

MBA HOSPITALITY MANAGEMENT

# PROSPECTUS



QAA Certified

**JANAPRIYA** MULTIPLE CAMPUS

POKHARA



# Janapriya Multiple Campus

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# Introduction

The MBA Hospitality Management program seeks to develop theoretical soundness and professional competence with right attitude and behavior in students that is needed to lead organizations successfully in tourism and hospitality sector. This program strives both to deepen knowledge in applied business administration and to develop management and leadership skills relevant for careers particularly in hospitality industry.

The program offers a strong emphasis on empirical learning, which prepares students for real-world experience in the field. Therefore, graduates will be prepared for leadership positions in hospitality businesses such as star resorts, hotels, recreation, sports and leisure centers, restaurants etc. They develop competencies required for success in hospitality organizations at home and abroad.

The program is designed to equip students with the theoretical insights, analytical capabilities and problem solving skill to meet the challenges leaders face who seek to shape organizations in today's hospitality world, focusing on managing oneself and others, and increasing employee well-being and performance while working in dynamic and complex environments. This is a master's degree program of Janapriya Multiple Campus and the degree will be awarded to students by Tribhuvan University, upon the successful completion of the program.

## Program Objectives

*The followings are the main objectives of the program:*

- Prepare dedicated leaders for the tourism sector development of Nepal with global perspectives;
- Develop self-motivated and competent leaders equipped with capacity to construct balanced and sustainable development of the hospitality industry; and
- Inculcate creative and transformative leadership skills and attitude with problem solving capabilities.

## Students Intake

The program is designed for a small size class of 35 students. Student's intake will be twice a year, spring and fall intake. The spring intake will begin from the month of January for the February-June semester, while the fall intake will begin from July for the August-December Semester .

# Learning Outcomes

Upon completion of this program, graduates will be able to:

- ➔ Develop an extensive and practical knowledge-base of theory, tools, skills, practices and researches related to hospitality industry and apply these to the problems and opportunities that are encountered in the global hospitality industry.
- ➔ Appraise and select innovative and creative solutions to problems and gain from opportunities while upholding strong ethical values and behaviors by looking at the broader role, the business has in society and their own responsibilities as a member of the business community and citizen in society.
- ➔ Work in industries that involve a high level of customer service, including as a manager of a five-star resort or of a conference center.

# Eligibility

The eligibility required to apply for the program is as follows:

- ➔ A student must have a minimum of 15 years of formal education, 12 years of school and 3 years of university education.
- ➔ A student holding a Bachelor's degree in any discipline from a recognized university with a minimum CGPA score of 2.0 or 45 % in the annual system will be eligible to apply for admission to the program.
- ➔ Student's intake will be based on a highly competitive screening process with four stage evaluations:
  - ◆ A written admission test in a GMAT format.
  - ◆ Group discussions.
  - ◆ Individual presentations on given topic.
  - ◆ Personal interview by an expert panel.

# Class Modality

JMC will implement the regular courses, while the industry professionals will jointly conduct and supervise project-based class.

# Class Timings

The regular class for the Program is arranged between 6am to 11am through Sunday to Friday .

# Practicum Courses

Practicum courses provide students with planned and supervised hands-on experience in the hospitality and tourism industry work environment. These courses are designed to provide students with the opportunity to learn practical skills in communications and tourism planning.

In these courses, students will be required to develop practical skills by applying previously gained knowledge in the classroom. The instructors will, therefore, help students in planning their activities as stated in the particular practicum course. They will also be supervised with required guidelines and instruction for effective performance of activities.

The instructors will then evaluate the quality of students' outcomes (presentation of reports), together with the industry people who grade to students in such courses.

## Curricular Structure

SEMESTER I		
Code	Subjects	(16cr.hrs)
HMGT 501	Managerial Communications	2
HMGT 502	Communications for Hospitality (Practicum)	1
STTH 503	Statics for Tourism and Hospitality	3
ECOT 504	Economics for Tourism	3
HMGT 511	Tourism Theory	2
HMGT 512	Hospitality Management and Organization Behavior	3
HMGT 513	Hospitality Marketing Management	2

SEMESTER II		
Code	Subjects	(15cr.hrs)
HMGT 521	Tourism Service Management	3
HMGT 522	Hospitality Management Accounting	3
HMGT 523	Hospitality Human Resource Management	2
HMGT 524	Hospitality Financial Management	3
HMGT 525	Information and Communication System for Tourism	2
HMGT 526	Hospitality Entrepreneurship and Small Business Management	2

