



DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

University of Rajshahi

BBA in THM

FACULTY OF BUSINESS STUDIES

Initially, education in commerce was commenced in Rajshahi University under the supervision of Economics department in 1957. As an independent faculty at the University of Rajshahi, the Faculty of Commerce was founded in 1972-73. At that time there were two departments in the faculty, the Department of Management and the Department of Accounting. To meet the increasing needs of specialized and advanced knowledge in Marketing and Finance, two new departments, Department of Marketing and Department of Finance & Banking were founded in 1981-82. Later on, the Faculty of Commerce was renamed as the Faculty of Business Studies. Prominent academician Professor Asgar Ali Talukdar was the founding Dean of this faculty. Insurance and Banking department was founded in 2015. The Tourism and Hospitality Department is the last one till date under the faculty. It formally included in 2018 and academic program starts from January 2019.

Overview of the Department of Tourism and Hospitality Management (THM)

According to the decision no. 85 of 235th Academic Council meeting and decision no. 04 of 450th Syndicate meeting's **Department of Tourism and Hospitality Management (THM)** is established under **Faculty of Business Studies in 2013**. The Department of Tourism and Hospitality Management **has formally** started its journey in late 2018 with the objective to create skilled human resources for the rapidly growing tourism industry in home and abroad. The department started its academic activities with Bachelor of Business Administration (BBA) under the Faculty of Business Studies from January 2019. The following are the glimpse on foundation of the department and student enrollment.

REGISTRATION/ADMISSION

A student shall attain her/his studentship for the University to an academic program as per the university rules. He/s shall be required to register with the University through the University registration process on payment of required fees as determined by the University authority from time to time.

VISION OF THE DEPARTMENT

To become a credible nationally and internationally recognized higher education institution in Tourism and Hospitality Management.

MISSION OF THE DEPARTMENT

Our mission is to develop well-qualified citizens through teaching, learning and research in the fields of THM, business, social sciences, and through community services. In addition, the department aspires to serve the national and international community by welcoming foreign and irregular students to study and by developing extensive national and international linkages.

CORE VALUE OF THE DEPARTMENT

- Ensure well-being of the students, faculty members and nonacademic staffs.
- Enhancing the quality and integrity of our academic programs.
- Assurance of personal and professional development of the students to the highest standard.
- Recognize the responsibilities to develop well qualified graduates who will contribute to BD's socio-economic and cultural development.
- Highest level of honesty, fairness, sincerity and commitment
- Creating good collaboration and partnership with academic institutions, business and government organizations in Bangladesh and abroad.
- Truthful communication and transparent and accountable decision making.
- Creating reputation and integrity of the department within Bangladesh and abroad.
- Compiling with one's human rights and dignity, irrespective of the student's social class, religion or gender.

GOALS AND OBJECTIVES OF THE THM DEPARTMENT

GOAL 1

Develop qualified citizens through teaching and learning in Business and THM who will be equipped for professional success.

OBJECTIVES:

- Offer world class degree program in THM that prepares students for responsible leadership in an evolving global business environment.
- Offer a curriculum, for each program, with an appropriate mixture of general education, core and THM/Subject specific courses.
- Offer a study program which contains opportunities for students to obtain current, theoretical and practical knowledge, skills and values that encourage a culture of obtaining jobs and scholarship at home and abroad.
- Establish an integrated review system that ensures quality of academic programs, curriculum, instructions and support systems.

GOAL 2

Provide accessible and affordable higher educational opportunity for students.

OBJECTIVES

- Offer day and evening classes to accommodate students and professionals to perusing higher studies
- Keep tuition fee structure affordable and offer a flexible payment plan for programs (EMBA Students)

GOAL 3

Contribute to Bangladesh's economic development by providing professional education and outreach programs for lifelong learning.

OBJECTIVES:

- Respond to a need for developing a professional workforce with practical hands-on knowledge, abilities, skills and technical expertise.
- Collaborate with businesses to offer career enhancement in professional development programs in THM focusing on Housekeeping, front-desk operation, food production and food distribution.

GOAL 4

Maintain a high level of quality in all aspects of the department's operations.

OBJECTIVES

- Build a well-qualified teaching faculty through extensive training
- Provide quality learning facilities and educational support resources
- Maintain a state-of-the-art technology infrastructure in support of instruction and operations
- Create a departmental culture that is student-oriented which promotes strong personal concern for the welfare, development and success of all students
- Create and maintain an effective advising system which assists students with their educational goals and objectives.
- Promote regional integration and university industry collaboration (UIC) for research and intellectual exchange. (From Marketing Department)
- Design policies and procedures to facilitate transfer of credits
- Secure and maintain all appropriate aspects that help to get accreditations from home and abroad.

