

ECO 307: Tourism Economics

Credit Hours: 3
Lecture Hours:48

Course Objectives:

This module aims to develop students understanding of the tourism economics in both micro and macroeconomic perspectives to enhance their skills in taking decisions on tourism business and in analyzing tourism business environment.

Course Description :

Introduction: Scarcity, Choice, and Alternatives, Micro and Macro Economics; Scope and Uses. Theory of Demand and Supply: Demand Function and Supply Function, Elasticity of Demand and Supply; Meaning and Measurement, Macroeconomic Components, Issues and Policies. Leisure and Tourism. Resources in Tourism and Tourism Demand: Tourism Products and Resources, Determinants, Tourism Forecasting. Theory of Firm and Pricing of Tourism Products; Cost and Supply in Tourism. Market Structure and Pricing. Tourism Investment and Finance: Impact of Tourism Sector in National Economy

Course Details

Unit 1: Introduction

LH4

Scarcity, Choice and Alternatives
Microeconomics – Meaning, Scope and its uses in Tourism Business
Macroeconomics – Meaning, Scope and its Significance in Tourism Business Environment

Unit 2: Theory of Demand and Supply

LH8

Demand Function, Individual and Market Demand Curve, Factors Shifting Demand Curve. Supply Function, Individual and Market Supply Curve, Factors Shifting Supply curve
Price Elasticity of Demand – Meaning, Measurement (Percentage , Total Outlay) and Determinants, Application in Business Decision Making
Price Elasticity of Supply.

Unit 3: Macroeconomic Components, Issues and Policies

LH10

Meaning and technical attributes of consumption and saving functions.
Balance of Trade and Balance of Payment – Meaning and components
Economic Growth vs Economic Development
Business cycles – Meanings and phases
Inflation Meaning and causes
Exchanges Rate – Meaning and types
National Income – GDP, GNP, NNP (in terms of market price and factor cost) Nominal GDP vs Real GDP
Monetary Policy – Meaning and instruments
Fiscal Policy – Meaning and instruments

Unit 4: Leisure and Tourism

LH 2

Meaning, Interrelationship between Leisure and tourism ,Determinants

Unit 5: Resources in Tourism and Tourism Demand

LH 8

The Tourism Industry and Its Products, Travel and Tourism Resources, Factors Influencing and Constraining Tourism Demand, Levels of Choice in Travel and Tourism Demand, Tourism Demand forecasting – Meaning, Significance, Survey Method of forecasting.

Unit 6: Theory of Firm and Pricing of Tourism Products

LH9

Objectives of Tourism Enterprises, Production function – Meaning and Types. The Decision to Supply, Costs and Supply in Tourism, Controls on Supply. Business profit vs Economic profit. Market Structures. Price and Output determination under Perfect Competition, and Monopoly, Price Discrimination, Role of Private and Public Organizations in the Development of Travel and Tourism.

Unit 7: Tourism Investment and Finance

LH3

Investment in Travel and Tourism, Investment Appraisal in Public and Private Sector, Sources of Finance in Tourism, Factors Influencing Travel and Tourism's Yield and Future.

Unit 8: Impact of Tourism Sector in National Economy

LH4

Tourism Satellites Account (TSA), Current Status of Tourism Sector in Nepal: It's Growth and Trends, Impact and Contribution of Tourism Sector in National Economy (With Particular Reference to Nepal), Tourism Multipliers.

Text Books:

- Bull, A. (1995). *The Economics of Travel and Tourism*. Harlow: Longman.
- Tribe, J.(2011) *The Economics of Recreation, Leisure and Tourism*, (4th ed.), Elsevier Ltd.
- Macroeconomics Theory and Policy, D. N. Dwivedi, Recent ed.
- Mankiw, N. Gregory, (1997). *Microeconomics*, (latest ed.), New York: Worth Publishers.

