pricing Strategies in Services Marketing:** Integrated Services Marketing Communications, Pricing of Services, The Financial and Economic Impact of Service

**Text:** Services marketing: Integrating customer focus across the firm by V. A Zeithaml, M. J. Bitner, D. Gremler

<b>Course Code : 530907</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Financial Management</b>	

**Course Objectives:** Financial management highlights the modern, analytical approaches to corporate finance decision-making. The course has been structured to focus on finance and its implications in the financial decision-making process and policy. The broad objectives of this course is to provide students with sound theoretical knowledge on principles and practices of financial management. Student will earn conversant with cost of capital, capital budgeting and investment decisions, value of money, risk and risk management through this course.

#### **Topics to be Covered**

**Goals and Functions of Finance:** Meaning of Financial Management; Financial Goal: Maximize Shareholder Wealth; Maximization of EPS; Corporate decisions, Importance of Financial Management, Factors influencing financial decisions. Agency Problems, Dealing with Agency Problems; Principle of Financial Management; Social Responsibility; Corporate governance.

**Capital Budgeting and Risk Analysis:** Risk Evaluation Approaches-Certainty Equivalents (CE), Risk-adjusted Discounted Rates (RADR), CE vs RADR., Probability Distribution Approach, Decision Tree Approach, Behavioral Approach for Dealing with Risk-Sensitivity Analysis, Simulation.

**Theory of Capital Structure:** Introduction to the Theory; Assumptions and Definitions; NI Approach, NOI Approach and Traditional Approach; Modigliani-Miller (MM) Position; Arbitrage process; Taxes and Capital Structure; Corporate plus Personal Taxes; Merton Miller's Equilibrium; Effects of Bankruptcy Costs, Tradeoff model, Pecking order theory.

**Dividend Policy:** Procedural Aspects of Paying Dividends; Types of Dividend Policies; Factors Affecting Dividend Policy; Dividend Payout Irrelevance; Arguments for Dividend Payout Matter; Impact of Other Imperfections; Financial Signaling; Share Repurchase; Method of Repurchase; Repurchasing as Part of a Dividend Decision; Stock Dividends; Stock Splits.

**Capital Market Financing:** Public Offering of Securities; Traditional Underwriting, Best Efforts Offering, Making a Market, Shelf Registrations, Flotation Costs, Government Regulations for Issuing Securities, SEC Review, SEC Regulations in the Secondary Market, Selling Common Stock Through a Rights Issue, Value of Rights, Success of the Offering, Standby Underwriting, Oversubscriptions, Rights Issue vs. Public Offering, Green Shoe Provision, Financing a Fledgling, Initial Public Offerings, Information Effects of Announcing a Security Issue; Types of Long-term Debt Instruments; Retirement of Bonds; Preferred Stock and its Features; Common Stock and its Features; Bond Refunding.

**Lease Financing:** Definition of Lease, Types of Leases, Leasing Arrangements, Advantages and Disadvantages of Lease, Lease versus Purchase Decision, Leasing in Bangladesh-Problems and Prospects.

**Working Capital Management:** Importance, Determinants of Working capital, Policies for Financing Current Assets, Operating Cycle and Cash Conversion Cycle, Estimating Working Capital Requirement.

**Text:** Fundamentals of Financial Management by J. C. V. Horner and J. M. Wachowicz

<b>Course Code : 530909</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Geography of Tourism</b>	

**Course Objectives:** This course includes topics like historical background, issues and approaches in contemporary geography of tourism. It also includes the popularization of tourism, modes and history of travel industry etc. It also brings to gather a wide panorama of

materials from a number of different disciplines and accompanies this with informative original maps and diagrams spanning a period from the 16<sup>th</sup> Century to the 21<sup>st</sup> century.

**Topics to be Covered**

**Introduction:** The basic concepts of tourism geography; human life in relationship to geographical space; maps

**World regions:** physical, political, economic and cultural characteristics, Tourism economy  
The development of international tourism: International tourism, Tourism development, tourists, Geographical patterns of tourism and the tourism characteristics of selected world regions

**Geographic Approaches to Tourism:**

**Development of Tourism Tourism Demand:** Opportunities and Growth of tourism, Geographic Factors in Tourism Supply, Public and Private Actors in Tourism

**Geographic Areas and Tourism Impacts:** Economic and Environmental Impacts, Social Costs and Benefits of Tourism, Sustainable Tourism Development, Tourism and Environmental Change, Social-Cultural Impacts in Tourism, Social Impacts on Communities

**Spatial Patterns of Tourism:** Coastal tourism, urban tourism, rural tourism, ecotourism

**Text:** Tourism Geography by S. Williams; History and Geography of Tourism by M. Ratti

<b>Course Code : 530911</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Organizational Behavior</b>	

**Course Objectives:** Students examine the behavior of individuals and how they interact with each other in different work place organizations. Topics include defining organizational behavior; perception, personality and emotions; values, attitudes and their effects in the work place; motivating self and others; working in teams; communication, conflict and negotiation; power and politics; leadership; decision making, creativity and ethics; and organizational culture and change. At the end of the course students will be able to 1. Explain the organizational behavioral challenges in the Canadian work environment. 2. Illustrate the impact of perception, personality and emotions. 3. Articulate the impact of values, attitudes and the influence of diversity. 4. Describe the major motivational theories that effect the workplace. 5. Discuss the difference between work groups and work teams and the models of

team development. 6. Summarize the communication channels and their barriers. 7. Explain interpersonal conflict and conflict resolution. 8. Critique the most popular bases of power in organizations 9. Interpret contemporary leadership theories.

