

Ordinance No.V(120A)

Bachelor of Travel and Tourism Management

(B.T.T.M)



College of Hotel Management Faculty of Management and Commerce

**SWAMI VIVEKANAND SUBHARTI UNIVERSITY,
MEERUT**

Ordinance No. V (120A)
ORDINANCE RELATING TO BACHELOR IN
TRAVEL AND TOURISM MANAGEMENT (BTM)
(As per CBCS w.e.f 2022-23)

1. INTRODUCTION

Bhikaji Cama Subharti College of Hotel Management (BCSCHM) has been established in 2009 under Swami Vivekanand Subharti University (SVSU), Meerut with the vision to **produce highly qualified skilled, trained, competent professionals for hospitality and tourism services.**

- Mission to establish the BCSCHM was specifically centralized to focus on:
- To provide quality education and skilled professional
- To promote research and development in respective field
- To groom every student to be an excellent professional who follows Indian Culture, loving Moral values and the dictum “Atithi Devo Bhav”

Bhikaji Cama Subharti College of Hotel Management (BCSCHM) has started with following programmes:

- a) Ph.D. in Hotel Management (Ph.D)
- b) Masters of Hotel Management and Catering Technology (MHMCT)
- c) Bachelors of Hotel Management and Catering Technology (BHMCT)
- d) Diploma in Food Production and Bakery (DFPB)
- e) Diploma in Food and Beverage Service (DFBS)

PROGRAM OBJECTIVES:

- To ensure that the students has adequate knowledge and skills, so that they are work ready at each exit point of the program.
- To provide flexibility to the students by the means of pre-determined entry and multiple exits.
- Gain knowledge about environment and types of organization emphasizing on Tourism Sector
- Entrepreneurial Skills for self as well as society upliftment.
- Development of leadership skills to work autonomously and in the organized group.
- Development of qualities as an effective manager, capable of taking decisions and communicating effectively with different types of publics.
- Strategic Decision Maker to plan and execute the Managerial functions.
- Personality Development and communication Skills
- Business Ethics and code of conduct
- Develop a right understanding regarding various financial institutions and agencies governing aspects of business.
- Understanding of current global scenario tourism and travel industry

PROGRAMME OUTCOMES:

- To provide a learning environment to the students so that they can pursue careers in different domains of tourism management.
- To develop the conceptual framework of tourism in the students and create a knowhow of all the sectors of tourism.
- To equip students with the required communication and managerial skills.
- To provide exposure to real life work experiences and hands-on practice by participation in various trainings/internships.
- To groom the personality of the students to make them industry ready.
- To enhance the technical skills among the students, training is provided for CRS & GDS platforms.
- To sensitize the students so that they can appreciate the heritage and tourism resources of India and the world.
- To make the students aware of tourism policy initiatives of the governments.

2. RULES AND REGULATIONS FOR ADMISSION in BTTM

2.1 For admission in Bachelor of Travel & Tourism Management programme, the applicant should have passed with a minimum aggregate of 45% (40% for SC/ST) in Intermediate examination or equivalent of a recognized board.

2.2.1 The applicants may be required to appear at an entrance test followed by group discussion, interview and counseling before admission.

2.2.2 The reservation and relaxation for SC/ST/OBC/PWD and other categories shall be as per the rules of the Central Government/State Government, whichever is applicable.

2.3. The entire programme has to be completed within a maximum of six years from the date of original admission in the programme.

3. CURRICULUM/ STRUCTURE OF PROGRAMME OF BTTM

3.1 The programme shall be spread over three academic years, spread over six semesters comprising actual teaching for a minimum of 90 days in each semester.

3.2 The programme focuses on the following aspects:

- a) Competence
- b) Entrepreneurship
- c) Skill development
- d) Value added
- e) Extracurricular activities

3.3 Choice Based Credit System (CBCS):

- The curriculum offers a total of 46 courses out of which the student has to complete 39 courses and the total number of credits required for the award of BTTM degree is **151 credits**. The students can opt for choices in Core Elective courses, Ability Enhancement courses and Skills Enhancement courses. The courses are divided into 3 categories, i.e. Core courses, Ability Enhancement courses and Skills Enhancement courses.
- All core courses, Ability Enhancement courses and Skills Enhancement courses are theory based.
- Field Trip will be organised after completion of 1st year, 2nd semester to make familiar with Tourism industry. Trip will be for 1 week. Report of Field Trip will be submitted in 3rd semester and evaluation will be done through Viva-Voce having maximum marks of 100 (External only).
- Students will undergo 2 months Internship after completing 4th semester, 2nd year.. The students are expected to train in reputed Travel Agencies and Tour Operation companies. At the end of the Internship the student shall submit a training report along with the log book and a training certificate from the concerned Travel Agencies and Tour Operation companies. The training report is to be prepared by the student and to be submitted to the Training and Placement Officer within the stipulated time for assessment. Training Report of Internship will be submitted in 5th semester and evaluation will be done through Viva-Voce having maximum marks of 100 (External only).
- To inculcate research oriented aptitude in the students, there is a Dissertation in the 6th semester where student will select a topic of his/her choice related to the programme and a Guide will be allotted to each student which will help the students for the successful completion of research work. Evaluation of Dissertation will be done through Viva-Voce having maximum marks of 200 (External only).

3.4 The academic calendar shall be as follows:-

Ist , IIIrd , Vth Semester	Session - 1st Aug. to 30th Nov Exam - 1st Dec. to 15th Dec
IInd , IVth , VIth Semester	Session - 1st Jan. to 10th May Exam - 1st May to 15th May

3.5: Table of BTTM programme Structure under CBCS from the academic year 2022-23

Course Code	Course	Course Type	Teaching Load per week				Credit	Marks		Total Marks
			L	T	P	Total		Continuous Comprehensive Assessment (CCA)	End-Semester Examination (ESE)	
SEMESTER I										
BTTM 101	Fundamental of Tourism	Core	3	1	-	4	4	30	70	100
BTTM 102	Destination Geography (India)	Core	3	1		4	4	30	70	100
BTTM 103	Tourism Resources of India	Core	3	1	-	4	4	30	70	100
BTTM 104	Tourism Industry Orientation	Core	3	1		4	4	30	70	100
BTTM 105	Universal Human Values and Professional Ethics	Ability Enhancement	3	-		3	3	-	50	50
BTTM 106	Communicative English	Skill Enhancement	3	1	-	4	4	30	70	100
	Total					23	23	150	400	550
SEMESTER II										
BTTM 201	Destination Geography (World)	Core	3	1	-	4	4	30	70	100
BTTM 202	Tourism Resources of World	Core	3	1		4	4	30	70	100
BTTM 203	Tourism Impacts	Core	3	1	-	4	4	30	70	100
BTTM 204	Basics of Accounting	Ability Enhancement	3	1		4	4	30	70	100
BTTM 205	Environmental Science	Ability Enhancement	3	1		4	4	30	70	100
BTTM 206	Business Communication	Skill Enhancement	3	1	-	4	4	30	70	100
BTTM 207	Computer Applications	Skill Enhancement	3	1	-	4	4	30	70	100
	Total					28	28	210	490	700
SEMESTER III										
BTTM 301	Tourism in Uttar Pradesh	Core	3	1	-	4	4	30	70	100
BTTM 302	Cultural Tourism	Core	3	1	-	4	4	30	70	100

BTTM 303	Introduction to Hotel Industry	Core	3	1	-	4	4	30	70	100
BTTM 304	Adventure Tourism	Core	3	1	-	4	4	30	70	100
BTTM 305	Organizational Behaviour	Ability Enhancement Course (Any- 1 out of 2)	3	1	-	4	4	30	70	100
BTTM 306	Strategic Management									
BTTM 307	Personality Development and Presentation Skills	Skill Enhancement Course	3	1	-	4	4	30	70	100
BTTM 308	Field Trip	Skill Enhancement Course		2	-	2	2		100	100
Total						26	26	180	520	700

SEMESTER IV

BTTM 401	Wellness & Medical Tourism	Core	3	1	-	4	4	30	70	100
BTTM 402	Tourism Trends & Issues (Domestic and International)	Core	3	1	-	4	4	30	70	100
BTTM 403	Tour Operations and Product Development Management	Core	3	1	-	4	4	30	70	100
BTTM 404	Principles of Management	Ability Enhancement Course	3	1	-	4	4	30	70	100
BTTM 405	Essentials of Marketing	Ability Enhancement	3	1		4	4	30	70	100
BTTM 406	Facility Planning	Skill Enhancement Course (Any- 1 out of 2)	3	1	-	4	4	30	70	100
BTTM 407	Language									
Total						24	24	180	420	600

SEMESTER V

BTTM 501	New Age Tourism	Core	3	1	-	4	4	30	70	100
BTTM 502	Eco-Tourism	Core	3	1	-	4	4	30	70	100
BTTM 503	Tourism Planning & Policy Framework	Core	3	1	-	4	4	30	70	100
BTTM 504	Tourism Geography	Core	3	1	-	4	4	30	70	100

BTTM 505	Tourist Behaviour	Core	3	1	-	4	4	30	70	100
BTTM 506	Human Resource Management	Ability Enhancement Course (Any- 1 out of 2)	3	1	-	4	4	30	70	100
BTTM 507	Business Environment									
BTTM 508	Internship Report	Skilled Enhancement		2	-	2	2		150	150
Total						26	26	180	570	750
SEMESTER VI										
BTTM 601	Travel Agency and Tour Operations Management	Discipline Specific Elective (Any- 1 out of 2)	3	1	-	4	4	30	70	100
BTTM 602	Cargo Management									
BTTM 603	Airlines Operations, Ticketing & GDS	Discipline Specific Elective (Any- 1 out of 2)	3	1	-	4	4	30	70	100
BTTM 604	Wellness & Medical Tourism									
BTTM 605	Event Management in Tourism	Discipline Specific Elective (Any- 1 out of 2 on the basis of above selection)	3	1	-	4	4	30	70	100
BTTM 606	Travel Writing									
BTTM 607	Surface Transport Operation	Discipline Specific Elective (Any- 1 out of 2 on the basis of above selection)	3	1	-	4	4	30	70	100
BTTM 608	Entrepreneurship Development in Tourism									
BTTM 609	Research Methodology	Ability Enhancement	3	1		4	4	30	70	100
BTTM 610	Dissertation	Skilled Enhancement		4	-	4	4		200	200
Total						24	24	150	550	700

3.6 List of all Courses under different categories for BTTM Programme

Course Type	Course Code	Course Name
Core Course		Fundamental of Tourism
		Destination Geography (India)
		Tourism Resources of India
		Tourism Industry Orientation
		Destination Geography (World)
		Tourism Resources World
		Tourism Impacts
		Tourism in Uttar Pradesh
		Cultural Tourism
		Wellness & Medical Tourism
		Tourism Trends & Issues (Domestic and International)
		New Age Tourism
		Eco-Tourism
		Tourism Planning & Policy Framework - New
		Tour Operations and Product Development Management
		Adventure Tourism – New
		Entrepreneurship Development in Tourism
		Tourism Geography
		Introduction to Hotel Industry
		Tourist Behaviour
Discipline Specific Elective		Travel Agency and Tour Operations Management
		Cargo Management
		Airlines Operations, Ticketing & GDS
		Wellness & Medical Tourism
		Event Management in Tourism
		Travel Writing
		Surface Transport Operation
Ability Enhancement Course		Universal Human Values and Professional Ethics
		Environmental Science
		Basics of Accounting
		Research Methodology
		Essentials of Marketing
		Organizational Behaviour
		Human Resource Management
		Principles of Management
		Strategic Management
	Business Environment	
Skill Enhancement Course		Communicative English
		Business Communication
		Computer Applications
		Personality Development and Presentation Skills
		Facility Planning
		Language
		Field Trip
		Internship Report
	Dissertation	

4. EXAMINATION AND EVALUATION

4.1 ATTENDANCE:

The students are expected to attend all the classes and should not have less than 75 % attendance in each semester, wherever held, to become eligible to appear for the university examination. Short fall in attendance can, however be condoned in deserving cases to the extent of 10% by the Principal. If the short fall is more than 10% but not more than 15%, the Principal may recommend deserving cases to the Vice Chancellor for condonation. The order of the Vice Chancellor in this regard shall be final.

4.2 EXAMINATION:

All Courses offered by BCSCHM under BTTM programme will have an evaluation system within two components as:

1. Continuous Comprehensive Assessment (CCA) accounting for 30% of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% of the final grade that the student gets in a course. **A student will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful in a course.**
3. In Continuous Comprehensive Assessment (CCA) minimum 33% marks is compulsory for the students to appear in the End-Semester Examination (ESE) and minimum 40% marks is compulsory in ESE to qualify for next semester.

