





Vice Chancellor's Message

Students applying to selective colleges understandably want to know, "what does it take to get in?" The answers they receive from admission professionals often sound evasive, disingenuous, even haughty. But the truth is that there is no concrete formula for gaining admission to colleges that have so many excellent candidates. Consider the following thoughts about college admission in general against LINCOLN UNIVERSITY COLLEGE in particular.

- Most candidates applying to top schools have the preparation, performance and personal qualities to be successful in a highly competitive learning environment.
- Selective Colleges attract far more qualified students than they could possibly accommodate in their first year classes. The admission process at these schools is highly subjective and arbitrary. Applicants to highly selective colleges must confront the prospect that they will be placed on a waiting list or refused admission without concrete reasons. Such an outcome does not mean they are unqualified or unworthy. It reflects the quality of competition for admission.
- But at LUC, in the selection process, involvement with activities, services or work are carefully considered. We look for serious commitment, leadership and earned recognition from peers or adults. We want to enroll people, who will enrich our community with their talents and personalities.
- The appraisal of teachers and guidance counselors influence our decisions. We value intellectual vigor, self-motivation, active participation and the desire to pursue knowledge with creativity and independence.
- We hope candidates will use the required essay as a vehicle to reveal their ideal and opinions, their values and aspirations. We want to know about their thought processes.

As I mentioned, there is no formula for gaining admission into a highly selective colleges. But I hope this has provided some insights into our evaluation of application here at Lincoln. Good luck with the process.

Dr. Amiya Bhaumik Ma
Vice Chancellor
Lincoln University College



Chairman's Message

As per KFA's mission to produce world-class human resources and provide best mix of 'management solutions' through its Education, Training and Consulting Services, KFA's BHM Program aspires to contribute in this mission by implementing 'Practical Approach', an unique Teaching Methodology adopted by the School.

We desire our Graduates to make a significant impact in the economy, for which KFA's teaching methodology revolves around providing exposure on 'practical aspects of Hospitality industry – such as Food & Beverage, Customer Service, House Keeping, and other relevant areas. The blending of Academic and Practical education has helped us in delivering 360 degrees hotel management education in the School's BHM Program.

I would like to welcome all BHM aspirants to the school and request them to be a part of this exciting journey.

Thank you.

Resta Jha
Chairman

Academic Coordinator's Message

Bachelor in Hospitality Management at KFA provides a wonderful opportunity for the hospitality aspirant students to learn in the practical approach.

We shape futures of our students and firmly believe that Quality is never compromised. It is always our sheer dedication and support to make our students become better every day. The academic and co- curricular activities integrate the talent of students with the opportunities in various domains. This enables them to challenge themselves, celebrate their creativity, initiate through daily interactions both in and out of class.

Our curriculum enables students to know the contemporary issues of Hospitality and ways to deal with it. With the pool of excellent faculty members, we make sure that our students are inherited with knowledge and skills required in global market.

As a Coordinator of the school, my role is to oversee all the academic affairs with the supervision of Academic Council and ensure that the system is working in an optimum manner. I heartily welcome all the students who wish to join KFA.

Rajat Bajracharya
Academic Coordinator



About the University

Lincoln University College (LUC), Petaling Jaya, Malaysia established in 2002 as Lincoln College (LC) and upgraded on 16th August 2011 as University. LUC is one of the premier private institutions of higher education approved by the Ministry of Higher Education and Malaysian Qualifying Agency (MQA). The University is situated in the cosmopolitan town of Petaling Jaya, which is 10 kilometers West of the capital city, Kuala Lumpur.

The founders and administrators of LUC are true academicians who are committed to helping the students to achieve their potential in the education, research and employment world of this exciting new millennium. They bring together almost fifty years of higher education, post secondary education and language teaching experience. Their backgrounds include teaching, research and professional training. LUC's focus is student-centered and student-directed, with the philosophy that everyone has a claim to education in order to better their life, advance their career and reach their desired level of personal success.

LUC is an ideal learning institution to career shifters, second degree students, and high school seniors who are considered getting a diploma, under-graduate or postgraduate degree, will open many doors of career opportunities. For those working adults pursuing second careers or acquiring new skills, LUC offers the occupational and professional training they need, to go ahead in today's competitive marketplace.



LINCOLN
UNIVERSITY
COLLEGE
DKU016 (B)



VISION

To be an acclaimed institution of higher learning that provides world class education with high capability in providing knowledgeable and skillful professional to serve the global society.

MISSION

The mission of Lincoln University College is to become a truly global university that enhances lifelong learning opportunities, practical and scientific skills, social values, leadership and entrepreneurship by harnessing information technology to create a noble human society.



About BHM

The Bachelor of Science (Hons) in Hospitality Management program is designed to meet the knowledge and competencies required for those who have chosen a career in this service industry. Students may select either hotel or tourism specialization.

The experiential learning, project-based approach and practical training components will provide students with the necessary competencies to function effectively as leaders in the industry.