<b>Topics to be Covered</b>
<b>An Overview of the Field of Organizational Behavior:</b>
<b>Individual behaviour and learning in organizations:</b>
<b>Theories of Employee Motivation and Rewards Systems:</b>
<b>Communications in Organizations:</b>
<b>Group Dynamics, Teambuilding and Decision Making:</b>
<b>Organizational Conflict &amp; Resolution Strategies:</b>
<b>Organizational Change and Development:</b>
<b>Organizational Culture:</b>
<b>Organizational Structure and Design:</b>

**Text:** Langton, Robbins and Judge, Fundamentals of Organizational Behaviour, Pearson. Bounce Back, Nelson Press

<b>Course Code : 530913</b>	<b>Credits : 2</b>	<b>Class Hours : 60</b>
<b>Course Title :</b>	<b>House Keeping Management (Theory)</b>	

**Course Objectives:** A comprehensive study of the management principles which apply to the rooms division of a hotel property that includes front desk and housekeeping operations, reservations and billing, accounting procedures and public relations.

<b>Topics to be Covered</b>
<b>Overall structure and operation of hospitality industry:</b> Hotel organization chart and its reporting line, Knowledge of overall operation of each department, General relationship of each department and how it functions
<b>Role of housekeeping and its relationship with other departments:</b> Housekeeping department and its role and responsibility, Housekeeping organization chart , Positions and job descriptions in housekeeping department, Relationship of housekeeping department with others particularly front office, food and beverage as well as engineering departments

**Planning and organizing housekeeping department:** Planning the work in housekeeping department, Area inventory , Frequency schedule, Performance standard, Productivity standard, Supply and equipment inventory level

**Managing Inventories:** Par level, Linens, Uniforms, Guest loan items, Equipments, guest supply

**Controlling expense:** Budget, Operating budget, budgeting expense, control expense,

**Safety and security:** Safety, equipment, security

**Managing on premises laundry:** Planning, equipment, machines, valet services, staffing

**Guest room and public area cleaning:** Preparation, cleaning the guest room and inspection, front of the house and functional area cleaning

**Bed, linen and uniform:**

<b>Course Code : 530914</b>	<b>Credits : 1</b>	<b>Class Hours : ---</b>
<b>Course Title :</b>	<b>House Keeping Management (Practical)</b>	

**Course Objectives:** The main activities under the practical work are given below: Demonstrate an understanding of housekeeping basic planning activity and its organization.

- Practice various activities in housekeeping department such as chemical usage, managing inventories, laundry management and controlling expense.
- Understand and analyze housekeeping standards together with safety and security aspects.
- Demonstrate the creativity on housekeeping standards and trends.
- Equipment handling, Care & Cleaning & Identification of Cleaning Equipments (both manual & Mechanical)
- Maid’s Trolley Setting
- Care, Cleaning & polishing of surfaces-metals, glass, floor, Carpets
- Message/Departure/Maintenance Register & follow ups
- Daily Cleaning of Rooms and Bath Rooms
  - Evening Service
  - Weekly Cleaning

- Special/Periodic Cleaning
- Public Area Cleaning

**Text:** House Keeping Management by M. M. Kappa, A. Nitschke and P. B. Schappert

<b>Course Code : 530915</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Quantitative Analysis for Business</b>	

**Course Objectives:** This course provides an introduction to Quantitative Analysis tools most commonly deployed in optimizing strategic planning and decision making, It also focuses on mathematical modeling technique for business decision making as applicable to the management and operational management. It covers probability, decision analysis, regression models, linear programming, distribution models, game theory etc.

**Topics to be Covered**

**Time value of money :** The problem Simple interest, Compound interest, Continuously compounded interest, Present Value Future value

**Matrices:** Introduction to matrices Transpose, diagonal, identity, zero Matrix algebra: addition, subtraction, scalar, Small matrices, Matrix Inversion, Adjoint method Solving systems of Linear Equations Consistency, types of solutions

**Probabilities:** Permutations Combinations, Probability Trees Rules of probability Bayes' Theorem, Markov chains

**Linear programming:** Introduction to Linear Programming Graphical approaches, Changes in the constraints Changes in the objective function Applications

**Simple Linear Analysis & Multi Regression Models**

**Text:** Quantitative Analysis for Management by B. Render, R. M. Stair and M. E. Hanna

<b>Course Code : 530917</b>	<b>Credits : 2</b>	<b>Class Hours : 60</b>
<b>Course Title :</b>	<b>Aviation and Flight Management (Theory)</b>	

**Course Objectives:** Real growth in the aviation industry began after 1950 when a period of massive expansions and the emergence of a complex network of global and domestic air transport systems, rapidly assembled in the aftermath of World War II. The importance of the



aerospace industry to the world's economies is huge. In this course students will learn the basic concept about the aviation industry and flight management.