4.2.1 CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA) :

Continuous Comprehensive Assessment (CCA) will be of 30 **marks** comprised:

- 4.2.1.1 Midterm written test including in-between snap tests if any shall carry **15 marks** independently in each subject.
- 4.2.1.2 A maximum of **10 marks** in each subject shall be awarded for attending classes as per the following norms:

Note: Marks for Attendance: below 50% = Zero (0) mark; 50% = 1 mark; 51 – 59.99% = 2 marks; 60 – 64.99% = 3 marks; 65 – 69.99% = 5 marks; 70 – 74.99 % = 7 marks; 75- 79.99% = 8 marks; 80- 84.99% = 9 marks; 85- 100% = 10 marks

4.2.2 END SEMESTER EXAMINATION (ESE)

The remaining 70% of the final grade of the student in a course will be assessed on the basis of an end semester examination (ESE) that will be for three hours duration and will cover the entire syllabus of the course.

The question papers for the ESE will be got set by the Controller of Examinations (COE) of the Swami Vivekanand Subharti University (SVSU) by a selected faculty panel.

4.3 PAPER SETTING, EVALUATION & RESULTS

The work of setting the End semester examination papers, conduct of the End semester and Annual examinations, Evaluation and declaration of results shall be as per the laid down Examination policies / latest University Notifications.

5. POWER TO MODIFY

In the event of any emergent situation, if any deviation is considered necessary, the Hon'ble Vice Chancellor is authorized to modify the Ordinance, subject to subsequent ratification by the Executive Council.

SYLLABUS
(BACHELOR IN TRAVEL AND TOURISM MANAGEMENT)
Year1 (Semester 1)

Fundamental of Tourism			Course Code : BTM 101
Semester : I	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: The course aims at providing basic knowledge of Tourism, Travel & Typology of Tourism. Student will be familiar with the fundamental concepts of travel and tourism, tourism industry overview and various tourism industry related international organizations.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> • Definition of tourism • History of tourism • Nature and importance of tourism • Components and typology of tourism 	9	3
2	<ul style="list-style-type: none"> • Tourism as an industry • Visitor ,Tourist, Excursionist • Basic travel motivators • Concept of Domestic and International tourism. • Various travel documents Passport, VISA, Health, Economic etc. 	9	3
3	<ul style="list-style-type: none"> • Significance and Impacts tourism:- <ul style="list-style-type: none"> • Social • Cultural • Economic • Environmental 	9	3
4	<ul style="list-style-type: none"> • Selective contemporary trends in tourism • Growth and development of Tourism in India. <ul style="list-style-type: none"> • National and International Trade Associations & Organizations- TAAI, IATO, UNWTO, PATA, IATA, UFTAA, ICAO. 	9	3
5	<p>Tourist infrastructure and superstructure</p> <ul style="list-style-type: none"> • - Type of infrastructure required in the primary sectors of Tourism i.e. transportation & accommodation. • - Organizational infrastructure of Tourism in public & private sectors with special reference to India. • - Overview on Travel Agency & Travel Operation Business. • - Chain of distribution in Tourism. • - Role of Vertical and Horizontal integration in Tourism. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • A. K. Bhatia, ‘ Tourism Development: Principles, Practices and Philosophies’, Sterling Publishers, New Delhi • McIntosh, Robert, W Goeldner, R Charles, ‘Tourism: Principles, Practices and Philosophies’, John Wiley and Sons Inc. New York 1990 		
Course outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Understand History of Tourism & its components 2. Explain Concept of Tourism & Travel documents 3. Understand the Significance and Impacts tourism 4. Understand trends & National and International Trade Associations & Organizations 5. Understand Tourist infrastructure and superstructure 		

Destination Geography (India)			Course Code : BTM 102
Semester : I	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: to provide comprehensive information about the importance of geography in growth and development of tourism in a region. Students will be aware of the unique geographic structure which are also become major tourist attraction if judiciously planned and promoted.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Fundamental of Geography <ul style="list-style-type: none"> • Definitions of Geography and Tourism Geography • Major land forms & Physical features • Impact of Climate on Tourism • Vegetation and Tourism • Role of Geography in Tourism 	9	3
2	Indian Sub-Continent <ul style="list-style-type: none"> • Major physical features • Indian Climate • Natural Vegetation 	9	3
3	<ul style="list-style-type: none"> • Indian States & Union Territories: Their location and important cities • City and Airport Code of Indian Cities 	9	3
4	<ul style="list-style-type: none"> • Cartography, Map projections • Understanding and reading maps. • Drawing maps and marking important places 	9	3
5	<ul style="list-style-type: none"> • Climatology of recreation • Tourist market destination inter-relationship • Meteorology vis-à-vis tourist traffic trend • Geographic features vis-à-vis touristic activities • Climatic Conditions prevailing in India • Some important geographical locations in India, famous for international Tourism 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Worldwide destinations: A Geography of Travel and Tourism : Crish Cooper and Brian Boniface • A. K. Bhatia, ‘ Tourism Development: Principles, Practices and Philosophies’, Sterling Publishers, New Delhi • McIntosh, Robert, W Goeldner, R Charles, ‘Tourism: Principles, Practices and Philosophies’, John Wiley and Sons Inc. New York 1990 • Gupta, IC : Tourism Products of India 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand basics of Indian Geography 2. Explain Indian Sub-continent 3. Understand the Indian states & UTs 4. Understand Cartography & reading maps 5. Understand the inter-relation between climatology & Tourism 		

Tourism Resources of India			Course Code : BTM 103
Semester : I	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: to understand the tourism resources and tourist attraction. As India is a treasure trove of tourism resources, in terms of natural, historical, cultural, religious as well as physiological etc., this paper will provide comprehensive information about tourism resources of India.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.	8	3
2	Architecture <ul style="list-style-type: none"> • Archaeological sites • Forts & Palaces • Religious monuments 	7	3
3	Arts <ul style="list-style-type: none"> • Paintings & • Sculptures • Museums • Art Galleries 	9	3
4	Natural tourist resources:- <ul style="list-style-type: none"> • Land forms and landscapes • Mountains as tourism products • Deserts as tourism product • Coastal and island products 	9	3
5	Wildlife Resources of India <ul style="list-style-type: none"> • Biogeography and Diversity of Wildlife habitat • Varied Forest types and Flora • Unique and Rare Fauna. • National Parks, Wildlife Sanctuaries • Biosphere Reserves Existing tourism trends, tourism potential and issues. • Case study of National park 	12	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • India (Book) – Published by Lonely Planet • A. K. Bhatia, ‘ Tourism Development: Principles, Practices and Philosophies’, Sterling Publishers, New Delhi • McIntosh, Robert, W Goeldner, R Charles, ‘Tourism: Principles, Practices and Philosophies’, John Wiley and Sons Inc. New York 1990 • Gupta, IC : Tourism Products of India 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand basics of Tourism Products 2. Gain knowledge about Archaeological sites, forts & monuments 3. Understand paintings Sculptures, Museums & Art Galleries 4. Understand the Natural tourist resources 5. Understand the importance of Wildlife and National Parks in Tourism 		

Tourism Industry Orientation			Course Code : BTTM 104
Semester : I	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: This paper would provide adequate exposure in the Tourism Industry, its components, various tourism service suppliers. Role and contribution of travel agency, airline, transportation system in growth and development of travel trade will be highlighted.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Outline of sectors associated with tourism industry. Travel Agencies –origin, meaning, types, role ,prominentcompanies, job opportunities Tour Operators-meaning, types, role, major players, jobopportunities 	8	3
2	<ul style="list-style-type: none"> Disintermediation and Online Travel Agencies- role ,prominentcompanies, job opportunities Indian Aviation-introduction, evolution, major airlines , recentreforms, air alliances 	7	3
3	<ul style="list-style-type: none"> Introduction of hospitality sector, potential, types of hotels,prominent hotel chains Air Cargo sector , sub-units of air cargo ,prominent companies 	9	3
4	<ul style="list-style-type: none"> Overview and potential of MICE tourism in India Career in event management, skills required, prominent companies Concept of Entrepreneurship, Prominent and recent entrepreneurial ventures of tourism sector 	9	3
5	<ul style="list-style-type: none"> Case Study of 5 reputed Travel Agencies: Thomas Cook SITA Cox & Kings Kuoni Travels MakeMyTrip 	12	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Dixit, Manoj: Travel Agency Management McIntosh,Robert, W Goeldner, R Charles, ‘Tourism: Principles, Practices and Philosophies’, John Wiley and Sons Inc. New York 1990 Holloway, J.C.: The Business of Tourism, Mc Donald and Evans Chand, Mohinder,: Travel Agency Management 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand basics of Tourism sectors Gain knowledge about Travel agencies & Indian Aviation Understand Hospitality sector Understand basics of Event management, MICE Comprehensive understanding of Travel Agency & Tour Operation Business 		

Universal Human Values and Professional Ethics			Course Code : BTTM 105
Semester : I	L/T (Per week)	3/0	Credits : 03

Objective	Course objective: To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS', Holistic perspective among students		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<p>Need, Basic Guidelines, Content and Process for Value Education</p> <ul style="list-style-type: none"> • Understanding the need, basic guidelines, content and process for Value Education • Self Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self exploration • Continuous Happiness and Prosperity- A look at basic Human Aspirations • Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority • Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario • Method to fulfil the above human aspirations: understanding and living in harmony at various levels 	11	
2	<p>Understanding Harmony in the Human Being - Harmony in Myself!</p> <ul style="list-style-type: none"> • Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’ • Understanding the needs of Self (‘I’) and ‘Body’ - <i>Sukh</i> and <i>Suvidha</i> • Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer) • Understanding the characteristics and activities of ‘I’ and harmony in ‘I’ • Understanding the harmony of I with the Body: <i>Sanyam</i> and <i>Swasthya</i>; correct appraisal of Physical needs, meaning of Prosperity in detail • Programs to ensure <i>Sanyam</i> and <i>Swasthya</i> 	12	
3	<p>Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship</p> <ul style="list-style-type: none"> • <i>Understanding Harmony in the family – the basic unit of human interaction</i> • Understanding values in human-human relationship; meaning of <i>Nyaya</i> and program for its fulfilment to ensure <i>Ubhay-tripti</i>; • Trust (<i>Vishwas</i>) and Respect (<i>Samman</i>) as the foundational values of relationship • Understanding the meaning of <i>Vishwas</i>; Difference between intention and competence • Understanding the meaning of <i>Samman</i>, Difference between respect and differentiation; the other salient values in relationship • Understanding the harmony in the society (society being 	12	

	<p>an extension of family): <i>Samadhan, Samridhi, Abhay, Sah-astitva</i> as comprehensive Human Goals</p> <ul style="list-style-type: none"> • Visualizing a universal harmonious order in society- Undivided Society (<i>Akhand Samaj</i>), Universal Order (<i>Sarvabhaum Vyawastha</i>)- from family to world family! 		
4	<p>Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship</p> <ul style="list-style-type: none"> • <i>Understanding Harmony in the family – the basic unit of human interaction</i> • Understanding values in human-human relationship; meaning of <i>Nyaya</i> and program for its fulfilment to ensure <i>Ubhay-tripti</i>; • Trust (<i>Vishwas</i>) and Respect (<i>Samman</i>) as the foundational values of relationship • Understanding the meaning of <i>Vishwas</i>; Difference between intention and competence • Understanding the meaning of <i>Samman</i>, Difference between respect and differentiation; the other salient values in relationship • Understanding the harmony in the society (society being an extension of family): <i>Samadhan, Samridhi, Abhay, Sah-astitva</i> as comprehensive Human Goals • Visualizing a universal harmonious order in society- Undivided Society (<i>Akhand Samaj</i>), Universal Order (<i>Sarvabhaum Vyawastha</i>)- from family to world family! 	11	
Total Hours		45	00
Reference Books	<ul style="list-style-type: none"> • A Textbook on Human Values and Professional Ethics • A Foundation Course in Human Values and Professionals Ethics 		
Course outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Understand Need, Basic Guidelines, Content and Process for Value Education 2. Understanding Harmony in the Human Being - Harmony in Myself! 3. Understanding Harmony in the Family and Society- Harmony in Human-Human 4. Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship 		