PROGRAM AND DEGREE

- a) The BBA in Tourism and Hospitality Management degree program is a composite program following a semester system of learning, examination and evaluation.
- b) The name of the degree shall be BBA in Tourism and Hospitality Management
- c) BBA degree from Tourism and Hospitality Management shall be treated as a terminal degree.

MEDIUM OF INSTRUCTION

The medium of instruction for the program is completely in English.

PROGRAM DURATION

The duration of the Bachelor of Business Administration degree program shall be of four (4) academic years and eight (8) semesters. Each academic year is divided into two Semesters to be called as First Semester and Second Semester. Distribution of weeks in each Semester shall be as follows:

- | | |
|--|-----------------------|
| (i) Class teaching (actual class face to face) | = 15 weeks (45 hours) |
| (ii) Preparation time for Semester-final examination | = 01 weeks |
| (iii) Lab/field examination (if any) | = 01 week |
| (iv) Semester-final examination | = 03 weeks |
| (v) Semester break (Result Preparation) | = 04 weeks |
| (vi) Final Exam Duration is 3 hours for each course | |
| Total= | 24 weeks |

BBA GRADUATE PROFILE

A. Professional Competence: Possess and be able to apply required business management skills, particularly in the core management areas of marketing and new product/foodservice concept development within the tourism, hotel and catering service industry. Undertake activities resulting in new hospitality service concepts and/or entrepreneurial products. Demonstrate a global understanding of THM through education, practice and field study opportunities.

B. Critical Thinkers: Demonstrate independent thinking to generate and evaluate ideas from the contemporary business studies in tourism and hospitality from field theory and practice and specially organized seminars and extracurricular activities as per need of the service receiver. Critically assesses, analyzes and discusses concepts of entrepreneurship and creativity in the context of new hospitality service business development.

C. Effective Communicator: Applies a wide range of routine and advance skills in IT applications, and evaluate new technologies as they emerge through demonstrations of various kinds of software programs and system/appliances used in tourism and hospitality specially reservation, food and beverage operations. Presents new concepts of tourism and foodservice and explains the basis of the action plan to others.

D. Innovative Problem Solvers: Identify, define and resolve problem that arise from concepts developed according to need in a brief. Introducing a new concept and prepares a necessary strategy in solving the problem at hand and be aware for future. Critically evaluate the role of marketing and market intelligence during the new destination management and foodservice concept development processes.

E. Lifelong Learners: Work collaboratively within a team, and have an understanding of the role and nature of group dynamics that exist within an organization through learning about various management and operational segments in the Hotel and/or catering organizations.

F. Ethical Leaders: Recognizes and identify ethical issues through an understanding of the role of an entrepreneurial person in representing a tour operation, hotel or catering business and the work of the food and beverage department whilst communicating with the customers. Understands and accepts personal and corporate social responsibility expected of his/her professional working within the tour operation, hospitality service industry and possess ethical skills to enable students to make sound decisions and be able to apply these principles in practice.

BBA PROGRAM OBJECTIVES

1. To provide comprehensive knowledge and critical awareness of the main ideas, concepts and principles in tourism and hospitality management
2. Develop skills in planning, developing and sustaining a tourism and hospitality product;
3. Fortify skills in the field of research, leadership, entrepreneurship, travel agency, resort, event, hospitality and transportation management;
4. Cultivate skills in planning, packaging, and pricing domestic or international tourism and hospitality products based on market requirements and number of participants in a particular tour program;
5. Hone reportorial and communication skills specifically in the field of tourism; and sharpen skills in the application of work related technology including information handling and skills for lifelong learning.

BBA PROGRAM INTENDED LEARNING OUTCOME (ILO)

- To describe the common divisions or functional areas of the tourism and hotel industry (Rooms, Food and Beverage, Engineering and Maintenance, Marketing and Sales, Accounting, Human Resources, and Security) and apply the responsibilities and activities of each in real life situation
- To become a well acquainted with social, economic and environmental context within which the tourism and hospitality industry operates.
- To identify the structure, nature and operating characteristics of the different sectors of the hospitality industry such food service, lodging and tourism etc.
- To obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management
- To identify the role of managers in the hospitality industry and apply the techniques highlighting their principal responsibilities to the practice.
- To provide measurable opportunity for further developing those skills which are important to learning, e.g. food production, accommodation operation, housekeeping, digital library skills, language skills, and so forth their own life and for the society.
- To judge whether the tourism and hospitality professions suit the student abilities, tastes, and career interests for the future development

