

**TRIBHUVAN UNIVERSITY**  
*Faculty of Management*



**Master of Hospitality Management (MHM)**

**Program and Curriculum**

**Effective from March, 2011**

**Curriculum Development Centre  
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# **TRIBHUVAN UNIVERSITY**

## **Faculty of Management**

### **INTRODUCTION TO FACULTY OF MANAGEMENT**

The Faculty of Management (FOM), Tribhuvan University has its ultimate objective of educating students for professional pursuits in business, industry and government. It is further dedicated to contributing to an increase in the knowledge and understanding of business and public administration. FOM aims to develop a networking with management institutes in the country and abroad to exchange new knowledge, technology, and methods of achieving higher level efficiency in management of business and public entities. It also aims to continuously innovate and promote cost-effective, socially relevant, modern technology based educational programs in Nepal.

The FOM offers instructions leading to Bachelor of Business Studies (BBS), Bachelor of Travel and Tourism Management (BTTM), Bachelor of Hotel Management (BHM), Bachelor of Information Management (BIM), Bachelor of Business Administration (BBA), Post Graduate Diploma in Police Sciences (PGDPS), Master of Business Studies (MBS), Master of Public Administration (MPA), and Master of Travel and Tourism Management (MTTM). The FOM also offers Master of Philosophy in Management (M.Phil.) and doctoral program in management leading to a Degree of Doctor of Philosophy (Ph.D.).

### **FOM's GOALS**

- Prepare professional managers capable of handling business in a dynamic global environment.
- Produce socially responsible and creative entrepreneurs capable of promoting business and industry for the socio-economic development of Nepal.

- Conduct research and management development programs for updating the knowledge and skill base of academics and practicing managers.
- Innovate and promote management programs catering to the various social and economic sectors of Nepal.
- Establish linkages with leading universities and management institutes abroad and collaborate with them in program development and implementation.

### **MHM PROGRAM'S MISSION AND OBJECTIVES**

The mission of the MHM program is to produce senior level competent managers to serve in different areas of the hospitality industry. The MHM program is designed to empower the graduates with necessary skills and abilities so as to manage the ever growing and highly competitive areas of hospitality management in a socially responsible, scientifically approached, and result oriented fashion.

#### **Specific objectives of the program**

- Equip the students with required conceptual knowledge of hospitality industry and management.
- Provide insight into the hospitality industry in practical and theoretical perspectives.
- Develop skills of handling the hospitality industry operation with global context.
- Encourage entrepreneurial capabilities in students through strategic thinking, problem solving, decision making, situational analyses and leadership.
- Prepare effective change agents in Nepalese society especially for hospitality sector.
- Provide a mix of knowledge of information technology, research methodology and managerial skills.
- Prepare students to proceed on to higher studies in the fields of hospitality management.

## **ELIGIBILITY CONDITION FOR ADMISSION**

The candidate applying for admission to the MHM program must have:

- Successfully completed Bachelor of Hotel Management (BHM) or Bachelor of Travel and Tourism Management (BTTM) with a minimum score of Second Division (CGPA of 2.0 or Letter Grade of 'C'), Or,
- Successfully completed Bachelor degree in any discipline with a minimum score of Second Division from TU or any statutory universities recognized by the Tribhuvan University along with two years of work experience in hospitality industry or teaching experience of Travel, Tourism, and Hospitality management subjects at Bachelor level for two years.
- Studied English as a full paper at Bachelor level or equivalent.
- Complied with all the application procedure.

## **ADMISSION CRITERIA**

### **Written Test:**

Eligible applicants are required to appear in the entrance test commonly known as Central Management Admission Test (CMAT) conducted by the Faculty of Management. The test will follow the international testing pattern and standards. It includes the areas like:

- Verbal ability
- Quantitative ability
- Logical reasoning
- General awareness

There shall be altogether one hundred (100) objective questions in the CMAT containing twenty-five (25) questions in each section with a total weight of 100 marks.

