

# **Faculty of Humanities and Social Sciences**

## **Bachelor of Hospitality Tourism Management**

### **Program (BHTM) Curriculum**



**Office of the Dean  
Faculty of Humanities and Social Sciences  
Lumbini Buddhist University  
Lumbini, Nepal  
2023**

**Bachelor of Hospitality Tourism Management  
Programme (8 Semester BHTM)**



**Office of the Dean  
Faculty of Humanities and Social Sciences  
Lumbini Buddhist University  
[www.lbu.edu.np](http://www.lbu.edu.np)**

## **1. Introduction to Faculty of Humanities and Social Sciences**

The Faculty of Humanities and Social Sciences offers programs in Bachelor and Master Levels including Bachelor of Arts and Bachelor of Laws with Honors in Buddhism (BA LLB) at its Butwal City College, Naya Gaun, Butwal, Bachelor of Rural Development at its Central Campus, Parsa Lumbini, Bachelor of Travel and Tourism Management (BTTM) at its Butwal City College, Naya Gaun, Butwal as well as at its Central Campus, Master of Arts in Archeology and Buddhist Sites at its Central Campus, Parsa Lumbini, Master of Arts in Museology and Buddhist Archives at Akshewsor Dham Bihar in Lalitpur. FHSS is Planning to Launch a Four year Eight Semesters Bachelor of Hospitality Tourism Management (BHTM) Programme.

### **1.1 Mission and Vision Statements**

This Faculty offers its learners an opportunity to acquire socially and ethically valid and relevant knowledge, skills, and competencies so that it can serve as an exemplary institution in Nepal to provide accessible and affordable education with integrity and inclusiveness. This Faculty uniquely integrates knowledge and Buddhist values in its curricula (such as love, compassion, renunciation, and peace).

### **1.2 FHSS's GOALS**

- Delivering its learners an opportunity and access to academic, professional, and research-based education through blended mode (a combination of Face-to-Face and Online mode) in a collaborative and learner-centric way;
- equipping its learners with knowledge, skills, and competencies by best-utilizing information technology in education;
- developing sensitivity to ethical, aesthetic, and social issues;
- cultivating learners an ethical awareness to live with love, compassion, renunciation, cooperation, and peace;
- Fostering excellence in learning and researching by nurturing an environment based on evidence-based, inquiry-based learning, reasoning, and researching;
- Equip learners relevant skills to compete in society;
- Delivering its learners an opportunity of and access to academic, professional, and research-based education through blended mode (a combination of Face-to-Face and Online mode) with collaborative and learner-centric way.

## **1.3 Bachelor of Hospitality Tourism Management (BHTM) Program**

### **1.3.1 Programme Objective**

The Bachelor of Hospitality Tourism Management (BHTM) program aims to provide students with a comprehensive understanding of the hospitality and tourism industry and equip them with the necessary knowledge and skills to succeed in this dynamic field. The program's objectives include developing industry-relevant knowledge in areas such as hospitality, tourism, and event management, as well as enhancing students' business and management skills. Through courses and practical experiences, students are exposed to various aspects of the industry, including financial management, marketing, human resource management, and strategic planning. The program also emphasizes professionalism and ethical practices, aiming to instill in students a sense of responsibility and sustainability within the industry.

Furthermore, the BHTM program strives to cultivate leadership and entrepreneurial abilities among students. It encourages critical thinking, problem-solving, and decision-making skills, preparing students for managerial and leadership roles within the industry. The program also promotes intercultural competence, recognizing the global nature of the hospitality and tourism industry. Students are encouraged to develop an understanding and appreciation of different cultures, enabling them to effectively interact with diverse clientele and work in multicultural teams. Additionally, the program emphasizes practical exposure and industry engagement through internships, projects, and guest lectures, bridging the gap between theory and practice. By fostering communication and soft skills, encouraging lifelong learning, and professional development, the BHTM program aims to produce graduates who are well-prepared to meet the challenges of the hospitality and tourism industry and contribute to its growth and success.

#### **A. The BHTM programme especially attempts to:**

1. Equip the students with the required conceptual knowledge of hospitality and tourism to develop a general hospitality and tourism management perspective in them.
2. Develop required attitudes, abilities and practical skills in students, which constitute a foundation for their growth into competent and responsible entrepreneurs and managers.
3. Encourage entrepreneurial capabilities in students to make them effective change agents in Nepalese society.
4. Develop the necessary foundation for higher studies in hospitality, tourism management and thereafter take up careers in teaching, research and consultancy.