Communicative English			Course Code : BTM 106
Semester : I	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: Communication is an essential life skill, and a professional pre-requisite in the hospitality industry. This course provides theoretical inputs backed with practice sessions, in order to communicate effectively. The course aims at enhancing listening, speaking, reading and writing skills.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Nature and the Process of Communication <ul style="list-style-type: none"> • Introduction to Communication – meaning and scope • Objectives and Principles of Communication • Features of Communication • Process of Communication 	9	3
2	Types of Communication Categories of communication a) Interpersonal communication b) Mass communication Forms of communication a) Verbal communication <ul style="list-style-type: none"> • Oral communication • Written communication b) Non-verbal communication <ul style="list-style-type: none"> • Introduction to body language • Understanding body language Formal and Informal Communication <ul style="list-style-type: none"> • Vertical communication v/s Horizontal communication 	9	3
3	Barriers to effective communication <ul style="list-style-type: none"> • Defining Barriers to communication • Types of Barriers – <ol style="list-style-type: none"> a) Physical or Environmental barriers b) Semantic and Language barriers c) Personal barriers d) Emotional or Perceptual Barriers e) Socio-psychological barriers f) Physiological or Biological Barriers g) Cultural Barriers h) Organizational Barriers 	9	3
4	Written communication skills <ul style="list-style-type: none"> • Meaning, Importance, Advantages and Disadvantages of written communication • Letter writing - (letters of inquiry and booking of a banquet or a room, complaint, apology, leave and appreciation) 	9	3
5	Oral communication skills <ul style="list-style-type: none"> • Meaning, Importance, Advantages and Disadvantages of oral communication • Essential qualities of a good speaker • Extempore, Debate and Elocution 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Communication Skills Training by Ian Tuhovsk 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Discuss features and process of communication 2. Classify various types of communication 3. Solve barriers to effective communication 4. Assess their written communication skills 5. Evaluate their oral communication 		

Year1 (Semester 2)

Destination Geography (World)			Course Code : BTM 201
Semester : II	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: to provide detail knowledge of the geography of tourism. It refers to study the movement or flow of tourist from tourist originating region to tourist destination region, including the route through which movement take place. Thus, student will be able to understand current tourist flow at the global level.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> • Concept, scope and significance • Physical, Socio-cultural, Economic and Bio-geographic Perspectives of World Geography • Prominent geographical formations and features. • Art of map reading- tools techniques and applications (latitude longitude, time zones, GMT and international dateline) 	12	3
2	Geographical environment – <ul style="list-style-type: none"> • Climatic regions of the world • World vegetation regions 	6	3
3	Continental Geography Physical, regional and geopolitical setting of various continents. <ul style="list-style-type: none"> • America • South America • Europe • Asia • Africa • Australia 	12	3
4	<ul style="list-style-type: none"> • Climatology of recreation • Tourist market destination inter-relationship • Meteorology vis-à-vis tourist traffic trend • Geographic features vis-à-vis touristic activities • Climatic Conditions prevailing in India • Some important geographical locations in India, famous for international Tourism 	9	3
5	World Geography: <ul style="list-style-type: none"> • Locating contents and major countries, important city and Airport codes, marking these on world map. 	6	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Bonitace B. And Cooper C., ‘The Geography of travel and Tourism ‘, Heirmann Professional Publishing London • Burton, Rosemary, ‘The Geography of Travel & Tourism’ • Robinson,HA, ‘A Geography of Tourism’ 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand basics of World Geography 2. Gain knowledge Map marking 3. Understand World’s best tourist sites 4. Understand characteristics of Indian outbound travel 5. Get knowledge of famous touristic countries and cities located on the Map 		

Tourism Resources of World			Course Code : BTM 202
Semester : II	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: To understand tourist Resource potential prevailing in different parts of the world. International Tourist Destinations which are popular worldwide will be illustrated so that student could understand international tourism trends and tourists preferences while selecting destination for visit.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Tourism product: nature and characteristics of tourism products and classification of tourism products, role of UNESCO in developing and conserving Tourism Products. 	10	3
2	Architecture (Ancient Europe) <ul style="list-style-type: none"> Archaeological sites Forts & Palaces Religious monuments 	8	3
3	Arts (Asia) <ul style="list-style-type: none"> Paintings & Sculptures Museums Art Galleries 	7	3
4	Natural tourist resources of America:- <ul style="list-style-type: none"> Land forms and landscapes Mountains as tourism products Deserts as tourism product Coastal and island products Wildlife Sanctuaries and National Parks in India 	10	3
5	Wildlife Resources of Africa <ul style="list-style-type: none"> Biogeography and Diversity of Wildlife habitat Varied Forest types and Flora Unique and Rare Fauna. National Parks, Wildlife Sanctuaries Biosphere Reserves Existing tourism trends, tourism potential and issues. 	10	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Bonitace B. And Cooper C., ‘The Geography of travel and Tourism ‘, Heirmann Professional Publishing London Burton, Rosemary, ‘The Geography of Travel & Tourism’ Robinson,HA, ‘A Geography of Tourism’ 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand basics of Tourism Products Gain knowledge about Archaeological sites, forts & monuments Understand paintings Sculptures, Museums & Art Galleries Understand the Natural tourist resources Understand Wildlife Resources. 		

Tourism Impacts			Course Code : BTM 203
Semester : II	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: Unplanned development of tourism can lead to complete destruction of tourist destination, in terms of environment, culture, social lifestyle, traditions, and even the aesthetics of the destination. Hence, the purpose of the study is to make aware the negative impacts of tourism and the way to maximize positive impacts.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	The Positive & Negative Impacts of Tourism <ul style="list-style-type: none"> • Concept of Cost & Benefits of Tourism Scope of Tourism Impacts : Socio-Cultural, Economic, Environmental, Physical etc. 	9	3
2	Socio-Cultural & Environmental impacts <ul style="list-style-type: none"> • Doxy's Irredix Index (from initial to antagonism) • Social & Cultural changes • Ecological damages • Environmental degradation: loss of scenic appeal • Conservation and Preservation of Cultural Forms and Environmental protection through tourism. 	9	3
3	Economic Impact & Managing Impacts <ul style="list-style-type: none"> • Income, employment, Forex, Skills Development, Multiplier effect, effects on balance of payments, • Seasonality, Tourism Investment, Infrastructure development • Cost-Over Dependency, Shift in Economic Patterns • Role of Policy Measures: Controlled & Regulated Tourism • Finance, Capacity Management, Strategies for ameliorating Impacts 	9	3
4	Impact Assessment <ul style="list-style-type: none"> • Multiplier Analysis • Methods & Techniques of Impact Assessment • Environmental audit • Concept of Carrying Capacity <ul style="list-style-type: none"> ▪ Physical ▪ Economical ▪ Social ▪ Cultural ▪ Environmental 	9	3
5	Case Studies <ul style="list-style-type: none"> • Goa, Kovalom, Himalyas (Kullu Manali & Garhwal), Rajasthan, HIMTAB • Responsible, Alternate, Sustainable, Eco-tourism 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Bonitace B. And Cooper C., 'The Geography of travel and Tourism', Heirmann Professional Publishing London • Burton, Rosemary, 'The Geography of Travel & Tourism' • Robinson,HA, 'A Geography of Tourism' 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand the Positive & Negative Impacts of Tourism 2. Gain knowledge about Socio-Cultural & Environmental impacts 3. Understand Economic Impact & Managing Impacts 4. Understand Impact Assessment 5. Comprehensive understanding of Impacts of Tourism through Case Studies 		

Basics of Accounting			Course Code : BTM 204
Semester : II	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: The Paper aims at enable students to understand the basics of Accounting which is an integral part of any economic enterprise. Handling daily monetary activities in a company requires knowledge of accounting. So, student will get skill of handling accounts of monetary activities held in organizations.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> • Accounting : Meaning, Definition, Objective & Scope. • Basic terms in Accounting, Accounting principles, branches of Accounting, • Uses of accounting, Limitation of accounting. • Concept & Conventions: Accounting Vs Accountancy • Functions of accountant in modern times • Parties interested in Accounting information 	9	3
2	<ul style="list-style-type: none"> • Accounting equations-meaning of accounting equation, computation of accounting, equations, effect of transactions. • Basic accounting procedures-Journal-debit & credit, rules of debit & credit, method of journalizing, • Ledger-meaning of ledger, utility of ledger, posting of entries. 	9	3
3	<ul style="list-style-type: none"> • Practical system of book-keeping - Cash book, types of cash book, single column, double column. • Trial Balance - meaning, objective preparation of trial balance, errors & rectification of errors. 	9	3
4	<ul style="list-style-type: none"> • Bank Reconciliation Statement - meaning, cause of difference, need & importance of BRS, how to prepare & preparation of BRS. • Depreciation-meaning of depreciation, need for charging of depreciation, methods of depreciation-straight line method, written down value 	9	3
5	<ul style="list-style-type: none"> • Financial Statement - Trading account & Profit & Loss A/c & Balance Sheet. • Trading Account-meaning, need, preparation of trading a/c. • P/L a/c - meaning, need, preparation of P/L a/c. • Balance Sheet - meaning need, preparation of balance sheet with minimum and simple adjustments. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • T,S, Grawal, '<i>Double Entry Book Keeping</i>', Sultan Chand & Sons New Delhi • C. Mohan Juneja, Chawla, Saksena, '<i>Double Entry Book Keeping</i>', Kalyani Publication, New Delhi • Gupta & Radhaswamy, '<i>Advanced Accountancy</i>' 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand basics of accounting system & principles 2. Gain knowledge about entries, P&L , balance sheet 3. Understand Cost accounting 4. Understand Budgeting & Cost Audit 5. Understand preparing final account and P & L account 		

Environmental Science			Course Code : BTM 205
Semester : II	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: The course aims to establish the importance of environmental issues. It provides insight on Environment Management in Hospitality Industry. It also helps students to understand the benefits of Eco-friendly practices to have a sustainable environment in daily operations of hotel.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Introduction to environmental studies <ul style="list-style-type: none"> Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development 	9	3
2	Ecosystems & Biodiversity and Conservation <ul style="list-style-type: none"> What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: <ul style="list-style-type: none"> a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) Levels of biological diversity :genetic, species and ecosystem diversity; Biogeography zones of India; Global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. 	9	3
3	Natural Resources: Renewable and Non-renewable Resources <ul style="list-style-type: none"> Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. 	9	3
4	Environmental Pollution <ul style="list-style-type: none"> Environmental pollution : types, causes, effects and controls; Air, water, soil, chemical and noise pollution Nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste. 	9	3

	<ul style="list-style-type: none"> • Pollution case studies. <ul style="list-style-type: none"> ▪ Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. 		
5	<p>Environmental Policies , Human Communities, Practices and the Environment</p> <ul style="list-style-type: none"> • Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; International agreements; Montreal and Kyoto protocols and conservation on Biological Diversity (CBD). The Chemical Weapons Convention (CWC). • Nature reserves, tribal population and rights, and human, wildlife conflicts in Indian context • Human population and growth: Impacts on environment, human health and welfares. • Carbon foot-print. • Resettlement and rehabilitation of project affected persons; case studies. • Disaster management: floods, earthquakes, cyclones and landslides. • Environmental movements: Chipko, Silent valley, Bishnios of Rajasthan. • Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. • Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).Responsible, Alternate, Sustainable, Eco-tourism 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Gadgil, M., & Guha, R.1993. This <i>Fissured Land: An Ecological History of India</i>. Univ. of California Press. • Gleeson,B. and Low, N. (eds.) 1999. <i>Global Ethics and Environment</i>, London, Routledge. • Gleick, P.H. 1993. <i>Water in Crisis</i>. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press. • Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. <i>Principles of Conservation Biology</i>.Sunderland: Sinauer Associates, 2006. 		
Course outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Recall environmental practices and policies in the hospitality industry 2. Create a process for water management 3. Propose measures to control air and noise pollution 4. Discuss the need of materials and waste management 5. Plan guidelines and eco- practices to be implemented in all the departments of the hotel 		

Business Communication			Course Code : BTTM 206
Semester : II	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: To help students to understand and develop effective communication skills specifically for the hospitality industry. This is one of the requisite skills necessary for any professional for successful and bright career path.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Introduction to Managerial Communication <ul style="list-style-type: none"> • Meaning, Importance and objectives • Principles of communication • Forms of communication, communication process, • Barriers of effective communication, • Techniques of effective communication 	9	3
2	Nonverbal Communication <ul style="list-style-type: none"> • Body Language, Gestures, Postures, Facial Expressions Dress codes • The Cross Cultural Dimensions of Business Communication • Listening and Speaking techniques of electing response, probing questions , observations • Business and Social etiquettes 	9	3
3	Managerial Speeches <ul style="list-style-type: none"> • Principles of Effective speech and Presentations, • Technical & Non technical presentations, • Speech of Introduction – Speech of thanks-occasional speech-theme speech, • Use of audio visuals aid. 	9	3
4	Interview Techniques <ul style="list-style-type: none"> • Mastering the art of conducting and giving interview, • Placement interview, discipline interviews, appraisal interviews, exit interviews Group Communication <ul style="list-style-type: none"> ▪ Importance, Meetings – group discussions. Video conferencing 	9	3
5	Introduction to Managerial Writings, Business letters <ul style="list-style-type: none"> • Inquiries, Circulars, Quotations, Order, Acknowledgements Executions, Complaints, claims and adjustments, collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job applications letters Bio data, Covering letter, Interview Letters, Letter of Reference , Memos, Minutes, circulars and notices Reports <ul style="list-style-type: none"> • Types of Business Reports – Formats, choice of vocabulary, coherence and cohesion , paragraph writings, organizations reports by individual , Report by committee 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Lesikar, R.V. & Flatley, M.E. (2005): Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw hills Publishing Company Lts. New Delhi. • Ludlow,R. & Panton, F. (1998) The Essence of Effective Communications Prentice Hall of India Pvt. Ltd. • Adair J. (2003) Effective Communication Pan McMillan • Thill J.V. & Bovee G.L. (1993) Excellence in Business Communication McGraw Hill, New York. • Bowman, J.P. & Branchaw, P.P. (1987) Business Communications: From Process to Product. Dryen Press, Chicago 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Discuss features and process of communication 2. Classify various types of communication 3. Solve barriers to effective communication 4. Assess their written communication skills 5. Evaluate their oral communication 		

