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PRIMEASIA UNIVERSITY

a mission with a vision

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Department of International Tourism and Hospitality Management

Bachelor of International Tourism and Hospitality Management (Four - Year Honors Degree)

List of Courses

FIRST YEAR

First Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 1101	Basic English for Tourism and Hospitality Industry	03
ITHM 1102	Introduction to Tourism and Hospitality Industry	03
ITHM 1103	Front Office Management	03
ITHM 1104	Computing Fundamentals	03

Second Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 1201	Food and Beverage Service	03
ITHM 1202	The Art and Science of Culinary Preparation	03
ITHM 1203	Travel Agency and Tour Operation Management	03
ITHM 1204	Housekeeping Management	03

Third Semester (Practical) : 03 Credits		
Course Code	Title of the Courses	Credits
ITHM 1301	Industrial Placement (12 weeks)	03

SECOND YEAR

Fourth Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 2401	Advanced Foreign Language for Tourism and Hospitality Industry (Arabic/French/German/Japanese/Chinese/Spanish)	03
ITHM 2402	Club, Casino and Bar Management	03
ITHM 2403	Supervision in the Hospitality Industry	03
ITHM 2404	Food and Beverage Management	03

Fifth Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 2501	Business and Professional Communication	03
ITHM 2502	Catering, Banquet and MICE Management	03
ITHM 2503	Human Resource Management in Tourism and Hospitality Industry	03
ITHM 2504	Basic Hotel and Restaurant Accounting	03

Sixth Semester (Practical : 03 Credits)		
Course Code	Title of the Courses	Credits
ITHM 2601	Industrial Placement (12 weeks)	03

Total Semester : 12 | Total Credits : 120

THIRD YEAR

Seventh Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 3701	Principles of Management	03
ITHM 3702	Computing Program for Tourism and Hospitality Industry (PMS/GDS/CRS)	03
ITHM 3703	Tourism Planning and Development	03
ITHM 3704	Tourism and Hospitality Marketing	03

Eighth Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 3801	Business Mathematics	03
ITHM 3802	Hospitality Facilities Management and Design	03
ITHM 3803	Resort Development and Management	03
ITHM 3804	Management Information System in Tourism and Hospitality Industry	03

Ninth Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 3901	Financial Accounting	03
ITHM 3902	Financial Management	03
ITHM 3903	Ecotourism	03
ITHM 3904	Sanitation and Risk Management	03

FOURTH YEAR

Tenth Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 4101	Micro Economics	03
ITHM 4102	Hospitality Supply and Procurement Management	03
ITHM 4103	Marketing, Advertising and Promotional Management	03
ITHM 4104	Legal Issues in Tourism and Hospitality Industry	03

Eleventh Semester (Academic) : 12 Credits		
Course Code	Title of the Courses	Credits
ITHM 4111	Amusement Park, Museum and Shopping Mall Management	03
ITHM 4112	Organization Behavior	03
ITHM 4113	Security and Loss Prevention Management	03
ITHM 4114	Tourism in Bangladesh: Problems and Prospects	03

Twelfth Semester (Practical and Final Dissertation) : 06 Credits		
Course Code	Title of the Courses	Credits
ITHM 4121	Industrial Placement (12 weeks)	03
ITHM 4122	Tourism Research - Final Dissertation (Thesis/Project)	03

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