BBA PROGRAM AT GLANCE

The BBA Program of Rajshahi University is based the credit point system and has the following salient features:

- ❖ The duration of the program is a period of 04 (four) academic years consist of 08 (eight) semesters and must be completed by a student in not more than 06 (six) academic years.
- ❖ An academic year shall cover two semesters.
- ❖ The total Credit Point is 135 (as per the rules of faculty of business).
- ❖ The program is designed based on the number of theoretical as well as practical courses.
- ❖ A fixed number of core courses (16) are offered for the improvement of students' foundation and advanced level.
- ❖ An emphasis is given on practical and field knowledge.
- ❖ Continuous evaluation (formative) of student's performance is introduced.
- ❖ Student's performance is evaluated by faculty uniform Grading System.
- ❖ The minimum Grade Point Average (GPA) is 2.50 for the requirements of the Degree.
- ❖ Counseling system is developed for the promotion of student-teacher interaction and maintaining relationship.
- ❖ An attempt is taken to ensure the skills of problem solving, critical reasoning and changing environment.

Course Description

Department of THM BBA Program- 2019

Course Code	
Course Title	
Credit Value	
Year and Semester	
Prerequisite	
Rationality	
Objective	
Intended Learning Outcome	
Course Contents	
Teaching Learning Strategy	
Assessment Strategy	
Recommended Books	
Reference Books and	
Course Teacher	
Address of course teacher with email No.	
Mobile No	

MARKS DISTRIBUTION

Class Attendance	10%
i) Tutorials	
ii) Presentation	
iii) Role play	
iv) Problem Solving	
v) Reflection Paper	
vi) Field work and report writing	
vii) Case study	
viii) Public speaking	
ix) Discussion	
x) Business analysis	
xi) Quiz, debates	
xii) Open Book Exam	
Semester Final Examination	70%
Total	100%

Individual Lecture Plan

Session	Learning outcome (LU)	Topic to be discussed	Teaching Learning Method	Assessment Technique(s)	LU mapping
1					
2					
3					
4					
5					
6					
7					
8					

Signature of the Course Teacher

Structure of the Courses:

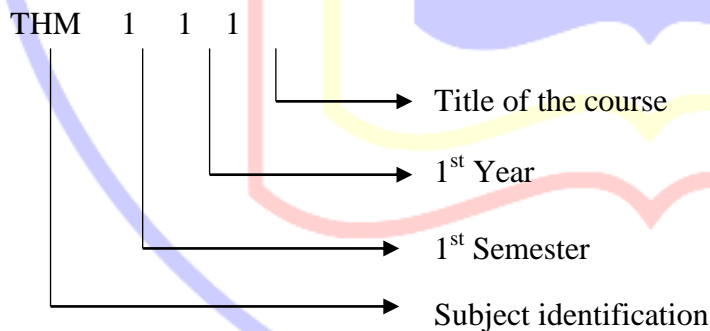
Curriculum for BBA in Tourism and Hospitality Management consist of 40 courses. The course identification will be done as follows:

Course Identification:

Each course is designed by four letter words identifying the subject followed by a four digit number as follows:

- (i) The 1st digit corresponds to the 'Year' indicated in which the course is taken by the student;
- (ii) The 2nd digit corresponds to the 'Semester' in which the course is taken by the student;
- (iii) The 3rd digit is used to identify a 'Course' within the department.

For Example:



(Department of Tourism and Hospitality Management)

*C= Core course which must be gone through by all the students under the faculty.

Teaching courses:

The offered courses shall be taught either by the concerned Department or by the teachers of the related Departments of this University or by the part-time teachers appointed by the University authority.

IMPORTANT CLAUSES OF ORDINANCE FOR THE BBA PROGRAM

EVALUATION:

- a) Formative assessment i.e. in course tests, home assignments, oral test etc. will carry 20%, and Class attendance 10% and the 3 hours semester final examination will carry 70% marks of the each course. At least two in- course tests of one class hour each. One Assignments/oral test will be evaluated by the course teacher. The semester final scripts will be evaluated by two examiners. The marks for class attendance will be counted as per the following table.