Computer Application			Course Code : BTM 207
Semester : II	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: The subject aims to give a basic knowledge about Computers and its operations. It enables students to operate Computers and its allied Hardware and Software. It also gives insight in Internet, Email and other social media.			
	Unit	Topic	Hours	
			Lecture	Tutorial
1	Computer Fundamentals <ul style="list-style-type: none"> • Computer definition, Features of Computer System • Block Diagram of Computer System • Input and Output Units of Computer System <ul style="list-style-type: none"> ➤ Input devices (Keyboard, Pointing devices - Mouse, Joystick, Touch Screen, Light Pen, Stylus) Scanning devices (Optical Scanners, Bar Code readers, MICR, OCR, OMR), Image capturing devices (Digital Camera, Digital video camera), Audio input names ➤ Output devices : Monitors Printers (Inkjet printer, Laser printer, Thermal printer, Dot matrix printer, Plotter, Photo printer) Audio output device – (Speakers, Headphones) • CPU, RAM, ROM • Software – System, Application S/W • Networks – Types - LAN, MAN, WAN & Topology • Viruses – Types, Precautions E-Commerce and ERP <ul style="list-style-type: none"> • Concepts of B-to-B, B to C • ERP concept, SAP Concepts 	9	3	
2	WINDOWS <ul style="list-style-type: none"> • Windows Features • Terminologies - Desktop, Desktop Properties (Popup Menu), Windows, Wallpaper, Icons, File, Folder • Windows Explorer- (Assignment with files, folders) • Accessories – Paint, Notepad, Calculator, Remote Desktop Connection DOS – (Disk Operating System) <ul style="list-style-type: none"> • Introduction & Features • Internal Commands – DIR, CLS, VER, VOL, DATE, TIME, COPY, TYPE, REN, DEL, CD, MD, RD • External Commands - , ATTRIB, SCANDISK, TREE, MORE, EDIT • Wildcards (question mark?, asterisk *) 	9	3	
3	MS-WORD <ul style="list-style-type: none"> • File Menu: Save, Save As, Print, Page Setup • Home Menu: Cut, Copy, Paste, Find, Replace, Format Painter, Bullets & Numbering, Change Case • Insert Menu: Table, Pictures, Shapes, Smart Art, Chart, Hyperlink, Header & Footer, Text Box, Drop Cap, Symbol • Page Layout: Margins, Page Break, Indent, Line Spacing • Mailings Menu: Mail Merge • Special Tools: Spelling & Grammar check, Word Count MS-EXCEL <ul style="list-style-type: none"> • File Menu: Save, Save As, Print, Page Setup • Home Menu: Drawing, Find and Replace • Insert Menu: Table, Pictures, Charts, Filter, Hyperlink, Word Art 	9	3	

	<ul style="list-style-type: none"> • Page Layout Menu: Print area, Cell Width, Height, Scale • Formulas Menu: Insert function, AUTOSUM,AVG, PER, MAX, MIN, COUNT, IF, Date & Time, Round • Review Menu : Protect sheet 		
4	<p>MS-POWERPOINT</p> <ul style="list-style-type: none"> • File Menu: Save, Save As, Print, Page Setup • Home Menu: Cut, Copy, Paste, Find, Replace, Format Painter, Bullets & Numbering, Change Case • Insert Menu: Table, Pictures, Shapes, Smart Art, Chart, Hyperlink, Header & Footer, Video, Audio, Symbol • Design Menu: Themes, Variants, Customize • Transitions: Slide, Timing • Animations: Add Animation, Effects • Slide Show: Start slide show, Setup, Monitor <p>MS-ACCESS</p> <ul style="list-style-type: none"> • Table Creation, Fields, Data Type • Primary Key Concept ▪ Add, Edit, and Delete records 	9	3
5	<p>INTERNET / E-MAIL</p> <ul style="list-style-type: none"> • History • Pre-requisites for Internet, Role of Modem • Services – Emailing, Chatting, Surfing, Blog • Search Engines, Browsers, Dial Up, Domains, www, HTTP, URL • Broadband, Concepts of Web uploading, downloading, Skype • Threats – Spyware, Adware, Spam <p>Cloud computing & Social Media</p> <ul style="list-style-type: none"> • What is cloud computing? One drive, Create Hotmail/outlook/ live.in account, Sway presentation (using Hotmail /outlook/ live.in) • What is Social Media and its usage/ advantages and disadvantages (Whatsapp/ Facebook) • Define Twitter and its usage. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Computer Fundamentals – P.K. Sinha • A First Course In Computers – Sanjay Saxena • DOS Guide – Peter Norton • Mastering MS-OFFICE – Lonnie E. Moseley & David M. Boodey BPB Publication) 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Recognize different components of computer and their uses 2. Identify different operating system 3. Recall importance of MS Office 4. Describe the role of internet and social media in hospitality industry 		

Year - 2 (Semester - III)

Tourism in Uttar Pradesh		Course Code : BTM 301	
Semester : III	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: The course aims to gain the knowledge about Tourism Destination in Uttar Pradesh. Uttar Pradesh has immense potential to promote religious tourism as the most sacred shrines of Hindus, and Buddhists located here. Besides, natural resources as wildlife sanctuaries have also potential to attract nature lover tourist.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> • History of Uttar Pradesh • Geographical Perspective of Uttar Pradesh 	9	3
2	<ul style="list-style-type: none"> • Tourism Circuit in U.P. • Eco Tourism Destination in UP 	9	3
3	<ul style="list-style-type: none"> • Tourism initiative in U.P.: • Heritage Architecture • Religious Tourism Destination in U.P. 	9	3
4	<ul style="list-style-type: none"> • Tourism Policy of Uttar Pradesh • Tourism Statistics of Uttar Pradesh 	9	3
5	Cultural tourism perspectives in Uttar Pradesh <ul style="list-style-type: none"> • Fairs and festivals • Dances • Music • Folk songs • Handicrafts 	9	3
Total Hours		45	15
Reference Books	Heritage Arch Uttar Pradesh : Sindhu, P. & Sehgal S. Bundelkhand Circuit of Uttar Pradesh : Sehgal, S. Travel Places of Uttar Pradesh : Lonely Planet		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand the History of Uttar Pradesh 2. Gain knowledge about Tourism Circuit in U.P. 3. Understand Tourism initiative in U.P 4. Understand Tourism Policy of Uttar Pradesh 5. Understand cultural importance of promoting tourism in Uttar Pradesh 		

Cultural Tourism			Course Code : BTM 302
Semester : III	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: India has a very rich, diverse and unique cultural manifestation which always attracts a great number of tourists. The purpose of the paper is to provide information about the Indian culture to the students and its role in promotion of tourism in India.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> • Meaning and concept of Culture • Indian Cultural Heritage, • Role of ICOMOS, INTACH and NGO's in propagating Indian Culture 	9	3
2	<ul style="list-style-type: none"> • Music Classical and folklore, Musical instruments • Different schools of Indian Music Dances Classical and Indian folk dances • Fairs and festivals (religious and promotional) Indian culture tradition, customs and handicrafts 	9	3
3	<ul style="list-style-type: none"> • Fairs and Religious festivals, pilgrimage, handicrafts, Indian cuisines 	9	3
4	<ul style="list-style-type: none"> • Ethnic tourism • Cultural events: Promotional Festivals and fairs • Relevant case studies 	9	3
5	<ul style="list-style-type: none"> • Cultural-Monuments, Museums, Religious site, Performing Arts/Crafts, Dance • Classical and Folk, Cuisine and Dresses of different parts in India • Souvenirs and Handicrafts 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Brown, Percy : Indian Architecture Volume 1 & 2 • Basham, A L : The Wonder That was India • Gupta, IC : Tourism Products of India • Punja, Shobita : Museums of India • Punja, Shobita : Great Monuments Of India 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand the concept of Indian cultural heritage 2. Gain knowledge about Indian Music 3. Understand Indian festivals, handicrafts, cuisines 4. Understand Ethnic tourism & cultural events 5. Understand the role of Monuments & handicrafts in tourist destination promotion. 		

Introduction to Hotel Industry	Course Code : BTM 303
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Semester : III	L/T (Per week)	3/1	Credits : 04
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Objective	Course objective: The course has been specially designed to provide an overview on the various essential perspectives of Hospitality particularly Hoteliering sector, so that the incumbents are better prepared to perceive and subsequently practice the dynamic operational and managerial functions of this sector, professionally.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Hospitality: Origin of the concept; meaning, nature & dimensions. Accommodation: Type and forms; changing concepts over time. Origin and growth of Hotel industry with special reference to India. Type and forms of hotels : Classification, Registration and Gradation of hotels; requirement and procedures in Indian context. Distinction between Hotel, Motel and Resorts. Emerging dimensions of Heritage Hotels 	9	3
2	<ul style="list-style-type: none"> Functional departments of a standard hotel : Front Office, Food & Beverages (F&B), Housekeeping and Food Production etc. Organizational structure of a standard international hotel. Linkages and Integration in hotel and Hoteliering business: Inter-sectoral and Intra-sectoral. Front Office operations and management, Role and responsibilities of Operational and Managerial Staff. 	9	3
3	<ul style="list-style-type: none"> Housekeeping Operations Organization and Functions Study of Ancillary departments with Linen Room and Laundry Operations Food and Beverage Operations, F&B Methods, Purchasing and Stock Management of F&B 	9	3
4	<ul style="list-style-type: none"> Manpower requirement in hotel sector, existing training institutions/faculties with special reference to India. Assessment and recommendations of NCT. State of hotel business in India incentives available to hotel industry in India. Brief overview on ethical, legal and regulatory aspect of hotel business. Marketing of hotel services, opportunities, scope and constraints especially in Indian contest. 	9	3
5	<ul style="list-style-type: none"> Role and contribution of public sector in the development of Hotel and Hoteliering sector in India Contribution of I.T.D.C. and State Tourism Departments /Corporations. Multinational hotel chains and their impact on Hoteliering business with special reference to Developing countries, Major Multinational Hotel chains operating in India. Hotel Marketing – Practices, Approaches, Constraints and Challenges. Present status of Hotel Business in India – Status and Scope 	9	3
Total Hours		45	15
Reference Books	Andrews, Sudhir: <i>Hotel Front office</i> , Tata Mc Graw Hill, New Delhi. 2. Andrews, Sudhir: <i>Hotel House keeping</i> , Tata Mc Graw Hill, New Delhi. 3. Andrews, Sudhir: <i>Food and Beverage Service</i> , Tata Mc Graw Hill, New Delhi. 4. Paul R. Dittmer, Gerald G. Grifin : <i>Dimensions of the Hospitality Industry</i> , Van Nostrand reinhold New York.		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the concept of Hotel industry Gain knowledge about core departments Understand Housekeeping & F&B Service operations Understand Manpower and Marketing Understand the role of ITDC and Hotel Marketing 		

Adventure Tourism			Course Code : BTTM 304
Semester : III	L/T (Per week)	3/1	Credits : 04

Objective	The young age tourists have keen interest indulging in adventure tourist activities. Hence, The course is aimed providing all the information related to adventure activities and make them professionally trained in order to successfully operate and adventure tour.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Definition, Nature and classification of adventure Tourism; Adventure tourism in context of other tourism types. Future trends of adventure tourism in India. Challenges of adventure tourism-Litter, Waste, Pollution, destruction of flora and fauna. 	9	3
2	<ul style="list-style-type: none"> Land-based adventure activities: Mountaineering, Trekking, Rock climbing, safaris, motor rallies etc. Basic minimum standards for land based adventure tourism related activities-IMF rules for mountain expedition. Tools and Equipments used in land-based adventure tourism. Popular tourist destinations for land-based adventure activities in India 	9	3
3	<ul style="list-style-type: none"> Water-based adventure activities: Rafting, Kayaking, Canoeing, surfing, water skiing, scuba diving etc. Basic minimum standards for water based adventure tourism related activities. Tools and Equipments used in water-based adventure tourism. Popular tourist destinations for water-based adventure activities in India 	9	3
4	<ul style="list-style-type: none"> Air -based adventure activities: Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc. Basic minimum standards for Air based adventure tourism related activities. Tools and Equipments used in air-based adventure tourism. Popular tourist destinations for air-based adventure activities in India 	9	3
5	<ul style="list-style-type: none"> Adventure Tourism products and infrastructure. Marketing and promotional strategies. Outstanding issues of adventure Tourism. Adventure Tourism Organizations and training institutes in India- Himalayan Mountaineering Institute, Nehru Institute of Mountaineering, Regional Water Sports Centre (H.P), National Institute of Water Sports, Aero Club of India, The Balloon Club of India and in J&K- Jawaharlal Institute of Mountaineering and Winter Sports (JIM &NIWS), Indian Institute of skiing & mountaineering 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> .Buckley.R.Adventure Tourism Management. Routledge Publishers. Gupta.V.K, Tourism in India. Gian Publishing House, Delhi I.C. Gupta & Kasbekar.S. Tourism Products of India. 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the concept of Adventure Tourism Gain knowledge about Land-based adventure activities Understand Water-based adventure activities Understand Ethnic tourism & cultural events Understand about Adventure Tourism products and infrastructure. 		