Learning Outcomes

To give elementary knowledge about the fundamental business principles that applies to hospitality organizations

1. The student can built the skill and think critically
2. Analyze ethical issues that impact business decisions from economic, political, legal, and social perspectives.
3. To enable students to operate in both national and global workforce challenges with professionalism.
4. Evaluate the application of technology as a strategy for competitive advantage in business communication, leadership and team building skill.
5. Able to analyse and solve business problems in a real-world context
6. Conduct basic research using scholarly sources to acquire new knowledge in the business domain.
7. Describe the ways in which diversity influences a hospitality organization's ability to achieve its goals.

Programme Aims

The aims for the proposed programme are as follows:

- ability to acquire knowledge in business and economics that creates and develops well-rounded
- managers and executives to enable them to compete at the global hospitality industry level;
- to produce proactive graduates who are knowledgeable and keep abreast with current issues of business and economics;
- to produce graduates with capability to integrate and apply the latest technology in hospitality management;
- to contribute to the country's development by producing graduates that fulfils requirements of
- both private and public sectors in tourism and hospitality industry;
- to share their knowledge of business and economics to students of other schools in this university
- college in order to produce well-rounded graduates
- Capability to develop a healthy body and mind and become a disciplined individual while truly
- representing the hospitality industry in a professional manner

Syllabus

Course Structure

First Year ----- First Semester

S.No.	Proposed Subjects	Subject Code	Credit Hr	Status	Pre Requisite
1	Introduction to Hospitality & Tourism Management	BHM6154	3	Th.	None
2	Housekeeping Operation	BHM6011	4	Th+ Pr	None
3	Front Office Operation	BHM6012	4	Th+Pr	None
4	Food & Beverage Service Skill	BHM6243	4	Th+Pr	None
5	Fundamental of Computer in Hotel :Concept and Application	COMP101	4	Th + Pr	None
6	English for Academics	ENG6003	3	Th	None
	Total		22		

First Year ----- Second Semester

S.No	Proposed Subjects	Subject Code	Credit Hr	Status	Pre Requisite
7	Front Office Management	BHM6021	4	Th+Pr	BHM6012
8	Housekeeping Management	BHM6022	4	Th+Pr	BHM6011
9	Food Production Operations	BHM6314	4	Th+Pr	None
10	Food & Beverage Service Management	BHM6244	4	Th+Pr	BHM6243
11	Hospitality English	ENG6004	3	Th	ENG6003
12	Fundamentals of Management	BHM6163	3	Th	None
	Total		22		

Second Year ----- Third Semester

S.N	Subjects	Subject Code	CreditHr	Status	Pre Requisite
13	Food Science and Nutrition	BHM6301	4	Th	None
14	Accounting for Hospitality	BHM6302	3	Th	None
15	Food Production Management	BHM6316	4	Th+Pr	BHM6314
16	Beverage Study	BHM6120	4	Th+Pr	BHM6244
17	Hospitality HRM	BHM6193	3	Th	BHM6163
18	Hotel French	FRN 1001	3	Th	None
	Total		21		

Second Year ----- Fourth Semester

S.No	Proposed Subjects	Subject Code	Credit Hr	Status	Pre Requisite
19	Food and Catering Management	BHM6317	4	Th+Pr.	None
20	Introduction to Economics	ECO6701	3	Th	None
21	Organizational Behavior	BHM6116	3	Th	None
22	Entrepreneurship	BHM6123	3	Th	None
23	Restaurant Business operation/Analysis	BHM6254	4	Th+Pr	BHM6120
24	Hospitality Service Marketing	BHM6111	3	Th	None
	Total		20		

Third Year ----- Fifth Semester

S.No	Subjects	Subject Code	Credit Hr	Status	Pre Requisite
25	Revenue Management	BHM6119	3	Th	BHM6302
26	Purchasing and Cost Control	BHM6315	3	Th	None
27	Statistics	STAT0001	3	Th	None
28	Public Relation	BHM6118	3	Th	None
29	Hospitality Training and Development	BHM6121	3	Th	None
30	Hospitality Law	BHM6123	3	Th	None
	Total		18		

Third Year ----- Sixth Semester

S.No	Subjects	Subject Code	Credit Hr	Status	Total
30	Hotel Maintenance	BHM6801	4	Th + Pr	None
31	Event Management	BHM6433	4	Th+Pr	None
32	Tourist Behavioral Science	BHM6457	3	Th	BHM6116
33	Research Methodology	BHM6118	3	Th	None
	Total		14		

Fourth Year ----- Seventh Semester

S.No	Subjects	Subject Code	Credit Hr	Status	Pre Requisite
34	Industrial Training/ Internship	BHM6916	12	Pr	I/II/III/IV/V/VI Sem
					I/II/III/IV/V/VI Sem
	Total		12		

Fourth Year ----- Eight Semester

S.No	Subjects	Subject Code	Credit Hr	Status	Pre Requisite
34	Industrial Training/ Internship	BHM6916	12	Pr	I/II/III/IV/V/VI Sem
35	Internship Report	BHM6917	6	Th	I/II/III/IV/V/VI Sem
	Total		18		



Assessment Methods and Types

The examination will be conducted and monitored by Lincoln University College, in presence of the representative from Lincoln University College. To successfully complete a subject/ module, the student has to achieve Pass marks in both internal assessments as well as final examination.

