



**Curriculum  
of  
MBA in Maritime Tourism and Hospitality Management**

**Department of Maritime Tourism and Hospitality Management  
Faculty of Maritime Business Studies  
Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh**

## **Table of Contents**

1. Introduction to the University
2. Introduction to the Faculty
3. Introduction to the Department
4. Introduction to the Program
5. Vision of the Program
6. Mission of the Program
7. Program Outcome
8. Learning Outcome
9. Generic Skills
10. Curriculum Structure
11. Course Schedule
12. Teaching Strategy
13. Assessment Strategy
14. Career Opportunities
15. Course Profile
- 15. Course Profile**

### **15.1 Foundation Courses**

MB-501	Maritime Business and Fundamental of Economics
MB-502	Management and Organization Behaviour
MB-503	Principles of Accounting and Finance
MB-504	Human Resource Management
MB-505	Research Methodology

### **15.2 Core Courses**

MTHM-501	Fundamentals of Tourism and Hospitality Management
MTHM-502	Tourism Geography, History and Heritage
MTHM-503	Eco and Sustainable Maritime Tourism
MTHM-504	Security and Legal Aspects of Tourism
MTHM-505	Destination and Facilities Management
MTHM-506	Coastal Tourism and Cruise Management
MTHM-507	Resort and Hotel Management
MTHM-508	Marine Spatial Planning
MTHM-509	Global Hospitality Management
MTHM-510	Tourism and Hospitality Entrepreneurship
MTHM-511	Strategic Tourism and Hospitality Marketing

### **15.3 Development Courses**

DEV-501	Study Tour
DEV-502	Student Concluding Seminar

### **15.4 Dissertation**

MTHM-500	Thesis / Internship
----------	---------------------

## **1. Introduction to the University**

**1.1 Introduction:** The victory over maritime boundary delimitation with neighboring countries opened a new window in the maritime arena of Bangladesh. Vast sea area along with scarcity in land based resources has made it imperative to boost up our economy through effective exploration of sea resources. Keeping this in perspectives honorable Prime Minister Sheikh Hasina outlined the concept of blue economy and underscored the importance of effective manpower in the maritime sector.

In order to create effective human resources, the first ever specialized university Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh (BSMRMU) was established in 2013 after the name of the Father of the nation Sheikh Mujibur Rahman. Our motto is “We strive for Maritime Excellence”. The University aims at bringing all maritime professional to a common platform to share knowledge and carryout research for the advancement of maritime sector and developing effective human resources in this sector.

**1.2 Mission:** Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh is committed to provide quality education based on state of the art technological support responsive to the emerging challenges at home and abroad.

The university is dedicated to nurture and develop world class professionals, who would serve the mankind with strong sense of ethical values and competence and ready to face the competitive world of maritime business, service and employment.

**1.3 Vision:** Our vision is to promote and create a learning environment for higher maritime education with excellence, through state- of- the- art facilities and gadgets, competent faculty and staff, expanded frontier of research based knowledge and international standards supportive of the new horizons in diverse fields by 2021.

**1.4 Goals:** The goals of the university are to-

- Achieve sustainable development and progress of the university through mutual cooperation with other related universities/ institutions.
- Continue to upgrade educational services and facilities responsive to the demands and requirements of the nation.
- Bring all types of marine professionals on a common platform to share knowledge and perform research and development works for the advancement of country's maritime sector.
- Enhance research consciousness in the maritime sector in discovering new dimensions with the upcoming challenges.
- Accelerate the participation of alumni students and professionals with educational programs and development of projects designed to expand and improve academic standards.
- Teach students on marine science and technology and guide them towards research to enhance contribution to the maritime profession.

- Conduct various educational programmes and research works for sustainable development of the maritime service and industrial sector of the country.
- Educate students on different subjects of maritime management, law and security and strategy and conduct research on allied fields.
- Create conducive environment for students to prepare themselves to serve the nation as future planners/ policy makers/ leaders in maritime sectors in coordination with national and international organizations including International Maritime Organization (IMO).

**1.5 Faculties and Institutes:** The University aspires to have seven teaching faculties and four research institutes. The name of faculties and institutes is following:

- Faculty of Maritime Governance and Policy (FMGP)
- Faculty of Shipping Administration (FSA)
- Faculty of Earth and Ocean Science (FEOS)
- Faculty of Engineering and Technology (FET)
- Faculty of General Studies (FGS)
- Faculty of Computer Science & Informatics (FCSI)
- Faculty of Maritime Business Studies (FMBS)

Research institutes are:

- Institute of Professional Language
- Institute of Bay of Bengal & Bangladesh Studies
- Institute of Renewable Energy & Marine Resource
- Institute of Disaster Management.

## **2. Introduction to the Faculty of Maritime Business**

Faculty of Maritime Business Studies is one of the prominent faculties of the university. The faculty has special learning environment, innovative course curriculum, methods of teaching, and quality programs. The faculty has mainly six departments namely

- Department of Management
- Department of Accounting and Information System
- Department of Finance
- Department of Economics
- Department of Marketing
- Department of Maritime Tourism and Hospitality Management

## **3. Introduction to the Department of Maritime Tourism and Hospitality Management**

Department of Maritime Tourism and Hospitality Management started its journey under the Faculty of Maritime Business Studies. The Department is committed to provide an excellent teaching and learning environment. Global standard curriculums are followed to impart

quality education by the qualified and competent teachers. Graduates of this department will get a unique opportunity to develop their career in different tourism related government organizations, local and international hotel and tourism companies, universities, related research organizations etc.

#### **4. Introduction to the Program**

**4.1 General:** MBA in Maritime Tourism and Hospitality Management (MTHM) is 1.5-year industry attractive post-graduate program under the Department of Maritime Tourism and Hospitality Management. The program is designed with 15 theoretical courses, 2 types of development courses and an internship/thesis. Total credit for the program is 60.

**4.2 Division of Semester:** The duration of each semester is 26 weeks. Distribution is as follows:

a.	Classes	15 weeks
b.	Mid Term Examinations	02 weeks
c.	Preparatory Leave	02 weeks
d.	Term Final Examination	03 weeks
e.	Recess	04 weeks

**4.3 Admission Criteria:** Every applicant must fulfil the admission requirements as prescribed by BSMRMU. The minimum requirements for admission into the program are:

- a. A Bachelor degree or its equivalent in any field including Maritime, Science, Business, Engineering and Agriculture.
- b. Applicant with general education must have at least second division or CGPA 2.25 in all public examination.
- c. Applicants with GCE must have passed at least five subjects in O level (including mathematics) and at least two subjects in A level. However, applicant having more than two 'D' grades in O level and/or more than one 'D' grades in A level shall not be eligible for admission.
- d. Applicants having at least two-year job experience shall be given preference.
- e. Foreign applicants shall apply through their respective embassy.

**4.4 Admission Test:** All eligible applicants shall be required to appear the admission test as per BSMRMU Admission Policy. Admission test shall normally be comprised of written test and viva voce. Only written test qualified applicant shall be called for viva voce.

**4.5 Final Selection and Registration:** The final selection for admission shall be based on Admission Test result. Selected candidates shall be registered with the programme in accordance with the procedures as laid down by BSMRMU.

**4.6 Degree Requirement:** Degree requirements are as follows:

- a. Completion of courses for the minimum required credits of 60 in maximum period of four academic years.
- b. Appearing at the final examination in all the required courses as per syllabus of the program.
- c. Successful completion of internship/thesis.
- d. Scoring a CGPA 2.25 or above.

**4.7 Credit Earned:** The Courses in which a student has obtained 'D' or a higher Grade will be counted as credits earned by him/her. Any course in which a student has obtained 'F' grade will not be counted towards his/her earned credits.

