



Estd. 2002

SASTHM

South Asian School of Tourism & Hotel Management

Affiliated to Purbanchal University



 : 021-474229



4 Years **BHM**
Bachelor in Hotel Management

4 Years **BBA**
Bachelor in Business Administration

2 Years **MBA**
Masters in Business Administration

www.sasthm.edu.np

Message from the Chairperson....

Mr. Rewat Bahadur Thapa



Successful careers are desire of every individual. However, the most important factor is the right advice to successful career, which has to be backed by self-interest and career objectives. Students continue to inspire and motivate us as we help them learn how to become responsible leaders and managers in business. Our approach to teaching is an interactive exercise as we adapt and improve our programs and curriculum to meet the needs and demands of future business leaders. Our goal is to make a difference to our students, our community, and the world by addressing the critical issues of our time: globalization and emerging markets; technological change; and ethical, social and environmental challenges. We believe in helping to build innovative new organizations and contribute to build a more sustainable world. In conclusion, our mission “Harmonizing Discipline, Education & Employment” epitomizes SASTHM. Welcome to a life changing unique learning experiences at SASTHM for you in order to advance your academic career.

Message from the Managing Director....

Mr. Roshan Thapa



Dear Students, The hospitality industry is one of the most dynamic industries in the world and will continuously grow in the coming years. It is the largest industry in the world emerging more jobs than any other sector. SASTHM provides the best possible education and skills to meet the requirement of the hospitality industry. Beside hospitality, we provide BBA program to meet the requirement of business world in the most effective manner. I am excited by our opportunity to play a significant role in shaping the future both of our local community and communities around the world. With a motivated, world-class faculties, a bright and talented student population and a staff that brings professional service to both, I am confident we can contribute to resolving the challenges of today by fostering innovative and responsible decision making for the future. Finally, whatever it may be, at SASTHM, we make sure that you are the best.



Vision

"To Become Prominent Hospitality and Business Educator in Nepal"

Mission

"Harmonize Discipline, Education and Employment"

Objectives

1. Advance quality education.
2. Empowering regional community through training and education.
3. Instigating the concept of regional and territorial tourism.
4. Advancement, preservation and dissemination of knowledge and culture through learning.
5. Preparing skilled workforce for hospitality and business management.
6. Creating young entrepreneurs for tomorrow.
7. Creating awareness and importance of hospitality, tourism and self reliance in business for overall development of Nepal





Message from the Principal....✍️

Dear Students,

Welcome to the world of Opportunity!

I am happy that you have made a wonderful decision to associate yourself with SASTHM. You can be assured of getting the best in terms of academics, co-curricular and sporting activities that will mold you in to a true professional during your study period here.

SASTHM- A Purbanchal University affiliated is a leading and proven national level business school delivering world class professional knowledge and skills at BHM and BBA level supported by faculties with decades of experience and the state-of-the-art infrastructures. We are also launching new intake of MBA from January 2023.

I wish you success in everything you get involved in.



Mr. Dev Raj Shrestha

Salient Features

- ◆ Leading Institute in Nepal
- ◆ Faculty Having Decades of Experience
- ◆ One of The Best Infrastructures
- ◆ Research Department
- ◆ Training & Development Department
- ◆ Competitive Event & Cultural Programs
- ◆ Sports & Co-curricular Activities.
- ◆ CSR Events.
- ◆ Internet and Wi-fi Facility.
- ◆ Transportation Facility.
- ◆ Library with The Best Collection of Books, Journals and Magazines
- ◆ International Internships
- ◆ Approx. 100% Placement for Students.

Message from Campus Manager....✍️

Dear Students,

Greetings from "SASTHM"!

We honor your decision to have selected BHM and BBA as professional course to build a fruitful career. It is indeed a pleasure to welcome the young and energetic minds in SASTHM. We believe you might have given a careful thought about the hospitality and banking business which are the most reliable and performance oriented industries in the world. Both the occupation revolves around interacting with people, communicating and salesmanship, thus combining all the skills and knowledge in the professional fields to excel in future. At SASTHM, we merely teach; we actually inspire. Besides utilizing the essential hard and soft skills, we create passion and generate self motivation to become entrepreneurs and professionals. We inspire our students to imagine and dream to acquire the skills to achieve the futuristic goals. Best wishes for a bright future in the industry!!