**Interview**

Applicants securing above cut off point marks in the CMAT will be short-listed. Only short listed candidates will be interviewed and selected for admission. The final selection for admission will be strictly on merit basis followed by the cumulative score of applicants' previous academic records, marks obtained in CMAT, group discussions and interviews.

**TEACHING PEDAGOGY**

The general teaching pedagogy includes class lectures, group discussions, case studies, guest lectures, role play, research work, project work (individual and group), assignments (theoretical and practical), and term papers. The teaching faculty will determine the choice of teaching pedagogy as per the need of the course.

The concerned faculty shall develop a detailed course outline and work plan at the beginning of each semester and also recommend the basic text and other reference materials for effective teaching - learning of the courses prescribed.

**INDUSTRIAL ATTACHMENT**

Students during the Fourth Semester shall be attached to hospitality related industries where they have to work for a period of eight weeks. The industrial attachment for students are closely monitored and evaluated through feedback session with the students, concerned member of the industry and the frequent visit of the faculty member to the industry concerned.

At the end of attachment, students are required to submit the report (in prescribed format) to FOM through concerned campus at the end of fourth semester. The evaluation of report shall be based on the confidential report by the organization, presentation and the report. The final evaluation of industrial attachment shall be done jointly by the examiner appointed by the FOM and the internal examiner designated by the concerned college / campus.



## **THESIS**

Only those students who have completed the study of first, second, and third semester shall be allowed to write the thesis. Each student shall prepare a thesis in the prescribed format based on areas related to the hospitality industry. The thesis has to be written under the direct supervision of a faculty member appointed by the Research Department of the respective campus / college.

Evaluation of the thesis shall be based on the written part carrying 60 percent and viva-voce carrying 40 percent. The final evaluation of the thesis shall be done by the examiners appointed by the FOM.

## **EXAMINATION, EVALUATION AND GRADING SYSTEM**

The MHM program shall be executed through the semester system. There shall be altogether four semesters required to complete the regular program. The internal (on-going) evaluation and the external (end of semester) examination shall carry a weightage of 50 percent respectively. The final grade shall be determined on the overall performance in internal and external examinations.

### **Passing Grade and Grading System**

The final evaluation of students is done through the examination conducted by the Faculty of Management, Tribhuvan University. Students must secure a minimum of grade 'B' or Grade Point Average (GPA) of 3.00 in the internal evaluation in order to qualify to appear in the semester examination. In order to pass the semester examination the student must secure Grade 'B' or the average Cumulative Grade Point Average (CGPA) of 3.00.

**The grading system shall be as follows:**

<b>Letter Grade</b>	<b>Cumulative Grade Point Average (CGPA)</b>	<b>Divisions/Remarks</b>
<b>A</b>	<b>4.000</b>	<b>First Division with Distinction</b>
<b>A- B+</b>	<b>3.333 to &lt; 4.000</b>	<b>First Division</b>
<b>B</b>	<b>3.000 to &lt; 3.333</b>	<b>Second Division</b>
<b>B-</b>	<b>2.667 to &lt; 3.000</b>	<b>Pass in Individual Paper</b>
<b>F</b>	<b>&lt; 2.667</b>	<b>Fail</b>

### **Make-up Examination and Re-registration**

Students failing in one or more courses at the end of the semester examinations can appear in the make-up examination in the subsequent semester. A student can appear in only two courses (6 credit hours) in the make-up examination. If the student fails in the make-up examination he/she shall have to re-register and repeat the course as per the course cycle. A student can re-register only two courses (6 credit hours) in a semester. The examination of the re-registered course(s) shall be held as per the course cycle.

### **Attendance**

Students are required to attend regularly all theory and practical classes, assignments, study tour, field trip, seminars and presentations as required by the course. A student is required to attend at least 80 percent of such activities in order to qualify for the semester examination.