**4.8 Grading System:** Letter grades and corresponding grade points will be awarded in accordance with the provisions (unified UGC grading system) shown below:

Grade	Grade points	Numerical Markings
A+	4.0	80% and above
A	3.75	75% to below 80%
A-	3.50	70% to below 75%
B+	3.25	65% to below 70%
B	3.00	60% to below 65%
B-	2.75	55% to below 60%
C+	2.50	50% to below 55%
C	2.25	45% to below 50%
D	2.00	40% to below 45%
F	0.00	below 40%
I	Incomplete	-
W	Withdrawn	-
X	Projects/Thesis continuation	-
E	Expelled	Due to exam offence

**4.9 Eligibility for Appearing Term Final Examination:** An examinee shall be eligible for appearing at the term final examination upon fulfilment of the following conditions:

- a. The examinee submitted an application for appearing at the term final exam in the prescribed form (hard copy/Online) to the Controller of Examinations through his/her department/institutes.
- b. The examinee has paid the prescribed examination fees and all outstanding dues (including dues of hall/mess for resident students) of the university.

- c. The examinee has attended minimum 75% of classes held in an individual course.
- d. The examinee, who has attended from 60% to below 75% of classes, may be eligible to sit for the examination subject to the payment of non-collegiate fees fixed by BSMRMU.

**4.10 Course Waiver:** A student with relevant degrees from reputed universities may get maximum 15 credits waiver provided they fulfil the following conditions:

- a. Obtained at least a 'B' grade or 1<sup>st</sup> class in a similar course in the earlier program.
- b. Minimum 70% of the course contents are similar.

All applications for course waiver will be reviewed by equivalence committee on a case-by-case basis and finally shall be approved by the Academic Council of BSMRMU.

**4.11 Retaking a Course:** It is expected that students will obtain degree by clearing the entire offered courses of specified credit hours as per the syllabus within academic period of three years. In case of failure to do so by any student the following guiding policies shall be adopted:

- a. A student obtaining F grade in a course may be allowed to repeat the course with the prior approval of Head of the Department on the recommendation of the course coordinator. Such approval shall be reported to the BPGSR and academic council.
- b. A student shall not be allowed to continue the programme if he/she obtains a total of three or more F grades in any term/semester.
- c. If at the end of the second or any subsequent semester, the cumulative GPA falls below 2.0 he/she shall not be allowed to continue in the programme.
- d. Two courses may be repeated for improvement with the prior approval of the Head of the Department on the recommendation of the course coordinator. Such approval shall be reported to the BPGSR and academic council.

## **5. Vision of the Program**

Providing sound intellectual, entrepreneurial and practical skills to students and developing them as world-class postgraduate to penetrate the maritime tourism and hospitality sectors as well as other service sectors.

## **6. Mission of the Program**

For achieving the vision, we focus on -

- Developing the students in relevant areas of maritime tourism and hospitality management to be professional.
- Encouraging the high professional standards within the maritime tourism and hospitality industry.
- Encouraging the life-long learning and continuous professional development.
- Promoting the mutual recognition of qualifications across the globe.

## **7. Program Objectives**

The program aims at developing a strong business sense and ability to identify and utilize the business opportunity in the environment along with the ability to establish and operate business organization in the dynamic business environment especially in the field of hotel and tourism. The objectives of the program are –

1. To provide the most relevant curriculum that will incorporate the most innovative teachings and practical knowledge as applied to tourism and hospitality management.
2. To prepare students for competitive markets worldwide with an education focused on a global business perspective and cultural awareness.
3. To develop students into future leaders of the business world by providing pertinent industry knowledge that can be applied to tourism and hospitality management.
4. To teach students how to be successful decision makers by exposing them to real world examples through industrial visits, company presentations, global study trips and more.
5. To deliver an education with a strong philosophy embedded in business ethics and sustainability.

## **8. Learning outcomes of the Programme**

After the successful completion of the master program, the students will be able to

- Explore the huge local and global business prospects in tourism field.
- Plan, organize and control a business organization, especially any hotel and tourism firm.
- Explain and understand the functional areas of the business including: management, operations, marketing, accounting, and finance.
- Execute strategic decision and plan.
- Understand the global context of hotel and tourism business.

## **9. Generic Skills**

The generic skills for the program is primary hotel and tourism related business knowledge,



information technology, introduction to tourism and hospitality business and marketing, mathematics, routes and history of tourism and communicative English.

## 10. Curriculum Structure

MBA in Maritime Tourism and Hospitality Management Program consists of the following categories of courses:

Course	Number of Courses	Credit Hours
Foundation Courses	5	15
Core Courses	10	30
Thesis/Internship	1	9
Development Course	6	6
<b>Total</b>	<b>22</b>	<b>60</b>

## 11. Course Schedule:

The course schedule of the program is as follows:

1 <sup>st</sup> Semester		
Course Code	Course Title	Credit
MTHM-501	Fundamentals of Tourism and Hospitality Management	1.5
MTHM-502	Tourism Geography, History and Heritage	3
MTHM-503	Eco and Sustainable Maritime Tourism	3
MB-501	Maritime Business and Fundamental of Economics	3
MB-502	Management and Organization Behaviour	3
MB-503	Principles of Accounting and Finance	3
DEV- 501	Study Tour-1	1
DEV-502	Student Concluding Seminar-1	1
<b>Sub Total</b>		<b>18.5</b>

<b>2<sup>nd</sup> Semester</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
MTHM-504	Security and Legal Aspects of Tourism	3
MTHM-505	Destination and Facilities Management	3
MTHM-506	Coastal Tourism and Cruise Management	3
MTHM-507	Resort and Hotel Management	3
MTHM-508	Marine Spatial Planning	1.5
MB-504	Human Resource Management	3
MB-505	Research Methodology	3
DEV- 503	Study Tour-2	1
DEV- 504	Student Concluding Seminar-2	1
<b>Sub Total</b>		<b>21.5</b>

<b>3<sup>rd</sup> Semester</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit</b>
MTHM-509	Global Hospitality Management	3
MTHM-510	Tourism and Hospitality Entrepreneurship	3
MTHM-511	Strategic Tourism and Hospitality Marketing	3
DEV- 505	Study Tour-3	1
DEV- 506	Student Concluding Seminar-3	1
MTHM-500	Thesis / Internship	9
<b>Sub Total</b>		<b>20</b>
<b>Total Credit</b>		<b>60</b>

## **12. Teaching Strategy**

The teaching strategy of the program is mainly lecture based. Other teaching strategies includes; case analysis, group discussion, workshop, seminar, and fieldwork learning etc.

## **13. Assessment Strategy**

**13.1 Theoretical Courses:** The performance of the theoretical courses shall be evaluated through continuous assessment and semester final examination. Forty percent (40%) of marks of a course shall be allotted for continuous assessment and remaining sixty percent (60%) shall be allotted to the Semester Final Examination. The continuous assessment shall include

class attendance and participation, quizzes/class test, term paper/assignments/case study and midterm examinations. Distribution of marks is as follows:

- a. Class Attendance: 5%
- b. Observation/ Class Participation: 5%
- c. Term Paper/Assignment/Case Study: 5%
- d. Quizzes/Class Test: 5%
- e. Mid Term Examination: 20%
- f. Term/semester Final Examination: 60%

**13.2 Dissertation:** The marks distribution for dissertation is as follows:

<b>Content</b>	<b>Marks</b>
Thesis Report	60%
Presentation	30%
Oral Exam	10%

**13.3 Development Courses:** Development Course is comprised of two items. One is field trip/ study tour and another one is Student Concluding Seminar. The performance of the field trip/ study tour of each student will be evaluated as follows:

<b>Content</b>	<b>Marks</b>
Attendance	20%
Participation	20%
Visit Report	30%
Presentation	30%

The performance of the Student Concluding Seminar of each student will be evaluated as follows:

<b>Content</b>	<b>Marks</b>
Attendance	10%
Submission of Paper	30%
Presentation	40%
Handling Questionnaire	20 %

## 14. Career Opportunities

Graduate of tourism & hospitality management are recognized as skilled manpower throughout the world. They have worldwide career opportunities in these fields of Tourism and Hotel business, Tourism & Hospitality Industry, Travel Agencies, Five Star Hotels, and Airlines etc. Moreover, they can also build career as tour Entrepreneur, Tour Operator, Travel Consultant, Conference and Special Events Manager, Restaurant Owner/Manager, Hotel Owner/Manager etc.