References

- Dominick Salvatore, *Theory and Problems of Microeconomics*, (3rd ed.), Schaum's Outline Series, McGraw-Hill, Inc, Singapore.
- Mankiw, N. Gregory, (1997). *Macroeconomics*, (3rd ed.), New York: Worth Publishers.
- Vanhove, N. (2005). *The Economics of Tourism Destinations*, (1st ed.), Elsevier Limited
- Williams, A.M. (2004). Towards a Political Economy of Tourism, In Lew, A.A. Hall, C.M. &Williams, A.M. (Eds.) *A Companion to Tourism*; Blackwell Publishing P.P. 61-73.
- Sinclair, M. & Stabler, M. (1997). *The Economics of Tourism*, (1st ed.), Routledge.
- Baskota, K. (2012). *Impact of Tourism Local Employment and Income in Three Selected Destinations*; Case Studies of Sauraha, Nagarkot and Bhaktapur. Nepal Tourism and Development Review. Vol (2) No. 1.
- Gautam, B.P. (2012). *Tourism and Economic Growth in Nepal*. NRB Economic Review. Vol-23-2.
- Ministry of Finance. 2013. *Economic Survey 2012/13*. Kathmandu: Ministry of Finance, Government of Nepal.
- Ministry of Finance. 2013. *Budget Speech 2013*. Kathmandu: Ministry of Finance, Government of Nepal.
- Nepal Rastra Bank. 2013. *Monetary Policy 2012/13*. Kathmandu.

ENG 311: English

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

Objectives of the Course are to teach the writing modes ,Discuss rhetorical devices ,Present language points required for academic success, Support serious reading and writing activities

Course Description :

The BBM English course is a two-level General English course with a strong emphasis on reading and writing. It is designed to help students get ahead fast with their core English skills in interdisciplinary contexts. The lessons cover important vocabulary, grammar, reading, writing, listening and speaking skills for general and technical English, along with literary pieces with reading/writing exercises build on them. It is a theme-based course with comprehensive coverage of English language and critical thinking skills.

Course Details

Unit I: The following pieces carry 70% of the weightage of this course: LH 29

1. Invitation

Interactions (relating to the text) and Spotlights

2. Ancient Tales

Yudhisthira's Wisdom; The Brave Little Parrot; If Not Higher;
Interactions (relating to the selected texts) and Spotlights

3. Education

Why go to a University?; Don't Cut Down the Trees, Brother Woodcutter; Surely You Are Joking,
Mr. Feynman; A 1996 Commencement Speech;
Interactions (relating to the selected texts) and Spotlights

4. Actions and Consequences

The Parrot in the Cage; A Sound of Thunder; No Smoke from the Chimneys'
Interactions (relating to the selected texts) and Spotlights

5. Television

The Wretched Stone; TV Can be a Good Parent;
Interactions (relating to the selected texts) and Spotlights

6. Crosscultural Bridges

Marriage is a Private Affair; Then and Now: Finding My Voice;
Interactions (relating to the selected texts) and Spotlights

7. Cultural Anthropology

Arranging a Marriage in India; Life is Sweet at Kumansenu;
Interactions (relating to the selected texts) and Spotlights

8. The Human Condition

The Lunatic; How Sane Are We?; Gaia
Interactions (relating to the selected texts) and Spotlights

9. Natural Science

The Making of a Scientist; Scientific Inquiry: Invention and Test;
Interactions (relating to the selected texts) and Spotlights

10. Humor and Satire

King John and the Abbot of Canterbury; Their Thoughts; The Clock Tower;
Interactions (relating to the selected texts) and Spotlights

11. Critical and Creative Thinking

The Stub Book; Mr. Know-All; Keeping Errors at Bay; What Is Intelligence, Anyway;
Interactions (relating to the selected texts) and Spotlights

12. Love

To His Coy Mistress; The Telegram on the Table; Piano;
Interactions (relating to the selected texts) and Spotlights

13. Life and Death

The Great Answer; Stopping by Woods on a Snowy Evening; A Tale; Ethics; "Where the Mind is
without Fear"; New Year;
Interactions (relating to the selected texts) and Spotlights

Appendix I. Sounds of English

Appendix II. 99 Lousy Sentences

Appendix III. Deloused 99 Sentences

Appendix IV. Documenting Scholarly Essays and Books

Appendix V. Speaking English in Chicago and London

Appendix VI. Speaking in Public

Appendix VII. Answers to Selected Questions

Prescribed Book

Nissani, M, and S. Lohani, *Flax-Golden Tales: An Interdisciplinary Approach to Learning English*. Shorter Third Edition. Kathmandu; Ekta, 2013. (Sounds of English and Stories and Poems on CD)

Unit II: The following pieces carry 30% of the weightage of this course:

LH 19

1. Paragraph to Short Essay

The Paragraph
Unity and Coherence
From Paragraph to Short Essay
Editing Your Writing
Putting It All Together

2. Descriptive Essays

3. Narrative Essays

4. Opinion Essays

5. Comparison and Contrast Essays

6. Cause and Effect Essays

(subtopics for all the different essay types):

Stimulating Ideas
Brainstorming and Outlining
Developing Your Ideas
Editing Your Writing
Putting It All Together

7. The Writing Process

8. Punctuation

9. Connectors

10. Grammar Terms

Prescribed Book

Savage, Alice, and Patricia Mayer. *Effective Academic Writing 2: The Short Essay*. Oxford: OUP 2005.