Mr. Maheshwar Pd. Singh

Teaching and Learning of BHM

Teaching Methodology

Teaching learning at SASTHM Business School is student-centered. Depending upon teaching/learning objectives, we use a combination of various approaches.

Some of the common techniques used in SASTHM are case analysis, group discussions, project works, guest lecture, internships, talk program series, industrial tours etc. We engage you in variety of experiences, and help you enrich your educational experiences. Here, a wide range of teaching-learning methodologies is used to reinforce the theory and practical. Students are encouraged to challenge conventional wisdom and come up with innovation and creative solutions. These methods combined together make your learning interesting and more productive.

During their stay at SASTHM they learn to:

- ◆ Analyze Issues
- ◆ Define Problems
- ◆ Compare Alternatives
- ◆ Formulate Solutions
- ◆ Implement Action-plan
- ◆ Internship, Induction and Placement



As part of educational program, SASTHM Business School offers off-campus learning experiences for academic credit. The Professional Internship Program integrates business development and career preparation experience and allows students to enhance their academic studies, personal development and career preparation. During the internship, the students work for one year in the organization to gain practical knowledge and skills. There is also an opportunity for aspiring business students to do their internship in multinational companies abroad.

Our Expectation from the Students

Students are expected to conduct themselves at all times as mature and responsible individuals and should show a high regard for college faculties, property, it's facility, and for the personal rights and property of others.

They are also responsible for acquainting themselves with college regulations, including the code of conduct.



Bachelor in Hotel Management (BHM)

Bachelors in Hotel Management (BHM) - Hotel Management is the ideal program for people with entrepreneurial flair, who have good commercial insight and who are service minded. Great attention is paid to professional skill development, delivery of theory content as well as to refinement of management skills. Moreover, a focus on assuring truly professional and hospitable attitude has led to students graduating with excellent jobs. In the Hotel Management course you learn how to successfully lead a business in the international hospitality industry as a manager and as an entrepreneur too. You learn to



translate the wishes of a guest into an appealing, customer-oriented product or service. You learn how to find the right balance between

"how do I run my business" and "how do I pamper my guests". The hospitality sector is not for those seeking a nine-to-five, Monday to Friday work pattern. It is an environment that might not appeal to everybody.

However, it may be an idea for you if you would like to work in a customer-focused business environment where there is a wide range of specialist



opportunities and, for those who are flexible, the opportunity for rapid career progression. It is not uncommon for successful management trainees to reach general manager positions in large hotels within five to seven years of starting their career. SASTHM offers 4 years Bachelors in Hotel Management (BHM) that perfectly meets the demand for people who are educated in the international hotel business and who are eager to deal with the seen and unseen challenges of this industry.

MESSAGE FROM THE PROGRAMME DIRECTOR (BHM)



Mr. Sailendra Ganesh

At SASTHM we believe that 'students must be taught how to think, not what to think.' SASTHM provides an inclusive environment where students are encouraged to put their best foot forward to achieve academic, sporting and social excellence. The potential of the students are channelized by teacher cum facilitators with a holistic student centered approach. Role of education in today's era is not only to pursue academic excellence but also requires overall development of a child. That is exactly what we try to achieve at SASTHM, rated one of the best educational institute outside the valley, helping students to develop their mental, physical and social traits. We are also the first school of the town that implemented digital classes, a definite edge in providing world class education to our students. While academic excellence is our major thrust, the school is also devoted to prepare the students for life, groom them to face the challenges of tomorrow and encourage them to be socially relevant.

The school provides an environment where the students realize his/her worth as a responsible, balanced and valued member of the society; and believes in the concept of creating an ambient future for all. The school leaves no stone unturned to even provide counseling sessions from time to time. In the technologically changing fast world the school promises to keep up the pace benefiting both students and teachers by deploying smart classes, smart computer learning and regular teacher training workshops. As guides and mentors, we shall ensure that our students would become modest, humble and disciplined as they soar heights in their career and bring laurels not only to their families and school but also to their mother land. Our long view team is working together for the betterment of the society for last 20 years.

Hope our devotion, hard work and sincerity will help in bringing positive change in our coming generations. I also take this opportunity to thank the parents of our school for having their faith and confidence in us. Lastly, I hope and pray that our students scale great heights and keep the SASTHM'S flag high.