**SEMESTER III**

<b>Code</b>	<b>Subjects</b>	<b>(15cr.hrs)</b>
HMGT 531	Research Methods for Tourism and Hospitality	2
HMGT 532	New Product Development	2
HMGT 533	Business and Legal Environment for Hospitality Industry	2
HMGT 534	Hospitality Strategic Management	3
	Elective I	3
HEXL 701	Internship	3

**SEMESTER IV**

<b>Code</b>	<b>Subjects</b>	<b>(14cr.hrs)</b>
HMGT 541	Taxation and Tax Planning for Hospitality Industry	3
HMGT 542	Managing Quality Service in Hospitality	2
HMGT 543	International Hospitality Management	2
HMGT 544	Tourism Planning (Practicum)	1
	Elective II	3
HRSR 801	Graduate Research Project	3

**... Courses (Any Three) (9 Credit hours)**

<b>Code</b>	<b>Subjects</b>
HMGT 601	Graduate Research Project
HMGT 602	Global Alliances in Tourism and Hospitality management
HMGT 603	Hospitality Knowledge Management
HMGT 604	Hospitality Retail Management
HMGT 605	Managing Tourism Crises
HMGT 606	Food Supply Chain Management
HMGT 607	Managing Events
HMGT 608	Tourism Security and Safety
HMGT 609	Tourism Branding
HMGT 610	Strategic Sports Event Management
HMGT 611	Aviation Management

# Examination and Evaluation

The performance of students will be evaluated through ongoing in-semester evaluations and semester-end examinations. The Examinations Division of Campus shall have the final authority in conducting, evaluating and awarding grades in semester-end examinations. The courses facilitator (instructor) shall decide the grades in the in-semester evaluations.

## In-semester Evaluations

The in-semester (internal) evaluation shall generally have a total weight of 50 % in class-room based course. The concerned faculty shall be responsible for the continuous in-semester evaluations. The in-semester evaluation shall be based on a student's performance in class presentations, case analysis and project assignments, class tests and others as required by the course. A student must secure a minimum Grade Point Average (GPA) of 2.7 of Grade B minus (B-) in a course in order to be eligible to appear in the semester-end examination of that course.

## Assessment Methods

A range of assessment methods are used across the course, the choice of which reflects the needs and demands of different types of course module. Some course modules will assess the ability to work collaboratively in a team and others will assess individual capability. Types of assessment will range from examinations to group presentations including essays, reports, financial analyses, literature review and research-based projects.

The interactive nature of the taught sessions offers opportunities to gain feedback on students' performance before being formally assessed. Increasing use is made of e-learning to further support the feedback process.

Cultural issues are embedded both across the curriculum and within the teaching and learning strategy.

## Student Attendance

This program is an intensive professional program. This program demands a very high level of commitment from students. Students are required to attend regularly all classes and presentations as required by the course. Students failing to attend 80% of classes shall not be allowed to appear in the semester-end examinations.

# Normal and Maximum Duration of Study

The normal and the maximum duration for the completion of the requirements for the MBA Hospitality Management program are as follows:

- ⌘ Normal durations                      ⌘ 24 months (4 semesters)
- ⌘ Maximum duration                      ⌘ 60 months (10 semesters)

## Degree Requirements

To receive MBA Hospitality Management degree the student must have

- A 'B' minus or better grade in each of the courses as specified in the curricular structure section;
- Obtained an overall CGPA of 3.0 or better after combining the GPAs obtained in all courses and projects;
- Completed all the courses requirements as specified in the curricular structure section within the maximum time period specified in the normal and maximum duration of the study.

## Fee Structure

The MBA Hospitality Management program cost per student will be Rs. 325000.- for the two-year program for regular students and Rs 425000.- for sponsored and foreign students. Each student shall pay all fees due for a semester at the beginning of the semester.

The breakdown of the semester wise fee will be as follows:

### Fee for non-sponsored Nepali Citizens

Admission fee:	Rs.25000/-
Semester charges and tuition fees:	Rs.75000/-
Total for 1st semester	Rs.100000/-
Fee for 2nd, 3rd and 4th semester @	Rs.75000/-
<b>Fee for Sponsored and Foreign Citizens</b>	
Admission fees	Rs.125000/-
Semester charges and Tuition fees	Rs.75000/-



**Note:**

1. Semester charges include semester examinations fee, semester end-examination fee, TU registration fee, and each student shall receive a standard text book in each of the course during the whole academic period.
2. Graduate Research Project (GRP) Processing fee will be paid by students.
3. Cost of excursions for social-economic study will be shared by the students in two following manner;
  - i) Transportation Cost: To be paid by the JMC within the country
  - ii) Lodging and food cost: To be paid by students.