#### **B. Curricular Structure**

The FOHSS recognizes the need for both breadth and depth in the total academic pattern. Therefore, the curriculum for the BHTM degree comprises four separate and distinct course components:

1. A strong foundation allied areas of business such as language, economic analysis, legal environment and quantitative methods to prepare graduates to understand, analyze and comprehend the hospitality and tourism management concepts, theories and practices.
2. Core tourism and hospitality encompassing and integrating all functional areas to provide graduates with an appreciation of the diversity and inter-relationship of hospitality and tourism issues.
3. The opportunity to concentrate on managerial subjects such as accounting, finance, human resources management and marketing in order to provide graduates with some degree of functional expertise.
4. The opportunity to concentrate on elementary, basic and advanced soft and hard skills.

### **BHTM Course Syllabus**

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**First semester Courses (Total 20 Credits)**

- BHTM 311 English Communication and Writing Skills-I
- BHTM 312 International Language I (Chinese)
- BHTM 313 Fundamentals of Computer in Hospitality and Tourism Management
- BHTM 314 Elementary Research Methods
- BHTM 315 Introduction to Buddhism
- BHTM 316 Principles of Management
- BHTM 317 Fundamentals of Tourism and Hospitality
- BHTM 318 Managing Accommodation
- BHTM 319 Elementary Traits and Soft Skills Practiced in the Hospitality and Tourism Industry

**Second-semester Courses (Total Credits 22)**

- BHTM 321 English Communication and Writing Skills-II
- BHTM 322 International Language II (Chinese)
- BHTM 323 Software Handling in Hospitality and Tourism Management
- BHTM 324 Accounting for Hospitality
- BHTM 325 Tourism Geography
- BHTM 326 Destination Development for Mountain and Adventure Tourism
- BHTM 327 Food Production and Management
- BHTM 328 Basic Operational Traits and Soft Skills Practices in the Hospitality and Tourism Industry

**Third-semester Courses (Total Credits 20)**

- BHTM 331 Communication in Hospitality Industries
- BHTM 332 International Language III (Chinese)
- BHTM 333 Digital Marketing in Hospitality and Tourism Management
- BHTM 334 Financial Management
- BHTM 335 Sustainability in the Tourism and Hospitality Industry
- BHTM 336 Managing Food and Beverage Service
- BHTM 337 Advance Traits and Soft Skills Practiced in the Hospitality and Tourism Industry

**Fourth-semester Courses**

- BHTM 341 - Business Communications
- BHTM 342 - International Language-IV (Chinese)
- BHTM 343- Micro-economics
- BHTM 344- Human Resource Management for Hospitality and Tourism Industry
- BHTM 345- Tourism and International Development
- BHTM 346- Ethnic or Traditional Food Culture and Art Practices in the Hospitality and Tourism Industry

**Fifth-semester Courses**

- BHTM 351 Buddhist Ethics and Stress Management
- BHTM 352 Macro-Economics for Tourism and Hospitality
- BHTM 353 Hospitality, Tourism Law
- BHTM 354 Travel Agency and Tour Operation Business –
- BHTM 355 MICE

BHTM 356 Nepalese Food and Cultural Practices

**Sixth-semester Courses**

BHTM 361 Research Methods and Report Writing

BHTM 362 Strategy and Business Planning

BHTM 363 Tour Guiding and Escorting Skills

BHTM 364 Tourism Transport Operations

BHTM 365 Operations Management in Tourism and Hospitality

**Seventh-semester Courses**

BHTM 371 Internship

BHTM 372 Seminar Paper

**Eighth-semester Courses**

BHTM 381 Internship

BHTM 382 Internship Report

**Internship**

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## **Internship**

The objectives of the BHTM internship program are to provide students with hands-on experience in the hospitality and tourism industry, to enhance their understanding of industry practices, and to develop their professional skills. The program aims to bridge the gap between theoretical knowledge and practical application, allowing students to apply their classroom learning in real-world settings.