## **GRADUATION REQUIREMENTS**

The MHM program extends over four semesters (two academic years). The MHM degree is awarded upon its successful completion of all the following requirements specified by the curriculum.

- The successful completion of 66 credit hours as prescribed with a minimum of passing grade in all courses with an aggregate CGPA of 3.000
- Completion of courses for the fulfillment of the requirements of the MHM program must occur within four years from the time of registration.

## **WITHDRAWAL**

A student who has partially completed the MHM program and would like to discontinue his/her studies shall be allowed to withdraw from the program. In such a case, a certificate specifying the credit earned by the student in the program shall be provided on request.

## **CURRICULAR STRUCTURE**

The MHM program requires the students to study a total of 66 credit hours. The curricular structure of the program comprises the following five separate course components.

<b>I. Compulsory and Core Courses:</b>	<b>42 Credit Hours.</b>
<b>II. Focus Area Courses:</b>	<b>12 Credit Hours.</b>
<b>III. Elective Courses:</b>	<b>03 Credit Hours.</b>
<b>IV. Industrial Attachment:</b>	<b>03 Credit Hours.</b>
<b>V. Thesis:</b>	<b>06 Credit Hours.</b>
<b>Total:</b>	<b>66 Credit Hours.</b>

## COURSE COMPOSITION

### I. Compulsory and Core Courses 42 credit Hours

Course Code	Course Title	Credit Hours
MHM 501	Fundamentals of Tourism and Hospitality Management	3 Credit Hours
MHM 502	Managerial Economics in Tourism and Hospitality management	3 Credit Hours
MHM 504	Organizational Behaviour in Tourism and Hospitality management	3 Credit Hours
MHM 506	Statistics for Tourism and Hospitality	3 Credit Hours
MHM 507	Financial Management in Tourism and Hospitality	3 Credit Hours
MHM 508	Accommodation Operation Management	3 Credit Hours
MHM 510	Travel and Tourism Management	3 Credit Hours
MHM 511	Research Methodology	3 Credit Hours
MHM 512	Human Resource Management	3 Credit Hours
MHM 513	Marketing in Tourism and Hospitality	3 Credit Hours
MHM 514	Environmental Management in Tourism and Hospitality	3 Credit Hours
MHM 515	Managerial Accounting for Hospitality	3 Credit Hours
MHM 517	Planning and Policy Analysis in Tourism and Hospitality	3 Credit Hours
MHM 518	E-Commerce in Tourism and Hospitality	3 Credit Hours

**II. Focus Area Courses** **12 Credit Hours**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MHM 503	Strategic Management for Tourism and Hospitality management	3 Credit Hours
MHM 505	Entrepreneurship in Tourism and Hospitality Industry	3 Credit Hours
MHM 509	Food and Beverage Management	3 Credit Hours
MHM 516	Quality Management in Tourism and Hospitality	3 Credit Hours

**III. Elective Courses (Any One)** **03 Credit Hours**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MHM 530	Rural Tourism Management	3 Credit Hours
MHM 531	Event Management	3 Credit Hours
MHM 532	Property Management in Tourism and Hospitality Industry	3 Credit Hours

**IV. Internship** **03 Credit Hours**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MHM 601	Internship	3 Credit Hours

**V. Thesis** **06 Credit Hours**

<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
MHM 602	Thesis	6 Credit Hours

## COURSE CYCLE

### First Semester

**18 Credit Hours**

S.N.	Course Code	Course Title	Credit Hours
1.	MHM 501	Fundamentals of Tourism and Hospitality Management	3 Credit Hours
2.	MHM 502	Managerial Economics in Tourism and Hospitality management	3 Credit Hours
3.	MHM 503	Strategic Management for Tourism and Hospitality management	3 Credit Hours
4.	MHM 504	Organizational Behaviour in Tourism and Hospitality management	3 Credit Hours
5.	MHM 505	Entrepreneurship in Tourism and Hospitality Industry	3 Credit Hours
6.	MHM 506	Statistics for Tourism and Hospitality	3 Credit Hours