## 15. Course Profile

The course profile is describing as follows:

**Course Title** : **Thesis/Internship**  
**Credits** : **9.0**  
**Course Code** : **MTHM 500**

**Aim:** To demonstrate skill in research, writing and analysis.

**Learning Outcomes:** The students will gain hands-on research experience through completing a research project, starting with hypothesis development, literature searching, experimental design, data collection, analysis, and interpretation. Students will also gain experience in written and oral communication by submitting several written components including research proposal, progress report, and final thesis as well as presenting the results of their research in an oral presentation.

### General Guides:

1. Internship students shall be placed in any Maritime related business enterprises, government and semi-autonomous institutions, NGOs, development projects, or research institutions for a minimum required period as decided by BSMRMU Authority.
2. Students with service experience may be given waiver of internship placement subject to the approval of BSMRMU Equivalence Committee.
3. For thesis students shall follow relevant instructions of BSMRMU Examination Regulation-2015.

**Course Title** : **Maritime Business and Fundamental of Economics**  
**Credits** : **3.0**  
**Contact Hours** : **42**  
**Course Code** : **MB-501**

**Aim:**

This course provides an introduction to the theory and practice of contemporary economics. The course will begin with a discussion on how agents deal with the fundamental problem of scarcity. The discussion will then turn to the basic concepts and tools used in economic analysis. Moreover, the overall objective of the subject is to provide an understanding of how the maritime business works.

### **Learning Outcome**

By the end of this course you should be able to:

- Describe the various business resources including land and material resources, physical and mental labor, financial resources, and informational resources.
- Compare the legal forms of business ownership.
- Explain the functional areas of business including: management, operations, marketing, accounting, and finance.
- Examine the global context of business.
- Understand the more important concepts, tools and language of economics
- issues Relate basic economic theory and principles to current microeconomic and macroeconomic and evaluate related public policy
- Apply economic principles and reasoning to solving business problems

### **Course Content:**

**1. Motives and Functions of Business** The Nature and Goal of a Business, The people and activities of business, Resources used to produce products or services, Key Stakeholders in a business, The Business Environment, Key types of Business Decisions.

**2. Selecting a form of Business Ownership:** How to categorize a company by industry sector, Sole Proprietorship, Partnership, Corporation, Comparing Forms of Business Ownership, How Business Ownership can be changed, How Ownership can affect Return and Risk, Cross Functional Teamwork: Sources of Risk across Business Functions, Obtaining Ownership of an Existing Business, Global Business: Ownership of Foreign Businesses. Modes of International Business - Mergers and other forms of Restructuring.

**3. Introduction to Maritime Trade and Transportation:** Maritime History, Evolution of International Trade & growth of Ports of the World, Role of Ports, Shipping, Coastal and Inland

Water Transport in Maritime trading network, Type of ships and type of cargo they carry, Port & Shipping Terminology, Key Customers and Players of the Maritime Industry, Role of the Maritime Administration in Port Operations, IMO, Present Scenario of Port and Shipping, Types of Ports and their roles in the shipping industry, Structure of World Fleet, Vessels/Ship – Its specification / Particulars, Coastal Shipping, Inland Water Ways & Canals, Maritime business in developed and developing countries.

**4. Fundamental of Economics:** Basic Economic Concepts, The Nature and Function of Market, Measuring Economic Performance, The Trade Theory.

**5. Micro Economic Theory:** Introduction / The Economic Problem, Law of Demand & Supply, Elasticity / Economic Efficiency, The Opportunity Cost, Total Cost, Average Total Cost and Average Cost, Economic Profit, The Economies and Diseconomies of Scale, Marginal Product and Diminishing Return, The Role of Government, Firms, Production and Costs, Perfect Competition and Monopoly, Monopolistic Competition and Oligopoly, GDP, Unemployment and Inflation, The Monetary and Fiscal Combination of Fiscal Policy.

**6. Macro-Economic Theory:** Aggregate Demand and Aggregate Supply, Money and Monetary Policy, Fiscal Policy, The Exchange Rate and International Trade, The Theory of Firm, The Factor Market.

**7. Inflation and Unemployment:** Definition of Inflation, Types of Inflation, Demand-Pull and Cost-Push Inflation, Impact of Inflation, Unemployment vs Full Employment, Philip Curve, The Political Economy of Inflation and Unemployment.

**8. Bangladesh Economy & Development Theory:** Economic Scenario of Bangladesh, Analysis of Bangladesh Economic Review (Latest), Meaning of Development, Common Characteristics of Development Studies, Classic Theories of Development, Theories of Growth, Foreign Aid, Private Philanthropy.

**9. Open Economy: International Trades and Finance:** Economic Base of International Trade, Heckscher-Ohlin Model, Tariff, Preferential Trading Agreements, Growth and Trade, Trade Policy of Bangladesh, Multilateral and Regional Trade, Hands of Exercise, Globalization.

#### **Recommended Text(s)**

1. Hubbard, R.G., Garnett, A.M., Lewis, P., and O'Brien, A.P. '*Essentials of Economics*' 3rd Edition, Pearson.
2. Principles of Microeconomics, James D. Miller
3. Principles of Economics by Alfred Marshall
4. Principles of Economics by Greg Mankiw
5. International Economic: Trade and Finance by Dominick Salvatore
6. Introduction to Business by Mc-Graw Hill Education.
7. Better Business, 2<sup>nd</sup> edition by Pearson's Publication
8. Robert T. Kiyosaki, The Business of 21<sup>st</sup> Century

**Course Title** : **Management and Organizational Behaviour**  
**Credits** : **3.0**  
**Contact Hours** : **42**  
**Course Code** : **MB-502**

**Aims:** The aims of this syllabus are to enable candidates

- To develop knowledge and understanding of the principles, purposes, processes and practices of management and the ability to relate and apply this knowledge within roles and organizations.
- To have an understanding about how people interact in an organization and also to help an individual to have a better understanding about one's own self.
- Understand human behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- Understand the organizational system, including organizational structures, culture, human resources, and change.

**Learning Outcomes:** By the end of this course students should be able to:

- The student will explain the various theories and processes of management including its functions, identify roles of leadership in business and recognize elements of the communication process and the guidelines for organizational design.
- The student will interpret interpersonal roles related to work groups and demonstrate knowledge of the basic language of management.
- Demonstrate a thorough knowledge and understanding of organizational behaviour. Collaboratively and autonomously research, analyse and evaluate information from a wide variety of sources.
- Apply relevant contemporary theories, concepts and models in order to analyse organizational environments, cases and issues.
- Communicate their findings clearly and effectively using a variety of media.

**Course Content:**

1. Nature, Functions and Development of Management Thoughts: Meaning and Importance of Management and Manager- Nature, Functions, Development of Management Thought- Early Classical Approaches- Neo Classical Approaches and Modern Approaches.

2. Planning, Decision Making and Organizing: Planning- Nature- Importance- Forms-Types- Steps and Limitations. Management by Objectives- Strategic planning. Decision Making- Meaning- Types - Steps (Process) - Modes of increasing participation in decision making- strategies for improving decision making. Organizing- Elements- Contingency variables affecting structure, Organization design applications- learning organizations.

3. Leading: Foundations of leadership: Concept, Types & Contemporary Issues; Motivating and Rewarding Employees- Motivation Theories- Contemporary Issues; Leadership and Trust- Behavioral and Contemporary Theories- Emerging Approaches – Issues; Building trust as the essence of leadership. Communication and Interpersonal Skills- understanding communication, Communication and Information Technology, Developing Interpersonal skills.

4. Managerial Ethics, Social Responsibility and Managerial Control: Determinants of managerial ethics- Ethical guidelines for managers; Social responsibility of business towards different groups- Social Audit- Business ethics and Corporate Governance. Foundations of

Control- Importance of control- Types-Implications for managers- Dysfunctional side of control- Contemporary issues.

5. Controlling: Control and Controlling Process, Basic Elements of Control, Advantages and Disadvantages of Different Controlling Styles, Situation Based Controlling Techniques, Managing Operations, Quality & Control. Controlling Mechanism in Service Industry.