Teaching Method

The suggested teaching method is to introduce the theme and the writing task and then guide the students to practice specific skills and put language knowledge to produce their own writings. The recommended approach is to view the books not as mere language texts but to introduce students to many disciplines, to expand their intellectual and spiritual horizons, to underscore the nobility of humanity's never-ending search for truth, beauty, and compassion. The goal is, therefore, to teach language skills along with insight and wisdom. The specific methods are also suggested in the course books and teacher manuals, and it will prove valuable for teachers to follow them.

Evaluation

The examinations will cover the language skills and include a range of tasks which assess students' ability to use English in a variety of contexts. Above all, the examinations will assess the students' ability to communicate effectively in English, especially in reading and writing activities.

Reference Books

Oxford Advanced Learner's Dictionary of Current English. Eighth Edition. Oxford: OUP, 2010.

Crystal, David, ed. *The Penguin Encyclopedia*. 3rd rev. ed. Penguin Books, 2006.

Carter, Ronald, and Michael McCarthy. *Cambridge Grammar of English*. Cambridge: CUP, 2006.

Thomson, Anne, *Critical Reasoning: a practical introduction*. Third Edition. London and New York: Routledge, 2009.

ITC 307: Computer and Information Technology

Credit Hours: 3

Lecture Hours: 48

Course Objectives:

This module aims to provide students with the fundamental knowledge of computers and its application in business world.

Course Description:

Definition of Computer, Input Devices, Output Devices, Storage Devices, Central Processing Unit, Computer networking and its application, Operating System, Application software, Utility software, Application of IT in Science and Engineering, Business and Commerce, Education, Governance, Medicine, Entertainment, Financial Information System, Marketing Information System.

Course Details

Unit 1: Introduction to Computer System: Definition of Computer with Architecture and its Features, History of Computer, Types of Computer (analog, digital (super, mainframe, mini and micro) and hybrid), Classification of Micro Computer (Desktop, Laptop and Hand Held devices). **LH 3**

Unit 2: Input Devices: Definition of Input Devices and its type (Mouse, Keyboard, Microphone, Scanner, Touch Panel, MICR, OBR and OMR), Uses of input devices. **LH 2**

Unit 3: Output Devices: Definition of Output devices and its type (Softcopy and Hardcopy), Monitor (CRT, LCD, LED, and Plasma), Printer (Impact and Non-Impact), Uses of Output devices. **2LH**

Unit 4: Storage Devices: Primary Storage Device (RAM and its type, ROM and its type and Cache Memory), Secondary Storage Devices (Hard Disk, Optical Disk, Flash Drive, Memory/SD card), and Uses of storage devices and Memory Hierarchy. **2LH**

Unit 5: Central Processing Unit: Control Unit, Arithmetic and Logic Unit, Register set ,Functions of Central Processing Unit. Introduction to Bus (Address, Data, Control) **LH 2**

Unit 6: Operating System, Features of Operating System, Types of Operating Systems, Support for Networking. **LH 2**

Unit 7: Computer Network: Introduction to computer network, Pros and Cons of Computer Network, Types of computer network (On the basis of size and architecture), Introduction to IP addresses (IPv4 and IPv6). **LH 2**

Unit 8: Application Software: Introduction, types and uses of Application software. Office package (Word Processor, Spread Sheet and Presentation)tool: Introduction and Features.
Word Processor (Microsoft Office Word 2007): Paragraph formatting, font formatting, managing layout of document, editing document, reviewing document (Track changes, Adding comments, Proofing).Inserting pictures, tables, shapes, hyperlink, header, footer, page number, Watermark, Foot note, caption, text box, word art, equations, symbol and chart. Table of Content, Mail Merge, Text wrapping and Templates.
Spread Sheet (Microsoft Office Excel 2007): Font formatting, cell formatting, alignment, inserting picture, charts, shapes, header, footer, page number, symbol, page setup, using formula, sorting table, using filters, reviewing spreadsheet, Freezing panes.

Presentation Tools (Microsoft Office PowerPoint2007): formatting font, paragraph; inserting new slides, pictures, charts shapes, header footer, word art, date and time, slide number; page setup,

slide orientation; using different themes for slide; animations: slide transition, custom animation; Slide show; reviewing slides.