### Second Semester

**15 Credit Hours**

S.N.	Course Code	Course Title	Credit Hours
7.	MHM 507	Financial Management in Tourism and Hospitality	3 Credit Hours
8.	MHM 508	Accommodation Operation Management	3 Credit Hours
9.	MHM 509	Food and Beverage Management	3 Credit Hours
10.	MHM 510	Travel and Tourism Management	3 Credit Hours
11.	MHM 511	Research Methodology	3 Credit Hours

**Third Semester****15 Credit Hours**

S.N.	Course Code	Course Title	Credit Hours
12.	MHM 512	Human Resource Management	3 Credit Hours
13.	MHM 513	Marketing in Tourism and Hospitality	3 Credit Hours
14.	MHM 514	Environmental Management in Tourism and Hospitality	3 Credit Hours
15.	MHM 515	Managerial Accounting for Hospitality	3 Credit Hours
16.	MHM 516	Quality Management in Tourism and Hospitality	3 Credit Hours

**Fourth Semester****18 Credit Hours**

S.N.	Course Code	Course Title	Credit Hours
17.	MHM 517	Planning and Policy Analysis in Tourism and Hospitality	3 Credit Hours
18.	MHM 518	E-Commerce in Tourism and Hospitality	3 Credit Hours
19.	MHM 530	Rural Tourism Management	3 Credit Hours
	MHM 531	Or, Event Management	3 Credit Hours
	MHM 532	Or, Property Management in Tourism and Hospitality Industry	3 Credit Hours
20.	MHM 601	Internship	3 Credit Hours
21.	MHM 602	Thesis	6 Credit Hours

## EVALUATION SCHEME

Code No	Course Title	Internal % (Theory)	Internal % (Practical)	Final % (Theory)	Final % (Practical)	Total %
MHM501	Fundamentals of Tourism and Hospitality Management	50	-	50	-	100
MHM502	Managerial Economics in Tourism and Hospitality	50	-	50	-	100
MHM503	Strategic Management for Tourism and Hospitality	25	25	50	-	100
MHM504	Organizational Behaviour in Tourism and Hospitality	50	-	50	-	100
MHM505	Entrepreneurship in Tourism and Hospitality Industry	25	25	50	-	100
MHM506	Statistics for Tourism and Hospitality	50	-	50	-	100
MHM507	Financial management in Tourism and Hospitality	50	-	50	-	100
MHM508	Accommodation Operation Management	50	-	50	-	100
MHM509	Food and Beverage Management	50	-	50	-	100
MHM510	Travel and Tourism Management	50	-	50	-	100
MHM511	Research Methodology	25	25	50	-	100
MHM512	Human Resource Management	50	-	50	-	100
MHM513	Marketing in Tourism and Hospitality	50	-	50	-	100
MHM514	Environmental Management in Tourism and Hospitality	50	-	50	-	100
MHM515	Managerial Accounting for Hospitality	50	-	50	-	100
MHM516	Quality Management in Tourism and Hospitality	50	-	50	-	100
MHM517	Planning and Policy Analysis in Tourism and Hospitality	50	-	50	-	100



MHM518	E-Commerce in Tourism and Hospitality	40	-	40	20	100
MHM530/ 531/532	Rural Tourism Management/Event Management/Property Management in Tourism and Hospitality Industry	50	-	50	-	100
MHM601	Internship	As specified				100
MHM602	Thesis	As specified				100

# **Fundamentals of Tourism and Hospitality Management**

**Course No: *MHM 501***

**Semester: *First***

**Nature of the Course: *Core and Compulsory (Theory)***

**Credit Hours: *3***

## ***Course Objectives***

The objective of this course is to provide a macro view of tourism and hospitality industry along with the global issues for the hospitality and tourism industry at large and the management strategies to address the contemporary issues of the industry. The students will be able to understand the service nature of hospitality industry, its development, linkages with various sectors, hospitality consumers' behavior and career prospects in the industry.