6. Organizational Behavior: Foundations of Individual Behavior, ability, biographical characteristics, learning theories. Values, Power and Politics bases dependencies as key to power, power tactics: causes and consequences of political behaviour. Conflict and Negotiation; Transition in Conflict thoughts, Conflict process, Negotiations, Global Implications, Stress Management.

**Reference Books:**

1. Fundamentals of Management: Essential Concepts and Applications by Stephen P Robbins and David A De Cenzo
2. Organizational Behaviour by Stephen P Robbins, 13th Edition; Pearson Education.
3. Management: Text and Cases by Rao VSP & Krishn
4. Principles of Management by Tripathy PC & Reddy PN (2008); Tata McGraw Hills

**Course Title : Principle of Accounting and Finance**  
**Credits : 3.0**  
**Contact Hours : 42**  
**Course Code : MB-503**

**Aim:** The aim of this course is to orient students the basics of accounting and finance so that they can apply this knowledge in their respective field.

**Learning Outcomes:** The student will be able to describe/identify/explain/discuss/analyze:

- Accounting and its environment, recording process, preparation of balance sheet, income statement and accounting of inventories, plant assets and temporary investments.
- Financial environment, risk and returns, managing current assets and time value of money.
- Preparation of Final accounts; Analysis of financial statement; Funds flow statement; Cash flow statement; Management accounting; Marginal costing; Budgeting; Responsibility accounting & transfer pricing.

**Course Content:**

1. Financial Accounting: Meaning, nature and importance. Accounting cycle, accounting equation. Journal, Ledger and Trial Balance.
2. Preparation of Final Accounts: Manufacturing Accounting, Trading Account, Profit and Loss Account, Profit and Loss Appropriation Account, Balance Sheet (with adjustments). Depreciation Accounting



3. Analysis of Financial Statement: Meaning and importance of Ratio analysis, Profitability ratios, Activity ratios, Liquidity ratios, Long-term solvency ratios, Common size statement, Comparative statements and Trend analysis
4. Cost Sheet and Break Event Point: Meaning and importance, Classification of cost, Finding COGS, Unit cost, Preparation of cost sheet, Finding BEP.
5. Basics of Finance and Time Value of Money: Principles of Finance, Present Value, Future value, Annuity, Simple Interest, Compound Interest, Timeline.
6. Capital Budgeting Techniques: Meaning and Importance, Payback Period, Discounted Payback Period, Net Present Value, Internal Rate of Return, Accounting Rate of Return, Profitability Index.
7. Cost of Capital: Basic Concept, Cost of Debt, Cost of Equity, Expected Rate of Return, Weighted Average Cost of Capital, Capital Structure.
8. Stock Market, Budget and Bangladesh Economy: Basics of Stock Market, Budget and Bangladesh Economy, Different Levels of Financial Markets, DSE, CSE, Different Economic Indicators of Bangladesh Economy.

**Reference Books:**

1. Weygandt, J.J, Kimmel, P.D, Kieso, D.E, Principle of Accounting (Latest Edition)
2. Pandey, I. M, Management Accounting, Vikas Publishing House, New Delhi.
3. Arora M N, Cost and Management Accounting, Vikas Publishing House, New Delhi.
4. Horngreen, C.T. Sundem G.L., Stratton W.O., Introduction to Management Accounting, PHI India, New Delhi

<b>Course Title</b>	<b>: Human Resource Management</b>
<b>Credits</b>	<b>: 3.0</b>
<b>Contact Hours</b>	<b>: 42</b>
<b>Course Code</b>	<b>: MB-504</b>

**Aim:** The course aims at developing a basic understanding in the students of the issues relating to procurement, development, appraisal, compensation, integration etc. of human resource for its optimum utilization and productivity in the organization in the context of dynamic maritime business environment.

**Learning Outcomes:** Upon completion of the course, students should be able to:

- Understands the meaning of human resource management as well as maritime human resources, the concept of crew and manning a vessel, and the structure of the world maritime labor market.
- Understand and analyze the fundamental processes of managing human resources in general and more particularly in maritime environment.

- Compare and evaluate strategies for managing maritime human resources, both onboard and ashore.

**Course Content:**

1. Human Resources Management – Introduction and Importance-Evolution –difference between Personnel Management and HRM- Strategic HRM- role of a HR Manager. Introduction to Crew Management and Maritime HRM. World Maritime Labour Market.
2. Human Resources Planning-Objectives-Importance-HRP Process- Manpower Estimation-Job Analysis-Job Description-Job Specification. Recruitment-Sources of Recruitment-Selection Process-Placement and Induction-Retention of Employees. Maritime Human Resource Planning. Recruitment of ship's and shore-based personnel. Selection and Placement of ship's and shore-based personnel.
3. Training and Development- Objectives and Needs-Training Process-Methods of Training – Tools and Aids-Evaluation of Training Programs. Training and development of ship's crew and shore-based personnel, education/training standards required for selection sea-going and shore-based positions.
4. Career Planning- Succession Planning, Marine employment opportunities, types of employment, entry requirements, assess personal characteristics and traits in relation to the requirements of prospective employers, maritime employment opportunities that are available in the marine and maritime fields, advantages and disadvantages of shore and sea-based careers, features prospective employers may require in applicants, scholarships and traineeships available in the marine and maritime fields
5. Performance Management System-Definition, Concepts and Ethics-Different methods of Performance Appraisal- Rating Errors-Competency management. Performance evaluation onboard and ashore.
6. Compensation Management –Concepts and Components-Job Evaluation- Incentives and Benefits. Compensation and rewards in the shipping industry.
7. Productivity Management-Concepts-TQM-Kaizen-Quality Circles
8. Industrial Relations-Grievance Procedure-collective Bargaining-Settlement of Disputes.
9. Retirement/Separation-Superannuation-Voluntary Retirement Schemes- Resignation-Discharge-Dismissal-Suspension-Layoff.
10. HR in International Context - Issues that change the context, differences between HRM Domestic and International perspectives, linking HR to international expansion, international recruitment at different levels, issues in staff selection and retention, Performance Management – Criteria's used, factors associated, evaluation systems. Training and Development, Expatriate Training, Developing International teams, managing virtual teams, Compensation Management, Objectives and Approaches, Repatriation Process, Labor Relations – Key Issues

11. Outsourcing of maritime HRM practices and the competitive advantage from maritime HRM systems

**Reference Books:**

1. Human Resources Management- Gary Dessler
2. Human Resource Management in a Business Context - Thomson.
3. Managing Multicultural Human Resources: integrated management practices and strategies for competitive advantage – M. Progoulaki

**Course Title** : **Research Methodology**  
**Credits** : **3.0**  
**Contact Hours** : **42**  
**Course Code** : **MB-505**

**Aim:** The primary aim of this course is to introduce students to the majority of the quantitative as well as qualitative research methods used most frequently by management scholars, particularly within the domains of innovation and entrepreneurship studies.

**Learning Outcomes:** The students might know how to design, implement and complete the research activities. It would include writing a proposal and academic writing.

**Course Content:**

1. Introduction to Research - Research in Business – Research Process-Research Need, formulating the problem, designing, sampling, pilot testing - Thinking Like a Researcher and Proposals - Ethics in Business Research.
2. Research Design- Exploratory, Descriptive, Casual, and Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques- Nature, simple probability and complex probability – Non-probability samples.
3. Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules and Instruments – Coding, data entry, tabulation & cross tabulation-and Graphic presentation – Examining Data.
4. Analysis and Preparation: Hypothesis testing – statistical significance, statistical testing procedure. Tests of significance- Types and selection of tests- Multivariate Analysis Techniques -Simple Correlation -Regression Analysis -Multivariate Techniques – Variable in Multivariate Analysis -Important Methods of Factor Analysis
5. Presenting results and writing the report: - Written and Oral Reports, The written research report, preparatory items, introduction, methodology, findings and conclusions- writing the draft to presentation – Oral presentation – preparation, delivery and audio-visuals.