### **Internship Eligibility and Requirements:**

Students must meet specific eligibility criteria to participate in the BHTM (Bachelor of Hospitality and Tourism Management) internship program. These criteria include a minimum completion of prerequisite courses and satisfactory academic standing. Additionally, students may be required to submit an application and undergo an interview process.

### **Internship Placement and Duration:**

The internship placement process involves the collaboration between the university's internship office and various industry partners. Students will be matched with suitable internship positions based on their interests, skills, and career goals. The duration of the internship 1 year (6 months + 6 months) in the seventh and eighth semesters.

### **Internship Responsibilities:**

During the internship, students are expected to fulfil their responsibilities in a professional and diligent manner. These responsibilities may include carrying out assigned tasks and projects, adhering to company policies and procedures, maintaining regular communication with supervisors, and demonstrating a proactive attitude towards learning and professional development.

### **Internship Report Guidelines:**

As part of the internship program, students are typically required to submit a comprehensive report summarizing their internship experience. The report should include an introduction to the organization, a description of the tasks and projects undertaken, an analysis of the skills developed, and a reflection on the overall learning outcomes. Guidelines regarding the report format, structure, and submission deadlines will be provided to students.

### **Seminar Paper Guidelines:**

In addition to the internship report, students may be required to write a seminar paper based on a specific topic related to their internship experience or core subject area. The seminar paper should demonstrate critical thinking, research skills, and the ability to apply theoretical concepts to real-world scenarios. Guidelines for the paper, including the topic selection, research methodology, and citation format, will be provided to students.

### **Professional Development:**

#### **Industry Guest Lectures and Workshops:**

Throughout the BHTM program, industry professionals will be invited to deliver guest lectures and workshops. These sessions provide students with insights into the latest trends, challenges, and opportunities in the hospitality and tourism industry. Guest speakers may include hotel managers, tourism board representatives, event planners, and entrepreneurs, among others.

**Professional Skills Development:**

The BHTM program emphasizes the development of professional skills necessary for success in the industry. Students will have the opportunity to participate in workshops and training sessions that focus on areas such as communication skills, teamwork, leadership, customer service, problem-solving, and time management. These activities aim to enhance students' employability and prepare them for a career in the field.

**Career Planning and Job Search Strategies:**

The program offers guidance and support to students in their career planning and job search endeavors. Career development workshops and one-on-one counseling sessions may be provided to help students identify their career goals, create effective resumes and cover letters, develop interview skills, and navigate the job market. Students will also receive information about industry networking events and job fairs.

**Assessment and Grading:****Evaluation Methods and Weightage:**

The internship program will be evaluated using various methods to assess students' performance. These methods may include supervisor evaluations, self-assessments, internship reports, seminar papers, and presentations. Grading System and Criteria:

The grading system for the BHTM internship program will be based on a predetermined set of criteria. These criteria may include the quality of work performed during the internship, the internship report, the seminar paper, professional conduct, and the overall learning outcomes. The grading system and criteria will be communicated to students in advance.

**Academic Integrity and Plagiarism Policy:**

Students participating in the BHTM internship program are expected to adhere to strict academic integrity standards. Plagiarism and other forms of academic misconduct are strictly prohibited and can result in disciplinary actions. The program will provide clear guidelines on what constitutes plagiarism and the consequences for violating the policy.

**Academic Support and Resources:****Library and Online Resources:**

Students will have access to a wide range of academic resources, including a comprehensive library with relevant books, journals, and databases. Additionally, online resources such as research portals, e-books, and academic databases will be made available to support students' learning and research activities.

**Tutoring and Study Support Services:**

The program may offer tutoring and study support services to assist students in their academic pursuits. These services may include one-on-one tutoring, study groups, workshops on study skills and time management, and access to academic advisors who can provide guidance and support throughout the program.

**Program Completion and Graduation Requirements:****Minimum Credit Requirements:**

To complete the BHTM program, students must fulfil a specific number of credit hours as



determined by the curriculum. These credit hours may include core courses, elective courses, internship credits, and any additional requirements set by the program.

**GPA Requirements:**

Students are typically required to maintain a minimum grade point average (GPA) to be eligible for program completion and graduation. The specific GPA requirements are as follows:

**Graduation Ceremony and Certification:**

Upon successful completion of the BHTM program, students will be eligible to participate in a graduation ceremony. During this ceremony, students will receive their vocational learning or certificates, recognizing their achievement in completing the program requirements.