## ***Course Description***

This course helps to understand the insight into the concept of fundamentals of tourism and hospitality management and includes tourism and hospitality concepts, tourism and hospitality industry, tourism demand, management of tourism and hospitality, understanding the hospitality consumers, global issues of hospitality tourism and hospitality.

# **Managerial Economics in Tourism and Hospitality**

**Course No: *MHM 502***

**Semester: *First***

**Nature of the Course: *Core and Compulsory (Theory)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to show students how to use common sense to understand business and solve managerial problems, develop and sharpen their economic intuition an invaluable skill that helps students, as future managers, decide which products to produce, costs to consider, and prices to charge, as well as the best hiring policy and the most effective style of organization in tourism and hospitality industry. With its unique integrative approach, the course presents the tourism and hospitality industry as a cohesive unified organization and demonstrates that important business decisions are interdisciplinary. The course also provides an intuitive guide to marginal analysis and basic economic relations to illustrate the application of managerial economics to a vast assortment of practical situations.

## ***Course Description***

This course aims to develop students knowledge and skills in tools and techniques of economic analysis applicable in decision making and includes concepts, supply and demand in tourism and hospitality, cost analysis and estimation in hospitality industry, firm behavior and the organization of hospitality industry, economics of labour market, money and inflation, forecasting economic variables, and regulation of tourism market economy.

# **Strategic Management for Tourism and Hospitality**

**Course No: *MHM 503***

**Semester: *First***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to impart analytical tools and approaches for strategy formulation in order to enable students to understand analyze and formulate corporate strategies and policies in tourism and hospitality. Students will be able to develop competencies to tackle critical business situations in tourism and hospitality industry with broad prospective.

## ***Course Description***

This course aims to impart analytical tools and approaches for strategy formulation in order to enable students to understand analyze and formulate corporate strategies and policies in tourism and hospitality and includes, introduction, competitive strategy in global industries, strategy formulation for tourism and hospitality industry, strategic alternatives for tourism and hospitality industries in a globalized world, strategy evaluation and choice, strategy implementation, strategic control, managing strategic change, and case studies.

# **Organizational Behaviour in Tourism and Hospitality**

**Course No: *MHM 504***

**Semester: *First***

**Nature of the Course: *Core and Compulsory (Theory)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to provide the students a basis for the critical analysis of individual and group behavior dynamics in the context of tourism and hospitality organizations.

## ***Course Description***

This course aims to provide the students a basis for the critical analysis of individual and group behavior dynamics in the context of tourism and hospitality organizations and includes, concept, understanding individual behaviour, perception and learning, personality, groups in organization, motivation and job satisfaction, leadership, organizational change and development, and conflict management.

## **Entrepreneurship in Tourism and Hospitality Industry**

**Course No:** *MHM 505*

**Semester:** *First*

**Nature of the Course:** *Core and Compulsory (Theory and Practical)*

**Credit Hours:** 3

### ***Course Objectives***

The objective of this course is to prepare students to develop as entrepreneurs in tourism and hospitality industry. It will explain the process of new enterprise creation and Service Management.

### ***Course Description***

This course aims to prepare students to develop as entrepreneurs and decision maker in tourism and hospitality industry and includes concept foundation of entrepreneurship, entrepreneurial behaviour, creation of an enterprise, operation and management of tourism and hospitality industry, project application, best practices entrepreneurship, tourism and hospitality industry, and case study.

# **Statistics for Tourism and Hospitality**

**Course No: *MHM 506***

**Semester: *First***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of the course is to introduce and develop statistical thinking – the assessment of credibility and value of the inferences made from data – by both those who consume and those who produce the information. The course emphasizes inference; data collection and extensive analysis as needed to evaluate the reported results of statistical studies and to make good business decisions in tourism and hospitality industry.