Organizational Behaviour			Course Code : BTM 305
Semester : III	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: the course is designed to infuse all the requisite information in the students so that they can effectively handle organizational responsibilities.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Introduction to Organizational Behaviour, Scientific Management Approach, Bureaucratic Approach, Nature of OB, OB –As an Interdisciplinary Approach, Importance and Scope of Organizational Behaviour, Limitations of Organizational Behaviour 	9	3
2	<ul style="list-style-type: none"> Individual Behaviour, Individual Differences, Personality, Personality Traits, Determinants of Personality, Perception, Basic Perceptual Process, Halo Effect, Stereotyping, Impression Management, Learning 	9	3
3	<ul style="list-style-type: none"> Motivation and behavioural management in organizations- definition and applications, Management by Objectives (MBO), Group Behaviour, Definition of a Group, Need And Importance for a Group, Types Of Groups, Group Cohesiveness. 	9	3
4	<ul style="list-style-type: none"> Leadership- Definition, Features of Leadership, Importance of Leadership, Difference between Leadership and Management, Types of Leadership Introducing Organizational Culture, Change and Development, Stress Management in Organizations 	9	3
5	<ul style="list-style-type: none"> Group Dynamics: Definition And Classification of Groups, Groups Behavior, Group Development, Group Decision Making. Conflict Management 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> S.P. Robbins, 'Organisational Behavior', Phi New Delhi F.Luthans, 'Organisational Behavior', Mc Graw Hill, New Delhi Uma Shekharan, 'Organizational Behavior', Tata Mc Graw Hill, New Delhi Jit S Chandan, 'Organizational Behavior. 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the concept of Organizational Behaviour Gain knowledge about Personality & Perception Understand MBO & Motivation Understand the basics of Leadership Understanding of group decision and conflict management 		

Strategic Management			Course Code : BTM 306
Semester : III	L/T (Per week)	3/1	Credits : 04

Objective	The main objective of this course is to create awareness about new trends associated with international travel trade industry and inject strategic management acumen to the students.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Introduction <ul style="list-style-type: none"> • Definition & Scope of Strategic Management • Evolution of Strategic Management • Need For Strategic Planning • Nature & Scope of Strategic Planning • Strategic Management Process • Approaches to Strategic Decision Making • Patterns of Strategic Behaviour 	9	3
2	Analysis & Diagnosis For Strategic Management <ul style="list-style-type: none"> • Mission & Aspects of Business Policy • Environmental Analysis • Industry Analysis • SWOT Analysis 	9	3
3	Strategy Formulation <ul style="list-style-type: none"> • Setting the Corporate Objective • Formulating the Corporate Strategy • International Analysis of the Firm • Major Types Of Strategies- The Generic Strategy Alternatives • Strategy Choice –BCG Model, DPM Model, Stop Light Model 	9	3
4	Strategy Implementation <ul style="list-style-type: none"> • Operationalizing the Strategy • Institutionalizing the Strategy • Structural, Functional & Behavioral Implementation 	9	3
5	Strategy Evolution <ul style="list-style-type: none"> • Evolution of Strategic Alternative • Strategic Control • Techniques of Strategic Evolution and Control 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Glueck & Jauch, 'Business Policy And Strategic Management', Mcgraw Hill International • Azhar Kazmi, 'Business Policy', Tata Mcgraw Hill • V.S. Ramaswamy & S.Namkumri, 'Strategic Planning –Formulation of Corporate Strategy', Mac Millan New Delhi. • John Pearce II & Richard B. Robinson Jr., 'Strategic Management –Strategy Formulation & Implementation', Richard D. Irwin Inc., Illinois 		
Course outcome	At the end of the course the students would be able to: <ul style="list-style-type: none"> • Understand Conceptual, historical and theoretical information of strategic management development • Learn various analysis techniques strategically applied for enterprises management purposes • Learn the process of strategy development for achieving a particular goal/(s) • Gain knowledge of execution of strategies formed for reaching on a particular goal • Learn strategy evaluation process and techniques. 		

Personality Development and Presentation Skills			Course Code : BTTM 307
Semester : III	L/T (Per week)	3/1	Credits : 04

Objective	The main aim of the course is to inculcate professional behavior skill, presentability, and necessary personality required to be a successful professional in any field of job.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Understanding Personality <ul style="list-style-type: none"> Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources –Extroversion or Introversion, Ways to people Like You Make People think in Your Way Analyze Worry 	9	3
2	Personality Development Training <ul style="list-style-type: none"> Interview Skill Interview dress code, Dress to fit in, Controlling your nerves, Interview nerves can help you, Positive visualization, time your arrival, creating a positive first impression, opening conversation, assessing the degree of formality, Getting Comfortable, Recovering from poor start, Selling yourself at Interview, what does the Interview want, sell the sizzle not the sausage 	9	3
3	Meeting Skill <ul style="list-style-type: none"> The meeting agenda, the meeting agenda illustrated, Helpful guidelines Example meeting minutes, Formal closure of meeting, Action Notes, Plan for Efficiency Negotiating Skill Introduction, The four Phases of negotiation, The three characteristics of a negotiation, the Critical factors, two types of negotiating approach, the spirit of a deal, using an agenda, paying attention to detail, opening negotiation, Listen, anticipate and compromise, Avoid Confrontation The use of concessions, concessions trading, Avoid Using trends, Removing Deadlock 	9	3
4	Group Discussion Question that evaluators ask themselves during group discussion, Attributes that an evaluator focuses upon a group discussion, Individual characteristics, demonstrated in a group discussion, Do's and Don'ts, Musts and Must Not's for a candidate Management Skills <ul style="list-style-type: none"> Time – The most valuable resource, Common Misconceptions – Efficiency and Effectiveness are the same, To do job properly do it yourself, there is only one right way to do a job, Time Management is waste of time, A good time manager lacks creativity, The 80/20 rule, Identify time waster 	9	3
5	Presentation Skill <ul style="list-style-type: none"> Preparing the Venue, pay attention to detail, checking the equipment, Optimize the seating arrangements, considered the needs of your audience, Final preparation details Getting Started, the Introduction, What style is best, Using Audio-visual Aids – slides, OHP, Teleprompter Body Language, Communication, Body and Limb Movement, Eye contact, your posture and Stance 	9	3

	<ul style="list-style-type: none"> Staying in Control, Reading signals from your audience, Signals from your audience coping with hostility 		
Total Hours		45	15
Reference Books	Bajpai, B.L. : Making Management still more effective Bajpai, B.L. : Indian Ethos and Modern Management		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the concept of Personality Gain knowledge about Personality Development Training Understand Meeting & Negotiation skill Understand the basics of Presentation skill Have a good understanding of body language, and other gesture indication 		

Field Trip			Course Code : BTTM 308
Semester : III	L/T (Per week)	0/2	Credits : 02

Objective	Course objective: Students will familiarize with Tourism Industry		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Field Trip to the students will be organised after completion of 1 st year (2 nd semester) to make familiar with travel trade industry. Trip will be organized for 1 week. Report of Field Trip will be submitted in 3 rd semester and evaluation will be done through Viva-Voce, having maximum marks of 100 (External only).	0	2

Year - 2 (Semester - IV)

Wellness and Medical Tourism			Course Code : BTM 401
Semester : IV	L/T (Per week)	3/1	Credits : 04

Objective	The objective of this course is to impart necessary knowledge to understand the importance and growing trends of medical and wellness tourism. Today's, fast moving and stressful life, medical and wellness tourism could be turned as one of the tools to provide relief to it. Student will learn the importance and scope of medical and wellness tourism.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> • Introduction to Health Tourism: Origin and development over ages • health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government. 	9	3
2	<ul style="list-style-type: none"> • Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level 	9	3
3	<ul style="list-style-type: none"> • Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance 	9	3
4	<ul style="list-style-type: none"> • Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). 	9	3
5	<p>Case Study:</p> <ul style="list-style-type: none"> • Some Tourist destinations popular for wellness and Medical tourism in India and in world. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • M. Smith and L. Puczko (2009), : Health and wellness tourism, • B. Heinemann Sonali Kulkarni (2008), : Spa and Health Tourism, Book Enclave, Jaipur. Raj Pruthi (2006), • Medical Tourism in India, New Delhi : Arise Pub. 		
Course outcome	<p>At the end of the course the students would be able to:</p> <ul style="list-style-type: none"> • Understand the role of health and wellness, as a motivator to travel, in promotion and development of tourism. • Learn global scenario of medical tourism, and factors responsible for growing medical tourism business in India as well as world. • Get knowledge about formation of medical tour packages, its pre, present and post tour operation management techniques. • Understand ethical, legal, economic and environmental aspects of wellness and medical tourism. • Have a deep insight understanding about medical and wellness tourism 		

Tourism Trends & Issues (Domestic and International)			Course Code : BTM 402
Semester : IV	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: The course intends to develop an insight on trends in Global Tourism, in the past, present and future perspective and, the various processes and factors responsible therein. It also explains regional distribution of global tourism, the existing disparities there in and the changing tourism trends and 'inter relationship'.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Global Tourism: Concept, concerns & Contemporary Trends. Tourist Traffic flows and receipt patterns in global context. Regional distribution of tourist traffic and tourism receipts 	9	3
2	New Trends of travel; <ul style="list-style-type: none"> Leisure Travel, Cruise Industry Shopping Tourism, Adventure Tourism 	9	3
3	<ul style="list-style-type: none"> New Technology and Tourism development Introduction Search & Meta search and Mapping services. Social networking E- Commerce and Online communication in Tourism 	9	3
4	<ul style="list-style-type: none"> Tourism and Environmental issues Global Warming Climate Change, Ozone Depletion Waste Management Environmental issues and Indian scenario 	9	3
5	<ul style="list-style-type: none"> Terrorism and travel industry: Various Dimensions Health issues and Tourism Public- Private Partnership in Tourism 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> American Express Company, 1987. The Contribution of the world Travel and Tourism Industry to the Global Economy (Executive Summary). British Tourist Authority: Digest of Tourist Statistics. 		
Course outcome	At the end of the course the students would be able to: <ul style="list-style-type: none"> Understand new emerging travel and tourism trends on national and international level Learn new advanced technologies and communication skills/platforms being used in tourism industry Gain knowledge of impacts of tourism on environment Find out obstacles and issues in tourism promotion and development 		

Tour Operation and Product Development Management			Course Code : BTM 403
Semester : IV	L/T (Per week)	3/1	Credits : 04