**Reference Books:**

1. William C Emory, Business Research Methods, Richard D Irwin.
2. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill, 2001.
3. Krishnaswami, Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
4. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern.
5. Research Methodology by C.R. Kothari

**Course Title : Fundamentals of Tourism and Hospitality Management**

**Credits : 1.5**

**Contact Hours : 42**

**Course Code : MTHM-501**

**Aim:** The aim of this module is to provide students with an understanding of the nature of hospitality and hospitality products from both local and international perspectives. It will ensure students acquire a holistic understanding of the tourism and hospitality industry, including the impacts of hospitality on destination economies, communities and fragile environments. Students will be expected to take a critical perspective on the effects of tourism and hospitality on their own country, and how hospitality can have a strategic developmental function.

**Learning Outcome:** On completion of this module students will be able to-

- Describe the history and structure of international travel and hospitality industry
- Appraise the positive and negative impacts of tourism destination development
- Recognize the factors necessary for the development of global and regional tourism;
- Identify and analyze what motivates people to travel and how tourist segments develop on the basis of motivation;
- Identify the social, cultural and environmental impacts that tourism has on a destination;
- Compare and contrast the direct and indirect or multiplier effects on tourism on countries and regions;
- Discuss the development and distribution of hospitality products
- Describe the role played by Government

**Course Content:**

Concepts of Tourism and Hospitality Management (THM) – Elements of THM – Factors of affectively THM - Tourism through the Ages - The history and structure of the travel, tourism, and hospitality industry - Hospitality Products and Related Services - Factors Affecting the Hospitality and Tourism Industry - Organizations in the Distribution Process - Attractions, Entertainment, Recreation, and Other - Tourists needs and motivations - Motivation for Pleasure Travel - Tourism Resources in Bangladesh - Cultural and International Tourism for Life's Enrichment - Sociology of Tourism - Tourism Components and Supply - Measuring and Forecasting Demand - Tourism Policy: Structure, Content, and Process - Tourism and the Environment - Travel and Tourism Research - Tourism Marketing - Governments and political issues - Tourism's Future - Hospitality ethics and sustainable hospitality

Ethics- Business ethics- Ethical issues in tourism and hospitality -Applying ethical theories to business decision

**Reference Books:**

1. Fundamentals of Tourism and Hospitality Management Tourism: Principles, Practices,Philosophies by Charles R. Goeldner , J. R. Brent Ritchie
  2. The Business of Hospitality, Holloway, J.C., (2002), Longman
  3. An Introduction to Hospitality, Butterworth-Heinemann, Lickorish, L.,and Jenkins, C., (1997)
- Seth, P.N. Successful Tourism Management, Sterling Publication, New Delhi • Bhatia, A.K. Tourism developments.

**Course Title** : **Tourism Geography, History and Heritage**  
**Credits** : **3.0**  
**Contact Hours** : **42**  
**Course Code** : **MTHM 502**

**Aim:** The aim of the course is to introduce students the key concepts of tourism geography in Bangladesh as well as in the world. After being taught this course students are expected to identify and manage the geographical variety and the contrasts of the tourist movements - the significance of geographical factors in tourism development and the . available infrastructures

**Learning Outcomes:** Upon successful completion of the course students will be able to:

- Identify the natural resources and tourist destinations of Bangladesh and the world.
- Identify the country’s human and cultural sources
- Combine organized tours with visits to tourism natural and cultural sources
- Have knowledge of and utilize the available infrastructure

**Course Content:**

1. Introduction to geography and scope of geography related to maritime tourism; Development of the geography of maritime tourism, relationship between tourism and geographic locations, climate and ecology; interrelationships among geography, culture and tourism in the various regions of the world.
2. Issues related to Geography and Maritime Tourism: lifestyle with culture, traditions and festivals; natural attractions of hilly, plain lands, coastal and marine landscape; hiking-biking-riding-kayaking-rafting; regional geography, spatial analysis, humanistic geography, applied geography, behavioral geography and globalization, political economy and climate change issues with coastal and marine geography.
3. Elements of tourist cartography: maps, elements of tourist cartography: measurements and maps & plans creation
4. Models of tourism development including resort morphology, tourist-historic city and tourist area life cycle.

5. Geographical description of Bangladesh, issues of tourism interest, environment, ecosystems, parks, forests, monuments, shelters, sports centers, religious centers, centers of maritime and mountain tourism, special forms of tourism and perspectives.
6. Analysis of the different countries' location and landscape, environment, human and natural sources as well as its infrastructure.
7. Important monuments and maritime tourism destinations worldwide.
8. Geo-political and economic aspects of different countries with special focus on Asia.
9. Introduction to Maritime routes – World maritime history – Continental maritime history – Introduction to the historiography of Maritime Asia - Connections through long distance trade in Asia - State Power and Piracy in Maritime Asia Today - Maritime history and heritage of Bangladesh – Maritime Communities, Exploration, Commerce and Warfare - Major maritime nations of the world and their historic evidence.

**Reference Books:**

1. Tourism Geography by Stephen Williams
2. Moira - P. (2000). Tourism Geography – Asia -StamoulisAth. Publishing - Athens - (in Greek)
3. Moira - P. (2001). Tourism Geography – Africa - America - Oceania -StamoulisAth. Publishing - Athens - (in Greek)

**Course Title : Eco and Sustainable Maritime Tourism**  
**Credits : 3.0**  
**Contact Hours : 42**  
**Course Code : MTHM 503**

**Aim:** This course aims to provide students with a broad understanding of environmental - cultural - socio-economic issues and their impact upon the tourism industry. The natural and cultural environments of communities and global destinations will be explored to enable students to critically interpret tourism dependency - and the changes and development of domestic and international tourism policy. This module investigates the evolution - growth and future of tourism from a range of perspectives. In order to fully explore the complex issues of development within the context of sustainable tourism - the modules explore the origins - definitions and concepts of sustainable development and the links such conceptualization and practice has in understanding sustainable tourism.

**Learning Outcome:**

- Describe key terms - concepts and approaches related to sustainable tourism planning and development
- Analyze the debate on the acceptance of sustainable tourism - exploring barriers and potential solutions.
- Discuss the complex relationship between sustainable development and sustainable tourism
- Describe and evaluate the impact of tourism development on natural resources and local communities and strategies for minimizing those impacts.

- Analyze methods to reduce the negative impact to the environment of a host destination due to tourism development.
- Analyze the conceptual approaches to tourism planning.
- Critically evaluate tourism policies and plans and apply sustainable principles to the different sectors of tourism. Apply the theoretical knowledge of tourism planning in a practical context

**Course Content:**

Introduction to the background: description of the nature and maritime tourism sector - current literature and research - sustainability component - difficulties involved.

Profiling the eco-tourist: age - sex - life cycle - education - employment - income - satisfaction and expectations - values - purpose of visit - accommodation - duration of stay - preferences and perceptions regarding area management - environmental concerns - involvement and responsibility - motivations - etc.

Economic aspects of ecotourism: special resources - carrying capacity - required investment - role of public sector - employment impact - Bangladesh Perspectives etc.

National planning limitations - objectives and lessons - protected area planning principles and management issues – Bangladesh Perspectives.

The Tourism Industry - A Review of Niche Tourism - An Overview of Sustainability - Thinking critically about sustainability & maritime tourism - The emergence of sustainable maritime tourism –Maritime tourism impacts: socio-cultural - Tourism impacts: environmental & economic - Accreditation & eco-certification - Tourism & climate change - Managing tourism sustainably in natural and protected areas - Sustainable Development Goals & tourism - Power - politics & tourism -Local Ecosystems and Natural Environments - Sustainable Tourism Management in Urban Settings/in Mountain Regions/ in the Wilderness/in Rural Areas/in Coastal Zones - Economic and community development

**Reference Books:**

1. Sustainable Tourism Development by H. Coccozzsis and P. Nijkamp
2. Tourism and Sustainable Community Development by D. Hall and G. Richards
3. Sustainable Tourism & the Millennium Development Goals. Jones & Bartlett Learning: MA by Bricker - K. - Black - R. -& Cottrell - S. (2013).
4. Sustainable Tourism Management. CABI Publishing: Oxon -Swarbrooke - J. (1999).
5. Tourism Concepts and Practices 2ndEdition - John R Walker and Josielyn T. Walker

**Course Title : Security and Legal Aspects of Tourism**

**Credits : 3.0**

**Contact Hours : 42**

**Course Code : MTHM 504**

**Aim:** The objectives of the course are to introduce legal processes and substantive legal topics affecting business in general and maritime tourism and hospitality business in particular and thereby to improve students’ ability to recognize and manage legal risks in business decision making.