## ***Course Description***

This course aims to introduce and develop statistical thinking and extensive analysis as needed to evaluate the reported results of statistical studies and to make good business decisions in tourism and hospitality industry and includes concept, collection of data, theoretical frequency distribution, sampling and estimation, testing of hypothesis, correlation and regression, and supplementary techniques for economics.

# **Financial Management in Tourism and Hospitality**

**Course No: *MHM 507***

**Semester: *Second***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of the course is to impart basic themes that are the central focus of the financial market in tourism and hospitality industry such as intuition on how a financial manager might proceed in a given situation, a unified valuation approach-net present value (NPV) to treat as the basic concept underlying corporate finance and a managerial focus on the role of the financial manager as decision maker, and stress the need for managerial input and judgment required in the hospitality and tourism industry.

## ***Course Description***

This course is to impart basic themes that are the central focus of the financial market in tourism and hospitality industry and includes the firm and the role of financial manager in hospitality and tourism, the time value of money, financial planning, accounting and financial analysis in hospitality and tourism industry, financial statement analysis in hospitality industry, working capital management and short term planning in hospitality and tourism industry, cash and inventory management, valuing bonds, valuing stocks, risk, return, and capital budgeting.



# **Accommodation Operation Management**

**Course No: *MHM 508***

**Semester: *Second***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: *3***

## ***Course Objectives***

The objective of this course is to provide understanding with accommodation operation management so as to make the students able to manage the accommodation department effectively.

## ***Course Description***

This course aims to provide understanding with accommodation operation management and includes overview of front office department, establishing room rates, front office computer applications, accommodation statistics and yield management, housekeeping and its functions, cleaning science and policies, housekeeping management, linens and uniforms, and rooms.

# **Food and Beverage Management**

**Course No: *MHM 509***

**Semester: *Second***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to provide understanding with food and beverage operation management so as to make the students able to manage and supervise the department in a right manner.

## ***Course Description***

This course aims to provide understanding with food and beverage operation management and includes concept, kitchen brigade and flow of responsibilities, cooking techniques and applications, food production management, menu planning and engineering, food and beverage management, food and beverage promotion.

# **Travel and Tourism Management**

**Course No: *MHM 510***

**Semester: *Second***

**Nature of the Course: *Core and Compulsory (Theory)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to provide understanding of the concept of travel and tourism management. It will also impart theoretical knowledge on various organization related to tourism in local and global context.

## ***Course Description***

This course aims to provide understanding of the concept of travel and tourism management and includes concept, national and international organizations, human resource management for travel and tourism, travel agency management, management of adventure tourism, and airport management.

# **Research Methodology**

**Course No: *MHM 511***

**Semester: *Second***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to provide a thorough understanding on research methodology and the process to utilize the theoretical grounding in conducting research in the area of tourism and hospitality industry. The student will be able to prepare a research proposal and independently carry out the research into the field of study upon the completion of the course.

## ***Course Description***

The course aims to provide a thorough understanding on research methodology and the process to utilize the theoretical grounding in conducting research in the area of tourism and hospitality industry and includes concept and terminologies, research methods, defining research problem, research design, data sources and data collection activities, sampling technique, research proposal, measurement and scaling, data processing and analysis, and research report writing.

# **Human Resource Management**

**Course No: *MHM 512***

**Semester: *Third***

**Nature of the Course: *Core and Compulsory (Theory)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to impart working knowledge on the key elements of human resource management in relation to the strategies and operational needs of tourism and hospitality industry. This will cover the content and process of pre-R to post R- activities in the tourism and hospitality industry.