### **Topics to be Covered**

**General aviation operations to the aviation industry:** Aircraft operator, e.g. flight school, club, executive transport, air taxi, oil industry support, emergency service; Airfield operator, e.g. private strip, GA terminal at regional airport; Management and control, e.g. Air Traffic Control, Border Control, Airfield management; Aircraft types used by general aviation organizations': Manufacturers, e.g. Cessna, Piper, Bell, Boeing, Gulfstream; Characteristics, e.g. fixed wing, rotary, passenger capacity, cargo capacity range, take-off/landing performance; Requirements, e.g. crew number, qualifications, ground handling, General aviation operations: Ownership types, e.g. private (business, pleasure), club, corporate, fractional; Pilot training, e.g. school, private, commercial; Recreational, e.g. flying club, gliding, parachute, aerobatics, Commercial operation, e.g. business, air taxi, charter, survey, agricultural.

**Operating characteristics of commercial airlines:** Full service scheduled, Low-cost scheduled, Charter, Cargo, e.g. scheduled, charter, integrated, Operating characteristics: Aircraft types, e.g. manufacturers, characteristics, crew and ground handling requirements; Route networks, e.g. long/short haul, hub and spoke, point to point, international/domestic; Fares and conditions of travel, e.g. flexibility, seat selection, baggage allowances; Class options and service levels; Timetables.

**Different types of airport, their ownership and characteristics of airports:** Geographical location; Major, e.g. London Heathrow; Regional, e.g. Newcastle; Local, e.g. Blackpoll; Ownership (public, private, public/private partnership, group).

**Regulatory bodies, trade associations and ancillary organizations support the aviation industry:** Role of regulatory bodies (to establish the rules and regulations that govern the industry, to promulgate; Rules and regulations and to ensure compliance with rules and regulations); International Civil Aviation Organization (ICAO); European Aviation Safety Agency (EASA); Civil Aviation Authority of Bangladesh (CAAB); Bangladesh Border Agency; National Air Traffic Service (NATS); Police; Department for Transport – security (TRANSEC) Role of trade associations (to promote and support the interests of industry): International Air Transport Association (IATA).

<b>Course Code : 530918</b>	<b>Credits : 1</b>	<b>Class Hours : ---</b>
<b>Course Title :</b>	<b>Aviation and Flight Management (Practical)</b>	

The main activities under the practical work is given below

- Understand and gather knowledge about world airways geography
- Knowledge about Travel Terminology
- General Reservation Rules
  - Airline Communication messaging (AIRIMP)
  - Basic elements to create a reservation
- GDS in making a reservation
  - Air Fare Calculation and ticketing
- The students will be able to understand display Airlines Schedules & Availability Display Fares; Display Complete Hotel Description & Availability- Decode & Encode Countries, Cities & Airports, Aircrafts, Airlines Display Exchange Rates, Maps Airline; Seat Maps, Local Times Online Portals

**Text:** Airline Marketing and Management by S. Shaw, Doganis R –The Airline Business, 2nd Edition; Fecker A and Könemann L –The Complete Book of Flight, 3rd Edition.

<b>Course Code : 530919</b>	<b>Credits : 3</b>	<b>Class Hours : 90</b>
<b>Course Title :</b>	<b>Tourism Culture, Heritage and Society</b>	

**Course Objectives:** This course covers the history of tourism; grand tour of Europe; history of leisure tourism and winter tourism; evaluation of mass travel and tourism. It also focuses on the changes patterns in Consumer’s behavior; demographic changes and its impact on tourism development; history and geographic impacts on new trends in tourism and 21 critical issues and trends for travel and tourism industry in 21<sup>st</sup> century.

<b>Topics to be Covered</b>
<b>Introduction:</b> Characteristics and definitions of heritage tourism, Characteristics and definitions of heritage tourism,
<b>World Heritage:</b> Convention and international heritage tourism sites: Heritage tourism and

national governance in Bangladesh, world heritage site in Bangladesh

**Tourism and anthropology:** Features of anthropology, field and theme of anthropology

**Cultural tourism:** cultural tourism development, cultural tourism in Bangladesh, Cultural Impact

**Socio-environmental impact of tourism:**

**Managing Heritage and Cultural Tourism Resources:**

**Economics, Sustainability, and Living with Cultural heritage:**

**Text: Socio-Environmental and Legal Issues in Tourism** by R. K. Malhotra