**Learning Outcomes:** Students will be able to:

- Gather knowledge on law, ethics and business of Bangladesh and maritime tourism and hospitality sector.
- Have thorough knowledge of the rules and legal framework of international commercial affairs related to tourism and hospitality and advanced knowledge in this field of law.
- Gather workable knowledge on laws relating to tourism and hospitality.
- Acquaint with maritime law based on key international conventions regulating maritime activities in the tourism and hospitality business and key international standard contracts used in the maritime tourism and hospitality industry.
- Demonstrate knowledge and competencies in the areas of how government laws and regulations affect tourism and hospitality business, labor employment law, contract law, work safety concerns, and environmental legal concerns.

**Course Content:**

1. Introduction to Hotel law - Introduction to Hotel law, Indian hotel industry an overview, legal issues, classification of laws, origins of Hotel laws, the role of Legislative, Executive and Judiciary. Basic legal principles governing hospitality operations – common law, law of contracts, laws of torts and negligence.

2. Law of Contract - [Indian Contracts Act of 1872]: Definition – types of contracts- Government Contracts: Art. 299 Requirements Under Constitution, Scope and Extent of Art. 299, 'Equity, Fairness and reasonableness, Doctrine of Promissory Estoppel V/s. Executive Necessity, No person liability. E-Contracts: Meaning & need for Digital Goods, Unfair terms in E-contract, Information technology Act and E-Contract and Indian Evidence Act–essentials – offer, acceptance, consideration, capacity of parties, free consent, legality of object and consideration, various modes of discharge of a contract, remedies for breach of contract.

3. Consumers Protection Act & Sale of Goods Act - Definitions –consumer, complaint, defect in goods, and deficiency in service, unfair trade practice, and restricted trade practice. Procedure for redressal of grievances before District forum, State commission, and National commission. Essentials of valid sale, Condition and warranties, unpaid seller and his rights, rights and duties of seller and buyer.

4. Food Adulteration Act - Principles of food laws regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services order in force from time to time. Essential commodities etc. and AGMARK.

5. Shops and Establishment Act - Licenses and permits: Procedure relating to registration of hotel, lodges, eating houses, restaurants, and other related provisions. Licenses and permits for hotels and catering establishments: procedure for procurement, bye laws of hotels and restaurant under municipal corporation: renewal, suspension and termination of licenses.

6. Environmental Protection Act - Important provisions: The water (Prevention and Control Act). The Air (Prevention and Control Act).

7. Industrial Legislation and Factory Act - Definition of factory, worker, Health safety and welfare provisions. Industrial Disputes Act: definition of industry, manufacturing process, industrial dispute,



provision relating to strike, lock-out, retrenchment, lay-offs and authorities for settlement of industrial disputes. Payment of wages Act – definition of wages, Authorized deductions from the wages. Workmen’s Compensation Act –definition of dependent, disablement, occupational disease, liability of the employer to pay compensation and amount of compensation

8. Maritime Security Act -MarSec Threat System - NTAS System -MarSec Threat Levels - Recognize security risks and threats - Security equipment and systems - Security Procedures to Prevent Transportation Security Incidents- Incident Control - Identifying and Reporting Suspicious Behavior - Commercial Maritime Security - An Overview of Maritime Law.

9. Risk Analysis and Risk Management - Emergency response - Contingency planning - Crisis procedures and emergency setup - Crisis team structure and responsibility - Crisis Communication with stakeholders and media - External coordination - Strategic evaluation of security measures - Technology integration - Perimeter control and access - Psychology of Crisis Management Decisions

**Reference Books:**

1. Hospitality Law: Managing Legal Issues in the Hospitality Industry by S. C. Barth
2. Legal Aspects of Hospitality Management: Student Manual by J. E. H. Sherry
3. Kapoor. N. D (2011) Mercantile Law, Oxford University Press.
4. Devendra, A., (2013) Hotel law, Oxford University Press.
5. Jeffries, P., & Brown, B., (2013) – Understanding Hospitality Law, 5 edition.
6. Maritime Security: An Introduction - Michael McNicholas
7. Manager's Guide to Crisis Management Paperback - by Jonathan Bernstein
8. Crisis Management: Planning for the Inevitable Paperback – June 19 - 2000 by Steven Fink
9. Safety and Security in Tourism: Relationships- Management- and Marketing by C. M Hall- D. J. Timothy- and D. T. Duval

**Course Title : Destination and Facilities Management**  
**Credits : 3.0**  
**Contact Hours : 42**  
**Course Code : MTHM 505**

**Aim:** Taking a destination management and marketing approach to tourism, this course discusses how to manage destinations in an area of growing importance as tourism regions compete to provide unique experiences and exceptional value to visitors. By focusing on the principles and concepts of building strong destinations, this course assists future tourism professionals in establishing stronger regional tourism organizations while responding to the needs and wants of community residents sustainably.

**Learning Outcomes:** Upon successful completion of the course students will be able to:

1. Identify the evolving nature of facilities management functions and practice.
2. Relate facilities management functions and practice to the effectiveness of core and non-core operations of business organizations.

3. Develop strategic business directions and prepare strategic facilities management plans.
4. Prepare operational facilities management plans.

**Course Content:**

Introduction to facilities management, Strategic facilities management, Operational facilities management, Location and space management, Building systems maintenance management, Knowledge and information and communication technology management, Contract management, Cost management for facilities operations, Change and culture management, Performance management, Destination management issues, Destination sales and marketing, Environmental planning and sustainability, facilities management, global trends in tourism and hospitality, tourism governance and policy, tourism technology and innovation.

**Reference Books:**

1. UNWTO: A Practical Guide to Tourism Destination Management.
2. Brent Ritchie, J.R & Crouch, I.G (2003). The competitive destination: a sustainable tourism perspective Oxon, UK: CABI Publications.

**Course Title : Coastal Tourism and Cruise Management**  
**Credits : 3.0**  
**Contact Hours : 42**  
**Course Code : MTHM-506**

**Aim:** The aim of this course is to critically examining tourism activities and industry in coastal regions and marine spaces, focusing on social, economic and cultural impacts of tourism development in these specific contexts. Various types of tourism and cruises -such as ecotourism- in coastal and marine locations will be presented and discussed. Moreover, the course will provide critical insights to explore the safety and security issues in coastal areas. Finally it will explore coastal and marine tourism policies, strategies and guidelines.

**Learning Outcomes:** On completion of this unit, students should be able to:

- Examine perspectives of coastal, cruise and marine tourism
- Compare coastal, cruise and marine tourism impacts
- Explore the relationship between tourism economies and performances, socio-spatial practices and environmental issues
- Explore coastal, cruise and marine tourism policies, strategies and guidelines.
- Critically analyze impacts on the sustainable management of coastal and marine tourism.
- Understand the safety and security issues in coast tourism.

**Course Content:**

1. Geographies of Coastal and Maritime Tourism (definitions, facts and figures) - Marine Tourist Destinations and main Trends - Cultural Geographies of Marine Tourist Destinations - Principle of marine and coastal eco-tourism, Integrated Coastal Zone Management (ICZM), Principle of tropical marine environment - The importance and impact of Marine tourism in

the Economy - Other marine markets (diving, fishing, windsurfing, etc.) - Important tropical marine ecosystems and tourism resources: case study in SE Asia and Thailand, important coastal habitats and tourism resources.