## ***Course Description***

This course aims to impart working knowledge on the key elements of human resource management in relation to the strategies and operational needs of tourism and hospitality industry and includes introduction to human resource management, the legislative environment of HRM in tourism and hospitality, strategic human resource planning in tourism and hospitality industry, recruitment and selection in tourism and hospitality industry, wage, salary and benefits in tourism and hospitality industry, motivation in tourism and hospitality industry, coaching, counseling and discipline in tourism and hospitality, orientation, training and career development in tourism and hospitality, performance appraisal and performance management in tourism and hospitality, safety and healthy in tourism and hospitality industry, human resource audits and HRIS.

## **Marketing in Tourism and Hospitality**

**Course No: *MHM 513***

**Semester: *Third***

**Nature of the Course: *Core and Compulsory (Theory)***

**Credit Hours: 3**

### ***Course Objectives***

The objective of this course is to provide understanding with knowledge and skills in order to take decision in the tourism and hospitality marketing.

### ***Course Description***

This course aims to provide understanding with knowledge and skills in order to take decision in the tourism and hospitality marketing and includes introduction to hospitality and tourism marketing, service characteristics of hospitality and tourism marketing, the hospitality and tourism marketing environment and their impact, marketing information system and research, consumer behaviour, analyzing marketing opportunities, marketing strategies: segmentation, targeting and positioning, marketing plan and the eight Ps, product development strategies, pricing products, distribution channels, communication and promotional policy, public relations and sales promotion, electronic marketing, destination marketing, people service and service quality, tourism packaging and programming.

# **Environmental Management in Tourism and Hospitality**

**Course No: *MHM 514***

**Semester: *Third***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of the course is to provide understanding of the concept and issues of environmental management in tourism and hospitality development. It will impart theoretical knowledge on various dimensions of sustainable tourism and hospitality management. It will also provide the students practical insights on responsible tourism development and management through various case studies and best practices both at global and local level.

## ***Course Description***

This course aims to provide understanding of the concept and issues of environmental management in tourism and hospitality development and includes an overview of the state of global environment and its impact on tourism, approaches to sustainability management, sustainable tourism development, sustainable sitting, design, construction and operations of travel and hospitality industries, environmental law and its relevance on tourism and hospitality industry, environmental management system for hospitality industry, eco-tourism: concept and practice, climate change and mountain tourism.

## **Managerial Accounting for Hospitality**

**Course No: MHM 515**

**Semester: Third**

**Nature of the Course: Core and Compulsory (Theory and Practical)**

**Credit Hours: 3**

### ***Course Objectives***

The objective of this course is to familiarize the students with managerial and financial analysis of numerical data used for decision making consideration of systems, techniques, information types, and professional forms used by the hospitality industry.

### ***Course Description***

This course aims to familiarize the students with managerial and financial analysis of numerical data used for decision making consideration of systems, techniques, information types, and professional forms used by the hospitality industry and includes conceptual framework, financial statement preparation and analysis, cost behaviour, cost volume profit analysis, decision making for alternative choices, preparation of budgets, and responsibility accounting.



# **Quality Management in Tourism and Hospitality**

**Course No: MHM 516**

**Semester: Third**

**Nature of the Course: Core and Compulsory (Theory and Practical)**

**Credit Hours: 3**

## ***Course Objectives***

The basic objective of the course is to introduce students with the concept, methods, tools and techniques of total quality management and to develop practical insights into the application of total quality in tourism and hospitality industry.

## ***Course Description***

This course aims to introduce students with the concept, methods, tools and techniques of total quality management and to develop practical insights into the application of total quality in tourism and hospitality industry and includes introduction, management tools for quality, quality circle, ISO 9000 quality management system, TQM in tourism and hospitality industry, TQM implementation in tourism and hospitality industry, integrated quality management in tourism sector, quality system management, tourism quality requirements: internal customer satisfaction, external customer satisfaction, achieving the efficiency process, tourism quality standards, TQM implementation principles and processes, TQM critical success factors for tourism and hospitality.