Image processing software (Photoshop): Working with image: size, mode, adjustment, crop, transform, Extract, Distort; Working with layers, working with filter, working with guide, grid and ruler, working with channel. **LH 14**

Unit 9: Utility Software: Definition and uses of Utility software, Device Manager, Disk cleaner, Disk scanner, Disk Defragmenter, virus scanner, spyware scanner, Introduction and uses of Device Driver, Language Translator **LH 2**

Unit 10: Information Technology, Importance of IT, Different hardware and software used in IT, Application of IT in Science and Engineering, Business and Commerce, Education, Government, Medicine, Entertainment. **LH 4**

Unit 11 : Financial Information System (FIS), Features of FIS, Personal FIS, Organizational Financial Management. FIS and organizational decision making process, personal financial management system, Application of FIS, Financial Calculator: Ratio Analysis (current ratio, inventory turnover ratio, days sales outstanding, fixed assets turnover, total assets turnover ratio, profit margin on sales, basic earning power ratio, return on total assets, return on common equity, Price/Earnings Ratio, Price/Cash Flow ratio), Future value, Annuity, Retirement Planning, Amortized loan, Measuring Riskiness of Firm and Risk comparison. **LH 7**

Unit 12 : Marketing Information System (MkIS), Features of MkIS, MkIS and marketing decision making process, Application of MkIS, Simple MkIS: Evaluating Marketing campaign, Marketing Expense to Revenue, Customer Acquisition Cost, Time to pay back customer Acquisition Cost, Break Even Analysis. **LH 6**

Text book

ITL Education Solutions Limited, “**Introduction to Information Technology**”, Pearson Education India

References:

- Keyes, J. “*Financial Services Information Systems (Best Practices)*”, Auerbach Publications; 2 Sub edition
- James B. Bower, Robert Edward Schlosser, Charles T. Zlatkovich, “*Financial information systems: theory and practice*”
- Kimball P Marshall, “*Marketing information systems: creating competitive advantage in the information age*”, Boyd & Fraser Pub Co

MGT - 311 : Principles of Management

Credit Hours: 3
Lecture Hours: 48

Course Objectives:

This module aims to impart the basic management knowledge, and skills to the students so as to enhance their managerial capabilities and enable them to apply in the practical field.

Course Description:

Concepts and functions of management. Management perspective. Planning: meaning, classification, steps and tools. Planning premises. Decision making: meaning, types, conditions and process. Organizing: meaning, process, principles, and architecture. Authority and responsibility. Centralization, delegation and decentralization. Staffing. Emerging issues in organizing. Leading: meaning, qualities and styles. Individual differences and psychological contract. Introduction to groups. Concept of managerial ethics. Motivation: concept and techniques. Communication: meaning, process, types and barriers. Controlling: meaning, process and techniques. Quality. Organizational change and development and Operation and technology management. .

Course Details

Unit 1: Introduction

LH 4

Management: concepts, meaning, essence, levels and functions. Types of managers. Managerial roles and skills. Becoming a manager: role of education, experience and situation. Business environment and society-external environment, corporate social responsibility, ethics, corporate governance and ethical standards.

Unit 2: Perspectives and Evaluation of Management

LH 8

Early development. Classical Perspective: scientific management, administrative management and bureaucracy. Behavioral Perspective: Hawthorne studies, human relations movement, and emergence of organizational behavior. Quantitative Perspective: management science and operations management. Integrating perspectives: systems and contingency perspectives.

Unit 3: Planning

LH 7

Meaning. Levels of Planning: Strategic, Tactical and operational. Steps in Planning. Tools for planning. Planning premises. Pitfalls of planning. Improving planning. Decision Making: meaning, types and process. Decision making conditions – certainty, risk and uncertainty. Practical exercises on taking decisions including decision making using indicators.

Unit 4: Organizing

LH 8

Meaning, process and principles of organizing. Organization Architecture: vertical differentiation – tall versus flat hierarchies, horizontal differentiation – functional structure, multidivisional structure, geographic structure, and matrix structure. Responsibility: establishing task and reporting relationships, creating accountability. Authority: line authority and staff authority. Delegation of authority. Centralization, Decentralization and Devolution: meaning, reasons, advantages and disadvantages. Emerging issues in organization design. Staffing: concept and importance.

Unit 5: Leading

LH 7

Meaning and qualities of leadership. Understanding Individual differences and psychological contract. Concept and types of groups. Leadership Styles: autocratic, democratic, and participative. Concept of managerial ethics. Motivation: concept, importance, and techniques. Communication: meaning, process, and networks. Concept of active listening. Types of communication, Barriers to effective communication.