Objective	This module will provide a precise over view related to travel agents, tour operators and package holidays. Students will learn itinerary preparation, tour handling procedure, and tour packaging management.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> History and present status of travel trade sector in international and Indian context. Factors responsible for growth of Travel Trade sector. Role and contribution of travel agencies and tour operators in the development of tourism industry 	9	3
2	<ul style="list-style-type: none"> Inter-relationship: travel agent and tour operator, travel agent and principal tour operator and principal suppliers. Present business trends and future prospects The Indian Travel Agents and Tour operator an overview 	9	3
3	Functions of Tour Operators <ul style="list-style-type: none"> Assembling, Processing and disseminating information. Liasoning with Principals, Tour Package formulation; Pre-tour-arrangements & distribution, tour operation and Post tour management. Source of Income : Commission, Service Charge, Mark up on tours 	9	3
4	<ul style="list-style-type: none"> Packaging a Tour: Holiday Tour; Historical and Cultural Monuments; Beach Holidays; Yoga and Meditation, Pilgrimage, Skiing, River Rafting and Mountaineering etc. Domestic Tourism: To package the tour to local people; importance of domestic tourism: Base of Pyramid 	9	3
5	<ul style="list-style-type: none"> Organization of standard Travel Agency: Case Study of SITA/TCI/SOTC National and International Associations like IATA, IATO, ICAO, TAAI 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996 Negi Jagmohan, Travel Agency and Tour Operation : Concepts and Principles, Kanishka, New Delhi 1997 Medlik S, Dictionary of Travel, Tourism & Hospitality(1993) Butterworth-Heinemann, Oxford(U.K.) 		
Course outcome	At the end of the course the students would be able to: <ul style="list-style-type: none"> Understand travel trade business, types and role of tour operators in tourism industry Learn tour package formation, historical background and new trends Learn techniques of tour package pricing and designing and document handling Gain knowledge of sales and marketing of tour package and legal issues in tourism promotion and development 		

Principles of Management			Course Code : BTTM 404
Semester : IV	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: To familiarize the students with the basic concepts and principles of management. The students should clearly understand the definitions of different areas of management. This course will facilitate students to understand and describe specific theories related to perception, motivation, leadership, job design, and organizational change.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Evolution of Management Thought : <ul style="list-style-type: none"> • Scientific Management • Classical Organization Theory School • Management Science School • Behavioral School • Systems Approach and Contingency Approach. Concept of Management: <ul style="list-style-type: none"> • Definition, Need, Concept and Nature of Management • Skills & Management Levels • Managing in Present Competitive Environment. 	9	3
2	Process of Management: <ul style="list-style-type: none"> • Planning • Organizing- departmentalization, Line and Staff relationship • Directing • Coordinating & Controlling • Decision Making • Authority and Responsibility 	9	3
3	Elements of Human Behavior at Work: <ul style="list-style-type: none"> • Definition, Concept, Need, Importance and Foundations of Organizational Behavior • Personality, Perceptual Processes • Management and Behavioral applications of Personality, and Perception 	9	3
4	Psychological Variables and Communication Technology: <ul style="list-style-type: none"> • Learning • Values and Attitudes • Motivation • Management and Behavioral Applications of Attitude and Motivation on Performance. 	9	3
5	Leadership : <ul style="list-style-type: none"> • Style and Functions of Leader, Transformational -Transactional, Charismatic-Visionary Leadership • Likert's Four Systems of Leadership and Managerial Grid. Organizational Conflict: <ul style="list-style-type: none"> • Concept and classification • Process and conflict resolution strategies Organizational Culture: <ul style="list-style-type: none"> • Concept, Process and Implications of Organizational Culture 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Chaturvedi & Saxena -Managing Organization (Himalaya Publication) • Koontz Harold & Weihrich Heinz – Essentials of management (Tata Mc Graw Hill, 5th Edition 2008) • Newstrom John W. - Organizational Behaviour: Human Behaviour at Work (Tata Mc Graw Hill, 12thEdition) 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Explain scientific management and concept of management 2. Apply process of management in daily operations 3. Recognize human behavior 4. Choose different motivation theories to improve performance 5. Develop leadership qualities 		

Essentials of Marketing			Course Code : BTTM 405
Semester : IV	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: This course of study has been specially designed to provide firsthand but systematic information on marketing so that the incumbents can spontaneously understand the theoretical and practical framework of marketing with reference to hospitality sector during the subsequent semesters.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Nature importance and core concept of Marketing, Different Orientation towards market place, Marketing management process. Concepts of P's in marketing, Service marketing - unique features & challenges, Applicability Marketing principles with special reference to travel and hospitality industry 	9	3
2	<ul style="list-style-type: none"> Marketing, meaning and definition, evolution of marketing, core marketing concepts and marketing realities. Developing marketing strategies and plans, Marketing Mix, Marketing information and Marketing research. 	9	3
3	<ul style="list-style-type: none"> Consumer buyer behavior- models of consumer buyer behaviour, Consumer buyer decision process, Market segmentation of forecasting, Target and positioning. 	9	3
4	<ul style="list-style-type: none"> Product planning and development, Product life cycle, Branding, Pricing Place Mix-channel management and co-ordination. 	9	3
5	<ul style="list-style-type: none"> Promotion mix- Advertising,, Publicity, Sales Promotion, personal selling & Public relation. Marketing of services, Marketing strategy for Tourism 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Philip Kotler, 'Marketing Management: Analysis, Planning, Implementation &Control', Prentice Hall of India Pvt. Ltd. Philip Kotler Gary Armstrong , 'Principles of Marketing'- PHI Ltd. Ramaswami., 'Marketing Management - Fundamentals of Marketing' William J. Stouton, Mc Graw Hill 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand basics of Marketing Understanding meaning of marketing mix Gain knowledge about Consumer Behaviour Understand Product Life Cycle Understand Promotion Mix 		

Facility Planning			Course Code : BTTM 406
Semester : IV	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: The subject aims to impart to the student the basic knowledge and practices of Facility Planning.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Introduction to Facility Planning <ul style="list-style-type: none"> • Classification of Hotels under star category • Design considerations for a hotel project – <ul style="list-style-type: none"> ➤ Location and site ➤ Building plans-Modular, slip, arc, cylinder ➤ Design plans for room layout • Structural regulations laid down by Municipal Authorities • Systematic layout planning – Flow Diagram • Thumb rules for allocation of space in operational areas – Food Production Department, Food and Beverage department, House-keeping and Front Office department • Feasibility report • Blue print- Concept and Purpose 	9	3
2	Restaurant and Bar Facility Designing <ul style="list-style-type: none"> • Types of restaurants • Designing and Planning of restaurant • Space allowance for seating and space for circulation • Equipment and space needs • Ambience and décor <ul style="list-style-type: none"> ➤ Lighting and color scheme ➤ Floor finish ➤ Wall covering • Checklist for effective design. • Bar Designing <ul style="list-style-type: none"> ➤ Points to be considered while planning a bar ➤ Equipment and space need ➤ Furniture items / bar counters ➤ Space allowance for various bar styles ➤ Special spaces if needed for smoking zones, DJ booth 	9	3
3	Kitchen Layout & Design <ul style="list-style-type: none"> • Areas of the kitchen with recommended dimension • Factors that affect kitchen design • Placement of equipment • Flow of work • Kitchen layouts – Types (Multi-cuisine, Specialty, Coffee shop, Bakery & Patisserie) • Automation in designing 	9	3
4	Designing of Front Office Department <ul style="list-style-type: none"> • Various types of lobbies and Front Desk • Recommended dimensions for Front Desk according to the type of the hotel • Factors that affect Front Office design. • Equipment requirement and its placement • Ambience and décor – <ul style="list-style-type: none"> ➤ Lighting and color scheme ➤ Floor finish ➤ Wall covering 	9	3
5	Designing of House-keeping Department	9	3

	<ul style="list-style-type: none"> • Factors to be considered while designing of House-Keeping Department • Factors to be considered while designing of Laundry Department – <ul style="list-style-type: none"> ➤ Space management in laundry ➤ Equipment required ➤ Linen Chute, Storage area • Guest Rooms – <ul style="list-style-type: none"> ➤ Room types • Ambience and décor (Fixtures and fittings, Furniture and furnishings, Lighting and Color scheme, Floor finishes, Wall covering) 		
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Hotel Facility Planning – Tarun Bansal • The Professional Housekeeper – Margaret Schneider and Georgina Tucker • Catering Management – Mohini Sethi • Front Office Operations- Jatashankar Tiwari 		
Course outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Categorize different types of hotels 2. Design layout of restaurant and bar 3. Plan a kitchen layout and design 4. Discuss factors affecting front office design 5. Explain space management in housekeeping 		

Language			Course Code : BTTM 407
Semester : IV	L/T (Per week)	3/1	Credits : 04

Objective	The objective of the course is to provide basic and advance knowledge of an international language to the students which will help in career growth in tourism and hospitality industry.		
Course outcome	Student will select the any one of the foreign languages running in the university. Classes will be conducted in the concerned department. Student has to strictly follow the course curriculum. After successfully qualifying internal and external exam marks will be updated on the mark-sheet.		

Year 3 (Semester V)

New Age Tourism			Course Code : BTM - 501
Semester : V	L/T (Per week)	3/1	Credits : 04

Objective	The main objective of this course is to create awareness about new tourism trends associated with travel trade industry. Phenomenon and behavior of new age tourist is very much different from the older ones. Responsible and participatory tourism is growing in demand. Hence, students will also be able to understand it.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> • The Rise of Mass Tourism • Special Interest Tourism and the Birth of New Age Tourism • Experience Economy, The New Wave/New Age Tourism: Concepts 	9	3
2	<ul style="list-style-type: none"> • Festivals and Event Tourism • Film and TV Tourism • Literary Tourism 	9	3
3	<ul style="list-style-type: none"> • Space Tourism • The Antarctic Tourism • Sports and Adventure Tourism and Commercial Adventure 	9	3
4	<ul style="list-style-type: none"> • Pro poor tourism • Health and Wellness • Mature Tourism, Mobility, Neo-colonialism, Regeneration, Self and Other, Tourist Gaze and Urban Tourism 	9	3
5	<ul style="list-style-type: none"> • Post-tourism • Gastronomic Tourism • Virtual Tourism/Cyber Tourism 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Rajeev Sabharwal : New Age Tourism Policy & Planning • Swain & Mishra : Tourism: Principles and Practices (Oxford Higher Education) 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand newly emerging tourism trends on national and international level 2. Learn diverse types of new up-surgling cultural dimensional tourism 3. Gain knowledge of special interest tourism trends 4. Gain knowledge about Pro poor tourism 5. Gain knowledge about Gastronomic and virtual tourism 		

Eco-Tourism			Course Code : BTM 502
Semester : V	L/T (Per week)	3/1	Credits : 04

Objective	To familiarize the students with the concept of strategy, issues and challenges of Eco- Tourism. Sustainable development is an imperative demand in tourism sector and eco-tourism concept is totally based on it. Thus, student will better understand the sustainable tourism concept.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Definition , Meaning & Concept of Eco Tourism 	9	3
2	India's wildlife:- <ul style="list-style-type: none"> Introduction, wildlife conservation and management, values of wildlife 	9	3
3	<ul style="list-style-type: none"> Protected areas & protected area network in India: national parks, wildlifesanctuaries & biosphere reserves (meaning & characteristics); Special conservation programmes 	9	3
4	<ul style="list-style-type: none"> Selected important national parks & sanctuaries in India: (List given below)Dachigam National Park, Corbett National Pak, Dudhwa National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Pak, Gir National parks & Sanctuary, Ranthambore National Park, Keoladeo Ghana National Park,The Sunderbans National Park, Simlipal National Park, Bandipur & Nagarhole National Park, Madumalai Sanctuary, Periyar National Park, Desert Sanctuary, Wild Ass Sanctuary. 	9	3
5	<ul style="list-style-type: none"> Role of Local people & their cultural diversity in ecotourism Ecotourism activities Ecotourism Planning Positive and negative impacts of ecotourism 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Hand book of National Parks, Wildlife Sanctuaries & Biosphere Reserves of India 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Comprehensively understand the concept of Eco-tourism Learn values and importance of wildlife for human beings as well as for tourism industry Gain knowledge of various types of wildlife reserves identified and located in India and its fundamental characteristics Know various popular wildlife sanctuaries, in terms of tourism attraction, located in India 		

Tourism Planning & Policy Framework			Course Code : BTM 503
Semester : V	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: Students will familiarize with different aspects of tourism planning and Government policies and acts related to tourism.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Tourism Planning & Product Life Cycle Concept of Destination Development: Meaning, Types and Characteristics of Tourism Destination– Destination Development, Destination Lifecycle– Destinations and Products –Destination Management Systems– Destination Planning Guidelines - Destination Zone, Planning Model.	9	3
2	<ul style="list-style-type: none"> Basic Concepts of judiciary need of Tourism Laws UNWTO Global code of ethics GST and its implications on Tourism 	9	3
3	<ul style="list-style-type: none"> Licenses and permits for start-ups Carriage of goods by Road, Rail, Sea and Air Consumer protection Act 	9	3
4	Wildlife protection Act, FEMA, copy right act, Antiquities and Art Treasures Act	9	3
5	Food safety and standard act <ul style="list-style-type: none"> Ancient monument, Archaeological sites and remains act Foreigner Act , Passport Act 	9	3
Total Hours		45	15
Reference Books	<ol style="list-style-type: none"> Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases, Cognizant Publication Bezbaruah, M.P. Indian Tourism; Beyond the Millennium, Gyan Publishing House, New Delhi. Bhatia, A.K. Tourism Development – Principles & Practices, Sterling Publishers Pvt Ltd , New Delhi 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the Fundamental of Tourism planning Gain knowledge about Tourism Laws Understand Licenses & Transport system Understand the important Acts (Wildlife) Understand the FSS Act 		