2. Maritime Security Act -MarSec Threat System - NTAS System -MarSec Threat Levels - Recognize security risks and threats - Security equipment and systems - Security Procedures to Prevent Transportation Security Incidents- Incident Control - Identifying and Reporting Suspicious Behavior - Commercial Maritime Security - An Overview of Maritime Law - Global Supply Chain Vulnerabilities - Maritime Terrorists and Pirates - Ingenious Smuggling - National Strategy for Maritime Security - Maritime Facility Security Planning and Management Risk and Hazard Assessment Models - Threat Mitigation and Strategies

3. Tourism in mangrove, sandy beach, coral reef etc., - Development of marine eco-tourism - Tourism activities in tropical marine areas - Strategies for Coastal and Maritime Tourism - EU and UNWTO reports analysis - Management of Sustainable Tourism and Blue Economy - Environmental Impacts and Policies of Marine Tourism - Political Ecologies of Marine Tourism – Cruise management: major aspects of cruise operations and management including history, global cruise market, economic significance, geography of cruising, itinerary design, anatomy of a cruise ship, operations, sales and marketing procedures, passenger services, event planning and management, and career opportunities.

In addition to the above mentioned topics, the course teacher may include any relevant topics or rearrange the topics as deemed necessary.

### **Reference Books:**

1. Orams, M. (1999). *Marine Tourism: Development, impacts and management*. London and New York: Routledge.
2. Hall, C. M. (2001). Trends in ocean and coastal tourism: the end of the last frontier? *Ocean & Coastal Management*, 44(9–10), 601–618.
3. Sheller, M., &Urry, J. (2004). *Tourism Mobilities: Places to Play, Places in Play*. London and New York: Routledge.
4. Garrod, B., &Gossling, S. (Eds.). (2008). *New Frontiers in Marine Tourism*. New Frontiers in Marine Tourism. Oxford: Elsevier.
5. Orams, M., &Lück, M. (2012). Marine systems and tourism. In A. Holden & D. Fennell (A C. Di), *The Routledge Handbook of Tourism and the Environment* (page. 170–182). London and New York: Routledge.
6. *Maritime Security: An Introduction* - Michael McNicholas
7. *Manager's Guide to Crisis Management* Paperback - by Jonathan Bernstein
8. *Crisis Management: Planning for the Inevitable* Paperback – June 19 - 2000 by Steven Fink
9. *Safety and Security in Tourism: Relationships- Management- and Marketing* by C. M Hall- D. J. Timothy- and D. T. Duval

**Course Title** : **Resort and Hotel Management**  
**Credits** : **4.0**  
**Contact Hours** : **42**  
**Course Code** : **MTHM 507**

**Aim:** The aim of this course is:

- To provide an overview of resort management and operations.
- To understand the operations of modern day resorts.
- To exposure the wide range and high level of services and activities expected by resort guests and offered by today's resorts.
- To enable the student to understand baking techniques, process, specialized ingredients, its uses, baking techniques and process, internationally acclaimed menu and execution.
- To understand the management system and control of Rooms Division. Describe and explain how to apply control mechanisms within the Front Office so as to prevent loss of hotel assets.

**Learning Outcome:**

- Identify the demographic characteristics of resort.
- Describe the process of resort planning and development - and the basic elements of a resort complex.
- Summarize current developments in resorts - and the future trends.
- Identify the various social - economic - and cultural concerns related to the resort industry.
- Identify key recreational activities and facilities common to resorts.
- Identify and describe key components of the organizational structure - staffing - supervising personnel - wage and salary administration - guest relations - and security.
- To learn the basic kitchen operation, food and beverage service and operation management,
- To gather working knowledge on food production, bakery and confectionary, food safety and food nutrition.
- To develop an efficient communication system to operate within the front office.

**Course Content**

1. The Resort Concept: Types of Lodging Operations - Types of Resorts – Resort in Coastal and Marine Environment. Hotel Classification - Common elements of lodging operation and management - Characteristics of Resort Operation and Management - Trends for the 21st Century

2. Special Considerations in Planning and Development: Forms of Resort Ownership - Social Impacts of Resort Development - Factors Determining Absorption of Newcomers into a Resort Community - Ways to Increase Economic Benefits in a Resort Community - Impacts of Resort Development - Managing Congestion in Resort Destinations- Resort, Hotel and Boatel Planning and Development in Coastal and Marine Environment.

3. Planning and Development Process: Basic Resort Planning Concepts - Resort Master Plan - Phases of Resort Planning and Development - Resort Design and Configuration - Feasibility Study - Characteristics of an Intense/High-Activity/Low Intensive Type of Resort - Activities of the Project Manager

4. Recreational Activities and Facilities: Major Recreational Activities and Facilities - Recreation & Facilities for Coastal and Marine Tourism, Classifications of Resorts by Seasonality - Golf Course - Tennis - Swimming Pool - etc. Factors in Calculating Initial Capital Requirements - Health and Fitness Facilities - Marina Vacation Resorts

5. Front-of-the-House Management World of Resorts: Competencies for Front-of-the-House Management - Resort Organizational Design - Reservations Department Responsibilities - Reservations and Process - Reception Center Functions - Check-In Process - Guest Services and Relations

6. Resort Marketing and Sales Promotion

7. Basic Kitchen operation - Food & Beverage Service Management - Catering - Food & Beverage operations - Food Production - Bakery and Confectionary - Food Safety & Microbiology - Food Science and Nutrition – Food & Beverage Production and Services in Coastal and Marine Environment.

8. Rooms Divisions Operations - Accommodation Management - Laundry and Valet Operations - Basic operation of Front office - Central Reservation System Procedure - House Keeping Management - Laundry Operations - Hygiene and Sanitation - Hotel Accounts - Safety and First Aid - Basic Hotel Engineering - Basic Computer Application - Hotel Administration, Accommodation and Front Office Management in Coastal and Marine Environment.

## **9. Industry attachment for 2-3 days**

### **Reference Books:**

1. Resorts: Management and Operation by R. C. Mill
2. Resort Development and Management by C. Y. Gee
3. World of Resorts: From Development to Management Third Edition - by Chuck Yim Gee
4. Resorts: Management and Operation - 3rd Edition - Robert Christie Mill
1. Practical Cookery- Victor Ceserani& Ronald Kinton - ELBS
2. Theory of Catering- Victor Ceserani& Ronald Kinton - ELBS
3. Food & Beverage Service – Lillicrap& Cousins - ELBS
4. Modern Restaurant Service – John Fuller - Hutchinson
5. Food & Beverage Service Training Manual – Sudhir Andrews - Tata McGraw Hill
6. Housekeeping Training Manual - Sudhir Andrews
7. Hotel - Hostel & Hospital Housekeeping – Brenson&Lanox
8. Checkin Checkout (Jerome Vallen)
9. Hotel front Office Training Manual. (Sudhir Andrews)
10. Principles of Hotel Front Office Operations (Sue Baker - P. Bradley - J. Huyton)

**Course Title** : **Marine Spatial Planning**  
**Credits** : **3.0**  
**Contact Hours** : **42**  
**Course Code** : **THM- 508**

**Aim:** The overall aim of the course is to educate the students to understand the functions of marine spatial planning.

**Learning Outcomes:** Students will be able to identify/discuss/describe/explain/analyze:

- Marine spatial planning
- Comprehensive policy for MSP
- Organization, condition for MSP management

**Course Content:**

1. Concepts of Marine Spatial Planning- What is marine spatial planning, Why do we need marine spatial planning, Why is space and time important, How can marine spatial planning affect ecosystem goods and services, benefits of marine spatial planning, outputs of marine spatial planning, Relation of MSP to other planning approaches.

2. Authority of MSP -Identifying why need marine spatial planning, Establishing appropriate authority for marine spatial planning.

3. Financial Support- Estimating cost for MSP activities, Alternative financial sources, Feasibility of alternative financial funding.

4. Organising, Planning and Participation of Stakeholders

5. Alternative and comprehensive management plan.

6. Implementation and Enforcement of MSP

7. Coastal and Ocean Environmental Policies

**Reference Books:**

1. Marine Spatial Planning- A step by step process: An Ecosystem based Management.

2. Identifying Marine Spatial Planning Gaps, Opportunities, and Partners: An Assessment

**Course Title** : **Global Hospitality Management**  
**Credits** : **3.0**  
**Contact Hours** : **42**  
**Course Code** : **MTHM-509**

**Aim:** Through this course, students are given ideas about global hospitality operations with the contemporary management principles. It provides a truly international perspective on the hospitality and tourism industries and provides a fresh insight into hospitality and tourism management. They will develop a critical view of the management theory and the traditional theories - looking at how appropriate they are in hospitality and tourism and in a multicultural context.