Attendance	Marks
90% and above	10
85% to below 90%	9
80% to below 85%	8
75% to below 80%	7
70% to below 75%	6
65% to below 70%	5
60% to below 65%	4
Less than 60%	0

- b) In each course, total of (i) the marks awarded by semester final examiners plus (ii) the average of the in-course test, home assignment, oral test and class attendance marks if any, awarded by the course teachers, will be converted into letter grades as follows:

GRADING SYSTEM

Marks obtained	Letter Grade	Grate Point	Remarks
80% and above	A+	4.00	
75% to Less than 80%	A	3.75	
70% to Less than 75%	A-	3.50	
65% to Less than 70%	B+	3.25	
60% to Less than 65%	B	3.00	
55% to Less than 60%	B-	2.75	
50% to Less than 55%	C+	2.50	
45% to Less than 50%	C	2.25	
40% to Less than 45%	D	2.00	
Less than 40%	F	00	

c) At the end of the second semester of every class year, the examination committee will hold viva-voce, field trip and the awarded marks vis-a-vis the grade will be weighted 3 (three) credit hours. For the four Viva-voce, a student will be awarded four letter grades (equivalent to four course units i.e. 12 credit hours) after the completion of the 4th year second semester final examination. In addition each student will go filed study at the end of the each second semester and require submitting reports which will carry no credit as there is no option in the faculty ordinance. However, course will be given weight from the formative assessment. A student will undergo an internship program for three months and shall write a report which shall be submitted to the 4th year examination committee. The internship program will carry 1 credit and shall be guided by a teacher and the report shall be evaluated by the two examiners (1st and 2nd recommended by the concerned examination committee).

PROMOTION

For the promotion from one class to the next class year, a student will be required to earn a minimum yearly GPA, (except viva-Voce grades) as under:

Class Year	Minimum GPA
From First year to 2nd year	2.00
From Second year to 3 rd year	2.25
From Third year to 4th year	2.50

IMPROVEMENT OF GRADES:

1. Students obtaining **F** grades in the 1st, 2nd, and 3rd year must be cleared within two years of the immediate following batches, But if a student with an F grade in a course obtains a D, C-, C or C+ grade in the first Improvement examination, he/she will not be allowed to take any further Improvement Examination in that course.
2. **Supplementary Examination:** A student earning F grades in any course in the 4th year shall be required to improve the grade by sitting in Supplementary Examination. Supplementary Examination will be held within 30 days from the publication of the results of the course (grade to be improved). However, a student securing an F grade, in any course will be allowed to sit for the Improvement Examination a second time with the next available batch provided he/she fails to clear the grade at the Supplementary Examination. But if a student with an F grade in a course obtains a D, C-, C or C+ grade in the Supplementary Examination, he/ she will not be allowed to take any further Improvement Examination in that course.
3. For clearing **F** grade in a course of 4th year, the student shall apply to the concerned Examination Committee at least 2 (two) weeks before the start of the semester supplementary examination through the chairman of the concerned department.

4. The Examination Committee, under which the last fourth year Examination was held, will act as Examination Committee of the Supplementary Examination.
5. A student earning less than B- grade in the 1st, 2nd, 3rd and 4th year may choose maximum two courses (in each semester) to improve the grade by appearing at the concerned semester final examination once only with the next available batch. However a student must complete the program within six academic years.
6. No improvement shall be allowed in the in course test/home-assignment/oral text and internship marks as well as grades earned in viva-voce.
7. For the improvement of grade in a course the student shall apply to the concerned Examination Committee at least 2 (two) weeks before the start of the semester final examination through the chairman of the concerned department.
8. At the end of the program a student may choose to improve the CGPA with the next available batch by appearing at the maximum of 4 courses of 4th year with grade point earned less than 2.75. A student seeking this improvement will be allowed to appear at such an examination only once. However, no improvement shall be allowed after the expiration of (six) academic years from the beginning.

READMISSION

1. Students failing to get promotion to the next year may seek readmission with the next available batch.
2. On readmission grades earned by a student in the preceding year of readmission shall cease to exist and the student shall have to repeat all the course-works and examination.
3. Readmission in a class-year shall be allowed only twice and the degree shall be completed within a maximum period of six academic years.
4. On readmission the roll number of the student will remain same and every roll number will carry with it the year of admission.

Dropping Out

1. Students Failing to earn required yearly GPA after taking readmission (mentioned above) in any year shall be dropped out of the program.
2. Students failing to clear F grade at the second improvement examination shall be dropped out of the program.

If any student adopts unfair means in any examination or home-assignments, the teacher/invigilator shall report in writing to the chief invigilator/Chairman of the Examination committee for onward transmission to the Disciplinary Board of the University for action as per University rules.