Tourism Geography			Course Code : BTM 504
Semester : V	L/T (Per week)	3/1	Credits : 04

Objective	Students will familiarize with different aspects of geography related to tourism. Understanding the movement of global tourists helps in drafting strategies for tourism promotion and planning. Student will also be able to know the geographical regions from where tourist generate and where their movement generally take place for tourist activities.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Fundamental of Geography, Climatic regions of the world study of maps <ul style="list-style-type: none"> ▪ Latitude ▪ Longitude • International date line 	9	3
2	Importance of geography in Tourism <ul style="list-style-type: none"> ▪ Definitions ▪ Scope and Contents of Geography of Tourism • Tourism Models 	9	3
3	Demand for Tourist Travel <ul style="list-style-type: none"> • Patterns of international tourism • International Travel Patterns • Spatial variation in tourism implications, applications and variations 	9	3
4	Political and physical features of the world geography <ul style="list-style-type: none"> • South America • Europe • Asia • Africa • Australia 	9	3
5	<ul style="list-style-type: none"> • Geographical patterns of tourism and the tourism characteristics of selected world region • Understanding and reading maps, maps of India showing the major tourist circuits. Case studies of selected Indian states like Rajasthan, Kerala, West Bengal, Goa and Uttaranchal. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Bonitace B. and Cooper C. : The Geography of travel and Tourism, Heinmann Professional Publishing London. • Burton, Rosemary : The Geography of Travel & Tourism. • Robinson, HA : 'A Geography of Tourism'. 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand the Fundamental of Geography Climatic regions of the world study of maps 2. Gain knowledge about geography in Tourism 3. Understand Demand for tourist travel 4. Understand the Political and physical features of the world geography America 5. Understand the Geographical patterns of tourism 		

Tourist Behaviour			Course Code : BTM 505
Semester : V	L/T (Per week)	3/1	Credits : 04

Objective	Course objective: the objective of the course is to provide information about tourist behavior while deciding for tour, purchasing the tour packages, visiting the destination and post tour behavior.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	Concept of tourist behaviour; importance of tourist behaviour; factors affecting tourist behaviour; models of Tourism behaviour (Nicosia model; Um and Crompton; Woodside and Lysonski; Mayo and Jarvis; etc.); Indian outbound travel market.	9	3
2	Consumer behavior and marketing: Marketing mix and tourist behavior; the emergence of new markets and changes in tourist demand; quality and tourist satisfaction; trends.	9	3
3	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	9	3
4	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	9	3
5	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Suja. R. Nair : Consumer Behaviour in Indian Perspective • Schiffman & Kanuk : Consumer Behaviour • Louden & Bitta : Consumer Behaviour • Bennet & Kasarji : Consumer Behaviour 		
Course outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand the Fundamental of Geography Climatic regions of the world study of maps 2. Gain knowledge about geography in Tourism 3. Understand Demand for tourist travel 4. Understand the Political and physical features of the world geography America 5. Understand the Geographical patterns of tourism 		

Human Resource Management			Course Code : BTM 506
Semester : V	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The competitive edge of an organization lies in human factors and needless to say as hospitality is the people business so it becomes all the more important. Irrespective of the level or the specialization, HR skills are required by all managers for successful careers. To sustain growth in the hospitality industry, it is crucial to source talented manpower, retain it and keep it motivated and satisfied. Happy and committed employees create goodwill for companies and create delighted customers. Studying Human Resource Management would help students to understand the HR implications in service industry, challenges faced and various competencies required by today's HR professionals.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction to HRM <ul style="list-style-type: none"> • Introduction to Human Resource Management, definition and evolution • Role , Nature & Characteristics of HR • Need for HRM in the Service Industry Human Resource Planning in Hospitality <ul style="list-style-type: none"> • Manpower Planning- Concepts, techniques and need • Job Analysis, Job Description & Job Specification – format, • Need and importance • Recruitment – sources and modes 	9	3
Unit 2	Human Resource Development <ul style="list-style-type: none"> • Definition and Characteristics • Orientation & Induction • Training – Need & Importance • Training Process, need assessment, training programs • Methods and types of Training – need based and refresher • Training evaluation Performance Management and Appraisal <ul style="list-style-type: none"> • Performance Management – Need and importance • Performance Appraisal – Purpose, Methods and errors • Career management - Promotion & Transfers • Counseling 	9	3
Unit 3	Performance and Job Evaluation <ul style="list-style-type: none"> • Performance evaluation and its objectives • Job Evaluation – concept and objectives, methods and benefits • Limitations of Job Evaluation • Competency matrix- concept , benefits and implementation in Hotels Compensation Administration <ul style="list-style-type: none"> • Objectives of Compensation Administration • Types of compensation – direct and indirect • Factors influencing compensation administration – external and internal, concept of Cost to Company (CTC) • Steps in formulation of compensation • Current trends in compensation – competency and skill based pay , broad banding 	9	3
Unit 4	Incentive and Benefits <ul style="list-style-type: none"> • Objectives of wage incentives • Wage incentive planning process • Types of incentive schemes in brief – straight piece rate, differential piece rate, task and time bonus, merit rating • Organization wide incentive plans – Profit sharing, employee stock ownership, stock option 	9	3

	<ul style="list-style-type: none"> Fringe Benefits- objectives and forms 		
Unit 5	Grievances & Discipline <ul style="list-style-type: none"> Grievance Handling – Identifying Causes Developing Grievance Handling Systems Discipline – Concept, Causes of Indiscipline Women grievance committee-importance, role, functions 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Fundamentals of Human Resource Management – Content , Competencies and Applications - Gary Dessler and Biju Varkkey , Pearson Human Resource Management – Pravin Durai- Pearson Human Resource Management in Hospitality by Malay Biswas- Oxford Human Resource Management – A textbook for the Hospitality Industry – SudhirAndrews -Tata McGraw hill Human Resource Management in the Hospitality Industry -Frank M /Mary L Monochello Human Resource Management & Human Relations – V P Michael Personnel Management-Arun Monappa & S. Saiyuddain- Tata McGraw Hill. Personnel Management- Edwin.B Flippo, McGraw Hill 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Explain the role and importance of Human Resource Management 2. Appraise performance of the team and plan training program 3. Evaluate performance of the staff 4. Support the manpower with incentive and benefits 5. Solve grievances of the staff 		

Business Environment			Course Code : BTTM 507
Semester : V	L/T/P (Per week)	3/1/0	Credits : 04

Objective	Students will be able to incorporate importance of ethics in business world today and it will help them take ethical decisions in the organization.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<ul style="list-style-type: none"> Overview of business environment, types of environment- (internal and external), (micro and macro.) Competitive analysis of industry - (Porter's five forces model) 	9	3
Unit 2	<ul style="list-style-type: none"> Economic roles of government in India, constitutional provisions affecting business. Social responsibility of business, Consumerism, corporate governance. 	9	3
Unit 3	<ul style="list-style-type: none"> Global liberalization, GATT-(objectives,) WTO-(benefits and drawbacks,) comparison with GATT, MNC-(def, meaning, merits and demerits.) Globalization-(meaning, dimensions, factors, pros and cons) .Export promotions-(EPZ, SEZ,) , FEMA-(objectives, comparison with FERA) 	9	3
Unit 4	<ul style="list-style-type: none"> Industrial policy of India since 1951, IDRA, Price control-(objectives, mechanism,) Essential commodities act. Monetary and fiscal policy in India. 	9	3
Unit 5	<ul style="list-style-type: none"> Environmental analysis – (SWOT and ETOP) basic philosophies of capitalism and socialism with their variants. SEBI-(objectives and functions). Capital market reforms and trading. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Fundamentals of Human Resource Management – Content , Competencies and Applications - Gary Dessler and Biju Varkkey , Pearson Human Resource Management – Pravin Durai- Pearson Human Resource Management in Hospitality by Malay Biswas- Oxford Human Resource Management – A textbook for the Hospitality Industry – Sudhir Andrews -Tata McGraw hill 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Explain the role and importance of Human Resource Management 2. Appraise performance of the team and plan training program 3. Evaluate performance of the staff 4. Support the manpower with incentive and benefits 5. Solve grievances of the staff 		

Internship Report			Course Code : BTM 508
Semester : V	L/T/P (Per week)	0/2/0	Credits : 02

Objective	Course objective: Students will familiarize with Tourism Industry and work culture in travel trade business. Student will get practical exposure of the work that will boost and develop his confidence toward the industry.		
Unit	Topic	Hours	
		Lecture	Tutorial
1	<ul style="list-style-type: none"> Students will undergo 2 months Internship after completing 4th semester, 2nd year. The students are expected to train in reputed Travel Agencies and Tour Operation companies. At the end of the Internship the student shall submit a training report along with the log book and a training certificate from the concerned Travel Agencies and Tour Operation companies. The training report is to be prepared by the student and to be submitted to the Training and Placement Officer within the stipulated time for assessment. Training Report of Internship will be submitted in 5th semester and evaluation will be done through Viva-Voce having maximum marks of 100 (External only). 	0	2

Year - 3 (Semester - VI)

Travel Agency and Tour Operations Management			Course Code : BTM 601
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	Students will be able to incorporate importance of ethics in business world today and it will help them take ethical decisions in the organization.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<ul style="list-style-type: none"> • Travel Agency and Tour Operation Business Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector –Role Types of Travel Agencies 	9	3
Unit 2	<ul style="list-style-type: none"> • Contribution of Travel Agency Contribution of travel agency and tour operations sector in the development of Tourism Industry. 	9	3
Unit 3	<ul style="list-style-type: none"> • Functions of Tour Operators Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management. Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and functions in Event Management- Source of income- Organizational Structure. 	9	3
Unit 4	<ul style="list-style-type: none"> • Procedure for setting up Travel Agency and Tour Operating Enterprises. Type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc. 	9	3
Unit 5	<ul style="list-style-type: none"> • Travel agency and Tour Operations Sector in India Travel Industry Network Organization and Functions of TAAI and IATO- Impact of Technological advancements. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • A. K. Bhatia, ' Tourism Development: Principles, Practices and Philosophies', Sterling Publishers, New Delhi • McIntosh, Robert, W Goeldner, R Charles, 'Tourism: Principles, Practices and Philosophies', John Wiley and Sons Inc. New York 1990 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Explain the Travel Agency and Tour Operation Business 2. Contribution of Travel Agency 3. Evaluate Functions of Tour Operators 4. Support the manpower with incentive and benefits 5. Solve grievances of the staff 		

Cargo Management			Course Code : BTM 602
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The objective of the course is to familiarize the students with handling baggage and cargo products that are transported by aircrafts and ship.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<ul style="list-style-type: none"> Indian Cargo Industry, Export and Import Cargo Operations, Transportation in Logistics, Inter-modal Transportation 	9	3
Unit 2	<ul style="list-style-type: none"> Air Cargo, Cargo Handling, Airway Bill, FIATA, IATA, Cargo Automation, 	9	3
Unit 3	<ul style="list-style-type: none"> Surface Cargo Industry, Road Freight Industry, Rail Freight Industry, India's Rail road System Forecasting Technique. 	9	3
Unit 4	<ul style="list-style-type: none"> Shipping Cargo Industry, Shipping Cargo and Charter parties, SeawayBill, Carriage of Goods by Sea, Logistics in Shipping 	9	3
Unit 5	<ul style="list-style-type: none"> Aviation Geography- Importance, Areas and Sub-areas Time Zones and Calculation of Time, GMT variations, Flying /ground/transportation time. IATA 3-letter City / Apt. Codes, Airlines, Country and Currency codes. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Cargo Management : Dixit, Manoj & Srivastava Surabhi Global Cargo Management: Concept, Typology, Law And Policy : Prem Nath Dhar IATA Cargo Handling Manual (ICHM) 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the basis of cargo industry Understand air cargo operation Understand road, rail freight handling system Know the operation and handling procedure of ship cargo Get the knowledge of airline Code, airport code, etc. 		