"Together we can and we shall make SASTHM a best place for learning and growth"

Course : BHM Syllabus | 4 Years | 8 Semester | 144 Credit Hours

FIRST SEMESTER

- BHM 111 English for Hospitality
- BHM 112 Principles of Management
- BHM 113 Food & Beverage Service -I
- BHM 114 Food Production -I
- BHM 115 Front Office Operation-I
- BHM 116 House Keeping-I

18
CREDIT
HOURS

SECOND SEMESTER

- BHM 121 Fundamentals of Travel & Tourism
- BHM 122 Personality Development
- BHM 123 Food & Beverage Service -II
- BHM 124 Food Production -II
- BHM 125 Front Office Operation-II
- BHM 126 House Keeping-II

18
CREDIT
HOURS

THIRD SEMESTER

- BHM 131 Food Science & Nutrition
- BHM 132 Principles of Accounting
- BHM 133 Food & Beverage Service -III
- BHM 134 Food Production -III
- BHM 135 Hotel French
- BHM 136 Economics of Tourism and Hospitality

18
CREDIT
HOURS

FOURTH SEMESTER

- BHM 141 Customer Safety & Security Management
- BHM 142 Hotel Accounting
- BHM 143 Bartending & Beverage Management
- BHM 144 Food Production -IV
- BHM 145 Organizational Behavior
- BHM 146 Statistics

18
CREDIT
HOURS

FIVE SEMESTER

- BHM 151 Hotel Maintenance & Engineering
- BHM 152 Hospitality Law
- BHM 153 -1 Events & Banquet Management
- BHM 153-2 Bakery & Confectionary
- BHM 154 Entrepreneurship Development
- BHM 155 Hospitality Management Information System
- BHM 156 Human Resources Development in Hospitality

18
CREDIT
HOURS

SIXTH SEMESTER

- BHM 161 Hospitality Marketing
- BHM 162 Food & Beverage Management
- BHM 163-1 Rooms Division Management
- BHM 163-2 Food Production Operation
- BHM 164 Professional Seminar in Hospitality Management (By College)
- BHM 165 Research Methodology
- BHM 166 Strategic Management

18
CREDIT
HOURS

SEVENTH SEMESTER

- BHM 171 Internship/ Report Writing

36
CREDIT
HOURS

EIGHTH SEMESTER

- BHM 181 Internship/ Report Writing

BHM STUDENT'S @ ABROAD INTERNSHIP



Bachelor in Business Administration (BBA)

BBA at SASTHM is designed to promote and prepare students for positions of leadership and responsibility in the areas of business and management. The degree is highly valued nationwide as well as globally opening more doors of opportunities.

Launched as a pioneer undergraduate management degree program in Biratnagar in 2009, SASTHM's BBA program has earned unmatched credibility and respect in the market as well as in the academic field. BBA program at



SASTHM is a four-year extensive Bachelor's Degree program affiliated to Purbanchal University. With a total of 129 credit hours, the program is spread over eight semesters.

This BBA program not only broadens and deepens one's understanding and knowledge of business, management and environment, it also strengthens their communication, interpersonal, leadership and IT skills through various practical works.



SASTHM's BBA course aims to provide an in-depth overview of the latest developments in both the theory and practice of business and management. Hence, it has been designed to develop innovation management and entrepreneurial skills as well as the adaptability of the mind. The BBA program offers opportunity to deepen student's knowledge and sharpen their skills in particular area of interest through concentration course. It helps them to attain a very sound foundation in a particular field that ultimately will be instrumental for their further studies and career options. This will enable the student's to become empowered to undertake responsible managerial positions in the private and public sectors, or self-employment ventures and at the same time making them socially responsible.

MESSAGE FROM THE PROGRAMME DIRECTOR (BBA)



Mr. Binaybishnu K. C.

Stepping every move with the vision of promoting professionals and excellent leadership catering to the country's technical progress and development needs, since the inception of this College. SASTHM's primary thrust is to provide high-quality and excellent pro-active learning-based academic programs that respond to the time emerging challenges. We believe strongly in nurturing our students with the best possible strategy of pump priming in an atmosphere which is ranked as in Best Business School of Province.