**Learning Outcome:** Upon successful completion of this subject the student will be able to:

- Explore the interactions between the various aspects of operations and other management disciplines in hospitality operations
- Evaluate how operations management affects the performance of a hospitality operation and propose solutions for operational problems
- Recommend corporate sustainability to support global hospitality business initiatives.
- Employ technological tools and strategies including relevant hospitality and business systems to support business functions and decisions.
- Examine the influence of international cuisines on the hospitality industry.
- Recommend strategies that develop and optimize human resources in domestic and international hospitality organizations.
- Plan - develop - market and manage hospitality establishments in the international marketplace using contemporary management concepts.
- Conform to provincial - national and international legislation regulating the operation and management of international hospitality environments.
- Apply revenue management decisions on short and long-term activities that occur in hospitality businesses based upon an analysis of financial information.

**Course Content:**

An introduction to the hospitality industry - Introduction of global hospitality management - Introduction of global maritime hospitality management and various aspects of global maritime business - Globalization - society and culture in coastal region - Various aspects of operations and management in maritime hospitality operations - Performance of a maritime hospitality operation – Operational strategy in maritime hospitality business - Marketing for maritime tourism - Hospitality and events - Hospitality Imagineering - Strategic business - Visual culture: travel - tourism and leisure - Operations strategy and service concept - Global hospitality operations with the contemporary management principles - Hospitality management in cultural diversity - Work force diversity - Environmental diversity. impact of globalization and technology - Capacity management - Improving productivity - Managing income and profitability - Strategic hospitality management and innovation: The role of strategy in the industry - Corporate strategies - Strategic management - External analysis tools - Innovation and game changers - Owners-operators and investors: a behind-the-scenes look at investing in the world of maritime hospitality - Marketing the maritime hospitality experience - human resources management in maritime hospitality - strategic hospitality management and innovation - owners - operators and investors in the world of hospitality - negotiation management contracts - negotiating franchise agreements

**Reference Books:**

1. The International Hospitality Business: Management and Operations by K. S. Chon and L. Yu
2. International Hospitality Management: Concepts and cases by A Clarke and W. Chen

**Course Title** : **Tourism and Hospitality Entrepreneurship**  
**Credits** : **3.0**  
**Contact Hours** : **42**  
**Course Code** : **MTHM 510**

**Aim:** Explores the entrepreneurial processes in the context of tourism and hospitality industries. Using an entrepreneurial idea, students will apply problem solving and decision making for strategic and general management of entrepreneurial ventures.

**Learning Outcomes:** Tourism and Hospitality Entrepreneurship will enable the students to:

- Demonstrate an understanding of entrepreneurship and the role played in the hospitality industry;
- Develop workplace skills, knowledge, and attitudes that may lead to successful employment;
- gain a knowledge of preparation and service within the food industry in order to fulfil the requirements of an entry level employee within the industry;
- Provide service excellence within a business setting;
- Identify the careers and opportunities in the field of hospitality that exist in Saskatchewan and other provinces;
- Evaluate the impact of marketing and trends on the food service industry; and,
- Create a venture plan to be used as a planning tool for a potential opportunity relating to the food industry

**Course Content:**

Introduction to Entrepreneurship - Entrepreneurship through the Years – Maritime Tourism Entrepreneurship - Business Environment in Maritime arena -Entrepreneurial Investigation: Risky Maritime Business - Entrepreneurial Discovery - Opportunity Recognition & Market Analysis - Opportunities Tools for Evaluating Opportunities - Opportunity Cost Analysis - SWOT Analysis - Critical Thinking and the Entrepreneurial Process in Maritime Sector - Market Research Methods - Market Research Cycle - Idea Generation - Creativity and the Entrepreneurial Process in Maritime Sector- Preparing a Maritime Business Plan - Starting a New Business - Obtaining Finances - Financing the Business - Financial Analysis - Using Data to Make Business Decisions - Business Model Validation - Information Technology - Entrepreneurship and the Economy - Supply and Demand -Direct and Indirect Competition - EOU and Competitive Pricing - Establishing a Competitive Advantage - Identifying a Target Market - Understanding the Needs of a Customer Segment - Delivering Value to a Customer Segment -Communicating Value to Customers - Attracting and Retaining Customers -Identifying Internal Resources - Determining Operating Activities - Establishing External Partnerships - Legal Structures - The Cost of Doing Business -Expense Management- Revenue Streams and Sales Projections - Managing the Business- Government



Regulations-Recordkeeping- Accounting Systems-Taxes and Your Business- Business Ethics - Social Entrepreneurship of Entrepreneur - Corporate Social Responsibility

**Reference Books:**

1. Developing Hospitality Properties and Facilities by J. Ransley and H. Ingram
2. Tourism and Entrepreneurship: International Perspectives by S. J. Page and J. Ateljevic
3. Entrepreneurship in the Hospitality, Tourism and Leisure Industry – Alison Morpison, MRimington and C. Willliams.

**Course Title : Strategic Tourism and Hospitality Marketing**  
**Credits : 3.0**  
**Contact Hours : 42**  
**Course Code : MTHM-511**

**Aim:** The aim of this course is to develop and facilitate students to evaluate comprehensively and critically on the global business environment and mega trends for the tourism and hospitality industry, and then to analyze how the various strategic options could be adopted in responding proactively to emerging opportunities and threats. Key concepts and theories pertaining to the topics will be covered.

**Learning Outcome:** Upon completion of the subject, students will be able to:

- Comprehend and critique existing generic as well as tourism and hospitality industry related strategic management theories, concepts and models.
- Develop and apply knowledge, perspectives, theories, concepts and models related to strategic management of tourism and hospitality industry.
- Develop and apply appropriate research skills in identifying and analyzing current practical strategic issues in tourism and hospitality industry.
- Students develop actual marketing campaign for business within tourism and hospitality industry.
- Develop short-term and long-range hospitality and tourism marketing opportunities & strategies to achieve desired profit through effective advertising, sales and public relations plan.
- Developing the hospitality and tourism mix and manage hospitality and tourism marketing.
- Understand how social media impacts marking in the hospitality business.
- Students will be able to present and communicate their own ideas proactively to various stakeholders in the industry and to respond based on feedback from these stakeholders.

**Contents:** Introduction- Understanding hospitality and tourism marketing, Service characteristics of hospitality and tourism marketing, The marketing environment in the tourism and hospitality industries, The differences between the marketing of products and services, Applying Key Marketing Methodologies, Consumer markets and consumer buying behavior, The marketing environment , Managing customer information to gain customer insights, Segmentation and Targeting, Organizational Buyer Behavior, Market Positioning, Customer Value and Brand Propositions, The marketing plan, Professional Sales, Distribution Channels Direct, Social and Online marketing, Customer value and advertising Customer value and promotions, Pricing, Product and customer value.

Introduction to strategic marketing, Strategic Tools: Experience Curve Concept, Scenario Analysis, Delphi Technique - Market Measurement and Forecasting - Strategy Formulation and Strategy Selection: Portfolio Analysis, Strategic Management in Global Hospitality, Evaluating External Environment, Evaluating Internal Resources and Capabilities, Strategy Formulation – Resource-based and Ethnic Approach on Outsourcing/Growth/Alliance/Acquisition Strategies, Strategy Implementation – Management of Crises, Change and Knowledge, Strategic marketing for the tourism and hospitality organization - Create a marketing plan with segmentation and positioning strategies - Pricing Strategies - Distribution Strategies - Promotion Strategies - Building customer satisfaction through quality.

**Reference Books:**

1. The International Marketing of Travel and Tourism: A Strategic Approach by F. Vellas and L Becherel
2. Marketing for Hospitality and Tourism (7th ed)- Kotler, Bowen, Makens, Baloglu
3. Marketing in the Hospitality Industry, 5th Edition, Bundle with Scantron Card
4. Marketing Tourism Destinations: A Strategic Planning Approach by E. Heath & G. Wall
5. Marketing Strategy - Philip Kotler
6. Strategic Marketing by D. W. Cravens