Type of Assessment	Components of Assessment	Weightings of Components (%)
Coursework	Two Assignments/ Practical Exam	20
Tutorial/ Quiz	Attendance/Grooming/ General Conduct	10
Examination	Midterm	20
	Final	5

Grading System

MARKS	GRADE	Value	Interpretation
100 - 80	A 4.00	Distinction	
79 - 75	A- 3.67	Very Good	
74 - 70	B 3.33	Satisfactory	
69 - 65	B- 3.00		
64 - 60	C 2.67	Pass	
59 - 55	C- 2.33		
54 - 50	D 2.00		
49 - 47	D- 1.67	Fail	
46 - 44	F 1.33		
43 - 40	F- 1.00		
Below 40	TL, X, MITM, TD, G, or XG	0.00	



Academic Criteria

- a) Pass Foundation programs in Business & Computing Foundation; or
- b) Pass STPM; or secured at least second division in the 10+2, PCL or equivalent program equivalent
- c) Pass A level with 5 credit (English & 4 other subjects); or
- d) Diploma; or
- e) Professional certificate such as CIMA, CFC, CFA; or
- f) Accreditation of Prior Learning based on minimum age, working experience, school level of education & skills certificates.

Career Opportunities

The graduates will continue their career development into middle and senior management positions in the following employment settings:

- Hotels, Resorts, Inns;
- Food & Beverage services; Restaurants,
- Dining Rooms, Pubs,
- Institutional Food services;
- Management Consulting Companies
- The employment opportunities are varied:
- Supervisory/Management which require advanced planning and leadership skills.
- Independent entrepreneurs, there are many business opportunities in the Hospitality sector which the graduate might pursue.
- Hospitality Business Development organizations which plan, develop and operate new business.
- Hospitality training organizations/Human Resources Management positions.
- Sales and Marketing.

Internship Opportunities

- UAE
- Australia
- China
- Japan
- USA
- Malaysia
- Nepal
- India



Food and Beverage Service

Service signifies the experience that the guest experiences. In hospitality, the specialization in this subject provides the students with comprehensive knowledge of various alcoholic beverages and operating bars. It deals with the development of skills in planning and coordinating banquet, buffet of various occasions. This suffices student's criteria to enter hotels, restaurants, cruises, railways, shipping and airlines services.



Food & Beverage Production

This is an important aspect in Hospitality Industry as it refers to the different methods of cooking. The specialization in this course helps students to handle and prepare varieties of food and beverages providing comprehensive and practical knowledge from related field.



House Keeping

Housekeeping Management is an invaluable resource to help tomorrow's executive housekeepers acquire the proficiency in management and administration they will need to succeed in the related field. The students will be capable of maintaining hotel, hostel, residents and public areas, nursing homes, operating laundry houses etc through the specialization in this subject.



Front Office

Under Front Office Management, students acquire skills like guest service, reservations, registration, room and rate assignment, maintenance and settlement of guest accounts and public relation along with preparation of budget, forecasting and implementation of the department requirements which plays significant role when they start to work in any hospitality industry. After completing this course, every student will have been acquainted with various categories of hotels and various departments within a hotel and will develop a sense of work ethics and a pleasing manner while dealing with guests. The scope doesn't end here as the knowledge gained from front office management can also be applied in other day-to-day activities of various business houses and multinational companies.

Faculty Members



Arif Rauf
Introduction Hospitality Industry



Pranita Rimal
Organizational Behavior



Nabin Shakya
Front Office Operations/Purchasing
and Cost control



Shristy Acharya
Hospitality Service Marketing



Rajat Bajracharya
Human Resource Management



Bikash Malla Thakuri
Hospitality Law



Roma Poudyal
Hotel French



Suraj Basnyat
Food Production Operations



Sunil Shrestha
Hotel Financial Accounting



Sujan Koirala
Introduction to Economics



Bina Karki
Food Science and Nutrition



Bimal Poudel
Statistics

Student Testimonials



Robin Rana
BHM 8th Semester

The environment at KFA is sociable and friendly. The lively class atmosphere always encourages and strengthens our determination.



Anju Duwal
BHM 7th Semester

The faculty members and Academic department facilitate us in much comfortable way than I thought. I have studied in other colleges in the past but there is no other place like KFA. They guide us to be professional and teach us the contemporary way.



Sujita Rajbhandari
BHM 5th Semester

Practical classes is my best place at KFA. It offers rich and dynamic collection of academic and professional mixture that no other BHM college offers. The practical instructors are the best among all.



Yunisha Gurung
BHM 3rd Semester

KFA has changed the way I look at myself. I am more confident and secured about myself. Life at KFA has made a positive impact on the way I see myself.



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