Welcome to the SASTHM's BBA Program. We are excited that you have chosen to look further into our program. Hopefully you will have the chance to learn more about us by spending time in our academic institution. We genuinely believe that this is an excellent place for you to train and grow as an entrepreneur and to become the best version of yourself so that you can thrive in a meaningful career in business and management. An important feature that distinguishes our program is an unwavering culture of support for our students. We provide a learning-centric experience that helps support to build upon the skills learned from business school and progress through a program that features graduated levels of responsibility which guide to become an independent and confident entrepreneur or in any business and management field.

We are fortunate to have a skilled and dedicated faculty with a range of skills and expertise that spans the wide discipline of business and entrepreneurship. Our faculty bring a learning-centered approach across all business arena and offer a focus on evidence-based learning in their emphasis on logical reasoning, excellence, and high-quality teaching-learning through quality improvement. Most importantly, our faculties are committed to work in this program because of their unique passion for the instruction of management students.

A strong relationship between University-Industry linkage exists between the BBA program and the employers. We have MOU with different Industries to foster our students into an employment. Student Exchange Programs, Internship Exchange Facilities, are regular phenomena.

Teaching & Learning Methodologies of BBA

SASTHM follows International Standard Teaching Methodologies as:

- Multimedia Classes
- Guest Lectures
- Documentary
- Test
- Group Discussion
- Group Presentation
- Industrial Visit
- Class Discussion
- Exams
- Articles Review
- Project Work
- Daily Attendance
- Industrial Visit
- Essay Writing
- Individual Presentation & many mores...
- Quizzes
- Assignment
- Informative Videos
- Speech Competition

Training Sessions



Upon graduation, student with a BBA Degree can take many paths and find entry-level jobs in the areas of:

- Banking and Financial Services
- Manufacturing
- Service Industries
- Human Resource Management
- Retail
- Airlines
- Telecommunication
- Non Profit Organization
- Marketing
- Venture Capital
- Commerce
- Internet Technology
- Transportation
- Energy
- Health Care
- Sustainable Development
- Consulting
- Tourism
- Media and Entertainment
- Entrepreneurial Ventures
- Government and Many More...
- Management
- Logistics and Supply
- Micro Finance



Course : BBA Syllabus 4 Years I 8 Semester I 120 Credit Hours

FIRST SEMESTER

1. English I
2. Micro Economics
3. Business Mathematics
4. Financial Accounting and Analysis
5. Fundamentals of Management

15
CREDIT
HOURS

SECOND SEMESTER

6. English II
7. Macroeconomics
8. Statistics for Business Decisions
9. Cost and Management Accounting
10. Introduction to Marketing

15
CREDIT
HOURS

THIRD SEMESTER

11. Nepalese Business Environment I
12. Quantitative Techniques for Management
13. Human Resource Management
14. IT Tools for Business
15. The legal aspect of Business

15
CREDIT
HOURS

FORTH SEMESTER

16. Nepalese Business Environment II
17. Production Management
18. Financial Management
19. Introduction to Spreadsheets and Data Visualization
20. Taxation and Auditing

15
CREDIT
HOURS

FIFTH SEMESTER

21. Project Management
22. Banking and Insurance
23. Entrepreneurship
24. Organization Behavior and Business Ethics
25. Database Management

15
CREDIT
HOURS

SIXTH SEMESTER

26. Total Quality Management
27. Research Methodology and Report Writing
28. Corporate Governance
29. Social Media Marketing
30. Management Information System

13
CREDIT
HOURS

SEVENTH SEMESTER

31. Supply Chain Management
32. Digital Business
33. International Business
34. Internship
35. Specialization I
36. Specialization II

18
CREDIT
HOURS

EIGHT SEMESTER

37. Strategic Management
38. Blockchain AI in Business
39. Specialization III
40. Specialization IV
41. Specialization V

14
CREDIT
HOURS

BBA STUDENT'S EXPOSURE & ACTIVITIES



ADMISSION ELIGIBILITY

- ◆ Passed 10+2 in any discipline
- ◆ Strong Communicative Skills
- ◆ Pleasant Personality
- ◆ Multi Cultural Acceptance



DOCUMENTS REQUIRED

- ◆ Completed & Signed Admission Form,
- ◆ Photo copies of SEE and 10+2 (Three Copies)
- ◆ Transcript and Character Certificate
- ◆ Provisional and Migration Certificate
- ◆ 8 Passport sized colored photographs in formal dress
- ◆ Copy of Citizenship Certificate



ENTRANCE TEST

All the applicants should appear for the written test to assess their knowledge and competence for the program. The entrance test will be held on these areas: Verbal Ability, Quantitative Techniques and General Management, General Awareness and Logical Reasoning.