# **Planning and Policy Analysis in Tourism and Hospitality**

**Course No: *MHM 517***

**Semester: *Fourth***

**Nature of the Course: *Core and Compulsory (Theory and Practical)***

**Credit Hours: 3**

## ***Course Objectives***

The objective of this course is to provide understanding of the concept, practice and issues of tourism policy and planning. It will also provide the students practical insight on policy design, planning techniques and critical thinking on plan and policy implementation.

## ***Course Description***

This course aims to provide understanding of the concept, practice and issues of tourism policy and planning and includes introduction to policy and planning, the policy process, planning for tourism development, tourism growth and management, putting policy into practice, tourism plans and policies in Nepal, GIS applications in the planning and management of tourism.

## **E-Commerce in Tourism and Hospitality**

**Course No: MHM 518**

**Semester: Fourth**

**Nature of the Course: Core and Compulsory (Theory and Practical)**

**Credit Hours: 3**

### ***Course Objectives***

The objective of this course is to provide understanding of the computer operating system and enable web-based transactions. Students will be able to understand current developments and handle the e-based situation in tourism and hospitality industry.

### ***Course Description***

This course aims to provide understanding of the computer operating system and enable web-based transactions and includes introduction to computers, types of computers, introduction to network and DBMS I & II, e-business and e-commerce, management information system, management and planning.

## **Rural Tourism Management**

**Course No: *MHM 530***

**Semester: *Fourth***

**Nature of the Course: *Elective (Theory)***

**Credit Hours: *3***

### ***Course Objectives***

The objective of this course is to provide understanding of the concept and issues of rural tourism. It will also provide the student practical insight on rural tourism development and management through various case studies and best practices both at global and local level.

### ***Course Description***

This course aims to provide understanding of the concept and issues of rural tourism and includes introduction to rural tourism, impact of rural tourism, status of rural tourism in Nepal, comparative analysis of rural tourism development, rural tourism development, and innovation in rural, research and development in rural tourism, agro tourism concept and practice, and demand and supply of rural tourism.

## **Event Management**

**Course No: *MHM 531***

**Semester: *Fourth***

**Nature of the Course: *Elective (Theory and Practical)***

**Credit Hours: 3**

### ***Course Objectives***

The objective of the course is to impart the understanding about the meeting, incentives, conferences and exhibitions (MICE) and management so as to prepare the students able to manage the MICE successfully.

### ***Course Description***

The course aims to impart the understanding about the meeting, incentives, conferences and exhibitions (MICE) and management and includes introduction, concept and design, marketing and promotion, preparation of budget for event, human resource management for event, management event, and case studies.

## **Property Management in Tourism and Hospitality Industry**

**Course No:** *MHM 532*

**Semester:** *Fourth*

**Nature of the Course:** *Elective (Theory)*

**Credit Hours:** 3

### ***Course Objectives***

The objective of this course is to provide understanding to handle the property in tourism and hospitality industry so as to prepare the students able to manage the property in the tourism and hospitality organization.

### ***Course Description***

This course aims to provide understanding to handle the property in tourism and hospitality industry and includes introduction, classification and management of property, position and trends, property replacement, leasing and contract maintenance, and property management planning.

## **Internship**

**Course No: *MHM 601***

**Semester: *Fourth***

**Nature of the Course: *Internship***

**Credit Hours: 3**

### ***Course Objectives***

The main objective of this attachment is to expose the students to the professional working environment of hotel industries. Emphasis will be laid to imparting knowledge on hotel business and working culture of the hotel industries.

## **Thesis**

**Course No: *MHM 602***

**Semester: *Fourth***

**Nature of the Course: *Thesis Writing***

**Credit Hours: *6***

### ***Course Objectives***

The objective of this course is to provide opportunity to the students for using research skills to undergo research work on any areas of tourism and hospitality management. It will also help to make in-depth use of the theoretical and practical knowledge acquired in the class room and during the thesis writing period, and thereupon to produce a qualitative thesis both in quantitative and qualitative perspectives. The thesis must meet the requirements as prescribed by FOM.