Unit 6: Controlling

LH 10

Meaning, purpose, Process and types of controls. Essentials of effective control systems. Control tools and techniques. Quality: Concept and importance. Total Quality Management: concept, components, principles, tools and techniques. Emerging issues in quality management. Production and operation management, supply chain management, Kaizen, six sigma, The Japanese 5S practice, Technology management, Management information system and IT.

Unit 7: Organizational Change and Development

LH 4

Nature, forces, paradigm shifts and areas (structure, technology, business process and behaviors) of organizational change. Resistance to change. Overcoming resistance to change. Concept of Organizational Development, OD intervention.

Unit :8 Emerging Concept in Management

Stress Management, Time Management, Business process Re- engineering, Conflict Management, Work Force Diversity.

Addendum: At least one case will be administered at the end of each chapter. The students will also complete a project work and a few other assignments as specified by the faculty member.

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

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

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

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

Adhikari, Dev Raj. *Principles of Management*, Sunrise Publication, Kathmandu

TTM 315: Fundamentals of Travel and Tourism Management

CreditHours:3

Lecture Hours: 48

Course Objective:

The major objective of this course is to familiarize the students with the tourism industry, its components and the brief historical development of the industry, hotel and hospitality business and its operation.

Course Description :

This course contains introduction to tourism, historical dimension of tourism, psychological dimensions of tourism, Career opportunities, Tourism and international organization, tourism facilities recreation hospitalities and industry ,Tourism's

Course Details

Unit 1: Introduction to Tourism

LH10

- Defining and describing tourism
- Tourism Statistics
- Tourism and Tourist Typology
- Tourism Platforms
- Components of Tourism (4 A'S dimensions)
- Tourism Employment
- Costs and benefits of Tourism
- Basic Approaches to the Study of Tourism
- Tourism Systems (Demand and Supply)

Unit 2: Historical Dimensions of Tourism

LH5

- Tourism in Paleolithic period
- Travel in Neolithic period
- Tourism in ancient period
- Tourism in Medieval period
- Grand Tour
- Tourism in modern period

Unit 3: Psychological Dimensions of Tourism

LH5

- A Focus on Customers
- The Need for a Theory
- The Development of Motivation Models

Unit 4 : Career Opportunities

LH6

- Job Forecasts
- Job Requirements
- Career Possibilities
- Career Paths
- Other Sources of Career Information
- Internships

Unit 5: Tourism and International Organizations

LH8

- United Nation World Tourism Organization (UNWTO)
- Pacific Asia Travel Association (PATA)
- World Travel and Trade Council (WTTC)
- International Air Transport Association (IATA)
- International Civil Aviation Organization (ICAO)
- Universal Federation of Travel Agents Association (UFTAA)

Unit 6: Tourism Facilities and Recreation Hospitality Industry

LH7

- Facilities and Services for Tourism
- Attractions
- Gaming
- Recreation
- Live Entertainment
- Festivals and Events
- Sporting Events
- Shopping

Unit 7: Tourism's Future

LH7

- Tourism in the Third Millennium
- World Tourism Forecasts for 2020
- The Nature of Future Growth
- Leisure, Tourism, and Society in the Third Millennium
- New Realities—New Horizons: Global Forces Impacting the Future of Tourism
- Future Tourism
- New Emerging Sources
- Impact Of Livelihoods & Economic Impacts

Basic Books:

1. Burkart, A. J. and Medlik, S. (1987). *Tourism: past, present and future*(2nd edn).London: NA.
2. Clarke A and Chen W, (2007), *International Hospitality Management: concepts and cases*, Amsterdam:Elsevier.
3. Fridgen, D. J. (1996). *Tourism and the Hospitality Industry*. American Hotel and Motel Association.
4. Fridgen, D. J. (1991). *Dimensions of tourism*. East Lansing, Mich.: Educational Institute, American Hotel & Motel Association, 1991.
5. Goeldner, C.R. and Ritchie, J.R.B (2012). *Tourism: principles, practices and philosophies*. (12thedn.). New York: John Wiley & Sons Inc.
6. Holloway C and TaylorN, (2006)*The Business of Tourism*, Financial Times Prentice Hall
7. Kunwar R. R, (2012),*Tourists and Tourism: science and industry interface*, Publisher GangasenKunwar
8. EvansN and Frost W, (2003), *Travel and Tourism Management*, Hospitality Press

References:

1. The Travel & Tourism Report 2008, World Economic Forum
2. The WTTC Report: Travel & Tourism, World Travel & Tourism Council
3. National Geographic Traveler Magazine