As per their convenience, students can appear for the entrance. Only short-listed candidates will be called for interview.



INTERVIEW

The interview aims to check the general knowledge and skills of the students in areas related to their aptitude, attitude and communication ability.

FINAL SELECTION

The final selection of the candidates for admission will be based on their academic record, their performance in the entrance test, interview and their attitude towards the program and institutional norms and values.



MASTER'S IN BUSINESS ADMINISTRATION

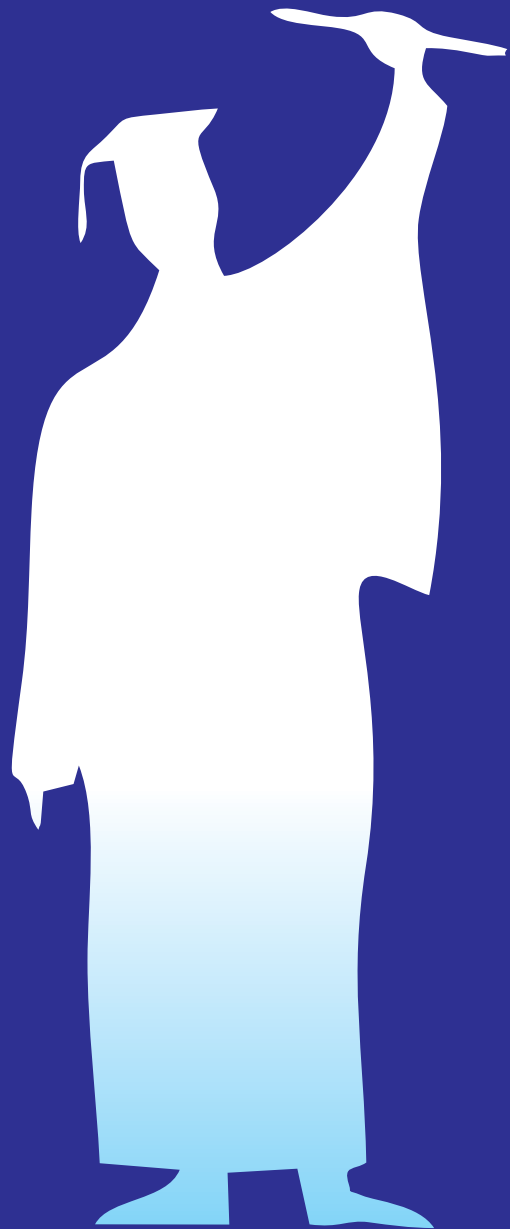
About MBA

The MBA is an internationally recognized advanced business degree which is a blend of a professional, an entrepreneur and a practical journey.

SASTHM's MBA program is affiliated to Purbanchal University. Although the course is driven by a university syllabus but with the practical, problem solving and real-world issues, we make our MBA one of the valued degrees to be presented. The program will also engage students develop their social entrepreneurship skills along with field-based practice.

To fulfill the university's requirement the students enrolled in MBA will have to go through four semesters earning 69 credit hours by completing different real business, entrepreneurship, strategies, and CSR module.

On completion of MBA fulfilling all the requirements, one can drive themselves being an Entrepreneur, CEO, Business Consultant in this competing global scenario.



PROGRAM DETAILS

MBA is a full-time course with a duration of 2 years (4 Semesters). Student enrolled in the program must go through different module of assessment to meet the evaluation criteria of 40:60.

ADMISSION CRITERIA

Applicants must complete Bachelor's Degree with minimum 2.00 CGPA or 45% and applicant must meet the admission requirements.

SASTHM ACTIVITIES



OUR SISTER CONCERNS



Horizon Mountain Resort, Hile



SASTHM Bakery Cafe, Biratnagar



Ratna Hotel, Biratnagar

Training & Placement Partners:



CONTACT ADDRESS:

SOUTH ASIAN SCHOOL OF TOURISM AND HOTEL MANAGEMENT (SASTHM)

Old Airport Road, Biratnagar-14, Tel.: +977-21-474229

| E-mail: info@sasthm.edu.np | www.sasthm.edu.np |