Airlines Operations, Ticketing & GDS			Course Code : BTM 603
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The aim of the course provides comprehensive information about flight ticket preparation, airfare construction method. Students will also be familiarized with various software and tools used in Airline operation & ticketing.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Air transportation industry: <ul style="list-style-type: none"> • Bilateral conventions • Warsaw convention, Freedom of air • Carrier codes • Policies: practice and rules(procedure at airport) 	9	3
Unit 2	Baggage allowance <ul style="list-style-type: none"> • Weight concept, Piece concept • Check and unchecked baggage • Free baggage allowance o Lost and found baggage 	9	3
Unit 3	<ul style="list-style-type: none"> • Reservation, How to take reservation • Passport and visa (Travel Formalities), Ticket and Fares • ABC familiarization and travel information manual (TIM) etc. 	9	3
Unit 4	Introduction to fare construction <ul style="list-style-type: none"> • Mileage principle • Extra mileage allowance(EMA) • Extra mileage surcharge • Higher intermediary points(HIP) • Circle trip minimum • Back haul check • Add-ons • General limitations of indirect travel • Mixed class journeys • Special fares • Domestic and international tickets, Different kinds of ticket 	9	3
Unit 5	<ul style="list-style-type: none"> • Industry Regulations & Indian Skies • Industry regulations, Present policies, practices and Laws pertaining to airlines. Licensing • Functions of ICAO, IATA, Bermuda & Chicago convention • Functioning of Indian Carriers, Air Corporation Act and its repeal, Role of DGCA, • Open Sky Policy 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Louis Grialloreto : Strategic Airlines Management • Gwenda Syrratt : Manual of Travel, Agency Management • ABC World Airway Guide • Air Traffic Book-I, • World Wide Fares 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand various types of convention and covenants 2. Understand baggage allowance system 3. Understand airline reservation technique and process 4. Know air fare construction process 5. Get detail knowledge of various airline association and its functions. 		

Wellness & Medical Tourism			Course Code : BTM 604
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The objective of this course is to impart necessary knowledge of medical and wellness tourism. It is one of the fastest growing trends in tourism sector. India has a huge potential to attract medical and wellness tourist, as it has world class treatment facilities with excellent medical experts.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<ul style="list-style-type: none"> Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government. 	9	3
Unit 2	<ul style="list-style-type: none"> Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level. 	9	3
Unit 3	<ul style="list-style-type: none"> Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance 	9	3
Unit 4	<ul style="list-style-type: none"> Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI). 	9	3
Unit 5	<ul style="list-style-type: none"> Wellness tourism: – Tools for wellness: Factors influencing need for health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism. - Health, wellbeing and environment– Pleasing weather and climate – winter, summer and Health resorts. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> M. Smith and L. Puczko (2009), : Health and wellness tourism, B. Heinemann Sonali Kulkarni (2008): Spa and Health Tourism, Raj Pruthi (2006): Medical Tourism in India, New Delhi : Arise Pub. 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> Understand the basics and history of health tourism Understand conceptual background of medical tourism Understand factors responsible for promotion and management of medical and wellness tourism Familiarize legal aspects and certification required in medial tourism operation Get detail knowledge of types of wellness tourism prevailing in India 		

Event Management in Tourism			Course Code : BTM 605
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The main objective of the course is to familiarize the students with different concepts and Principal of event Management. MICE tourism the fastest growing tourism sector in India as well as world.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<ul style="list-style-type: none"> Defining event and event Management, Overview, Introduction, brief history, current and future trends of event industry, career profiles & opportunities in event management, linkages between tourism and event industry. 	9	3
Unit 2	<ul style="list-style-type: none"> Event Concept & Planning Classification of events, developing the event concept, components of event planning, steps of event planning. 	9	3
Unit 3	Social Events <ul style="list-style-type: none"> Household events celebrations: Birthday parties, dinner/tea parties, weddings, housewarming parties, ceremonies & rituals, Promotional special events: fashion shows, product launch, charity events, fairs & festivals, competitive events. 	9	3
Unit 4	Business Events <ul style="list-style-type: none"> Scope of MICE importance, seminars & conferences, trade shows, incentive programmes, appreciation events, exhibitions, workshops 	9	3
Unit 5	Event Marketing & Promotion <ul style="list-style-type: none"> The role of marketing for event organization Tools for marketing and promotion The Marketing Process 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Meetings, Conventions & Expositions - An Introduction to the Industry - Rhonda J. Montgomery, & Sandra K. Strik. Shone, A & Parry, B. Successful Event Management, Event Management in Leisure and Tourism. Pearson & Blatt, J.G. Special Events- Best Practices in Modern Event Management - John Wiley and Sons, New York. Hall, M (1999) 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the fundamentals of event and event management Understand event planning and its types Understand various types of events organized in a social environment Familiarize with various types of business events Get detail knowledge of marketing and promotion of an event 		

Travel Writing			Course Code : BTM 606
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	This course has been designed to create travel writing professionals. Student will learn how to write a good travel blog, conduct a good quality photography, brochure designing skill and travel video making.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<ul style="list-style-type: none"> History of writing, Importance of writing, writing skills, steps of writing a paragraph/essay. Method for referencing, citing and sourcing. Ethics in writing, copyright act 1957. 	9	3
Unit 2	<ul style="list-style-type: none"> Importance and benefits of travel writing Travelogues, Travel Guides & Travel Journals Tourism brochure construction and design. 	9	3
Unit 3	<ul style="list-style-type: none"> Basic of Travel Reporting, Travel articles in newspaper and magazines, writing different types of promotional letters, Photography and video-graphy: use and importance in promoting tourism 	9	3
Unit 4	<ul style="list-style-type: none"> Advertisement posters and handbill construction: role of travel writing in these. Writing for travel portals. Printing procedures and formalities. 	9	3
Unit 5	<ul style="list-style-type: none"> Types of travel writing - Personal essay - Narrative feature - Specialty (family travel, cruise, adventure, etc.) - Experiential travel, Finding sources and reporting/citing 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Kodak : Taking better travel photos John Freeman : The Complete book of photography Jeff-Wignatt : Kodak Guide to Shooting Great Travel Pictures John Shaw : The Art of Adventures photography 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Understand the importance and history of travel writing Understand brochure construction and designing Understand various mediums of travel writing and publishing Familiarize travel advertisement, poster and printing formalities Get detail knowledge of types of travel writing 		

Surface Transport Operation			Course Code : BTM 607
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The basic objective of this course is to impart knowledge of Surface Transport operations, its role and contribution in tourism promotion. Student will aware with various types of surface transport mode and its role in tourism growth.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<ul style="list-style-type: none"> • Meaning, importance and overview of surface transport industry Major Concerns in World Surface Transport System and Methods to overcome them. • Impact of Surface Transport. • History of rail & road transport 	9	3
Unit 2	<ul style="list-style-type: none"> • Important rail and road networks of world. • Understanding importance or rail & road network in context to tourism 	9	3
Unit 3	<ul style="list-style-type: none"> • Setup, growth and importance of Indian Railways • Indian railways network & products • New trends in Indian Railways • Reservation system and computerized bookings of Indian trains. 	9	3
Unit 4	<ul style="list-style-type: none"> • Road Transport Operations in India • Road transport in India • Rent-a-car & coach tours in India • Highway Tourism in India and its importance 	9	3
Unit 5	<ul style="list-style-type: none"> • Study the various types of tourist trains operated in India Palace on Wheel, Toy Trains, Deccan Odyssey Train, Golden Chariot trains, etc. 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Sinha, P. C. : Surface Transport in Travel & Tourism • Tiwari, S. P. : Tourism Dimensions • Mill & Morrison : The Tourism System 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Understand the overview of surface transport industry 2. Understand important road and rail networks in the world. 3. Understand history of Indian railways 4. Familiarize with the contribution of Indian railways in tourism promotion. 5. Get detail knowledge of various types of tourist trains operated in India. 		

Entrepreneurship Development in Tourism			Course Code : BTM 608
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The course delves into various aspects of starting business, including idea generation. It highlights the importance of developing a business plan and elaborates the laws and regulations and the social responsibility important for a start-up.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Entrepreneur, Entrepreneurship <ul style="list-style-type: none"> • Definition of an Entrepreneur, Entrepreneurship • Concept of Entrepreneurship - Contribution of Mc Cleland and Joseph Schumpeter • Reasons for growth of Entrepreneurship • Entrepreneurial Characteristics and Skills • Types of Entrepreneur • Entrepreneurial Failure and pitfalls (Peter Drucker) • Entrepreneurs Vs Entrepreneurship 	9	3
Unit 2	Ideas generation and evaluation <ul style="list-style-type: none"> • Sources of business idea • Evaluation of the idea • Analysis of the market • SWOT analysis Emergence of Women Entrepreneurs <ul style="list-style-type: none"> • Definition by GOI(Government of India) • Importance of Women Entrepreneurship • Problems faced by women entrepreneurs • Program for promoting women entrepreneurship – SWA SHAKTI, Rashtriya Mahila Kosh, Federation of Indian Women Entrepreneurs 	9	3
Unit 3	The Entrepreneurial Process <ul style="list-style-type: none"> • Identify and Evaluate the Opportunity <ul style="list-style-type: none"> ➤ Establish Vision ➤ Persuade others ➤ Gather Resources ➤ Create new venture/product or market ➤ Change , Adopt with time • Marketing Plan <ul style="list-style-type: none"> ➤ Understanding marketing plan ➤ Characteristics of a marketing plan • Human Resource Plan <ul style="list-style-type: none"> ➤ Manpower Planning • Recruitment, Selection & Training 	9	3
Unit 4	Financing the new venture <ul style="list-style-type: none"> • Sources of Finance <ul style="list-style-type: none"> ➤ Internal or External funds ➤ Personal funds ➤ Family and friends ➤ Commercial Banks ➤ Various Financial Institutions- SIDBI, NABARD, IDBI. Intellectual Property <ul style="list-style-type: none"> • Definition- Intellectual Property, Trademark, Patent, Copyright and Geographical Indication. • Quality Standards – Definition (ISI, Agmark, FDA) 	9	3
Unit 5	Growth and Social Responsibility <ul style="list-style-type: none"> • Growth- Stages of growth (Coming into existence, Survival, Success, Take-off, Consolidation) • Growth strategies- Diversification, launching New Product in Same Market, Joint Ventures, Mergers and Acquisitions, 	9	3

	<p>Franchising, E-Commerce</p> <ul style="list-style-type: none"> • Financial Growth- Internal accruals, contributing own equity, Venture capital, Bank finance, taking on new partners • Reasons for Exiting • Social Responsibility- <ul style="list-style-type: none"> ➤ Definition by European Union ➤ Corporate Social Responsibility (CSR) and Increased focus on CSR ➤ Social Entrepreneur – Definition and Role 		
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Entrepreneurship – Rajeev Roy – Oxford Higher Education • Entrepreneurship Development Small Business Enterprises by Poornima M Charantimath • Entrepreneurship – Excel Books – Madhurima Lal, Shikha Sahai (Chapter 3.4, 5) • Principles of Entrepreneurship – Prof. Satish C. Ailawadi, Mrs. Romy Banerjee.- Everest Publishing House 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Differentiate entrepreneur, entrepreneurship 2. Generate and evaluate ideas 3. Identify entrepreneurial process 4. Use source of finance to start entrepreneurship 5. Explain the importance and responsibilities of entrepreneur and entrepreneurship 		

Research Methodology			Course Code : BTM 609
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	Research has become an inevitable part of today's academic and professional world. Hospitality industry is no exception to this. This course aims at honing the research skills of the students by exposing them to the research environment and guiding them in the research process.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Fundamentals of Research <ul style="list-style-type: none"> • Meaning and definition of Research • Purpose of Research • Significance of Research Research problem and Designing the Title of research <ul style="list-style-type: none"> • Problem identification and defining problem • Points to be considered while selecting the topic and framing the title • Framing the research questions • Formulation of objectives • Hypothesis- definition, meaning, and framing 	9	3
Unit 2	Research Design <ul style="list-style-type: none"> • Meaning and definition of research design • Approach in research (Qualitative and Quantitative) • Research Process - Defining the research problem -Selection of data collection method – Identifying population - Selection of sample - Selection of method of analysis - Estimate the required resources – Data collection - Data Analysis - Report Drafting 	9	3
Unit 3	Data <ul style="list-style-type: none"> • Primary Data <ul style="list-style-type: none"> ➤ Definition and significance ➤ Sources ➤ Method / tools of collecting primary data ➤ Types of questions ➤ Essentials of a good questionnaire designing • Secondary Data <ul style="list-style-type: none"> ➤ Definition and importance of sources ➤ Citation (bibliography in APA and MLA style for journal, books, newspapers, magazine) ➤ Writing literature review. ➤ Using e- resources. • Data collection methods- Observation, Experimental, Focus group, Case study & Survey • Advantages & Limitations of various data collection methods 	9	3
Unit 4	Research Instrument <ul style="list-style-type: none"> • Questionnaire – Advantages & Limitations • Schedule - Advantages & Limitations Sampling Techniques <ul style="list-style-type: none"> • Concept of sampling – Advantages & Limitations • Definitions – Universe, Population, Sample, Sampling unit, Sampling Frame • Sampling Methods – Probability (Simple random, Systematic, Cluster.) • Characteristics of a good sample 	9	3
Unit 5	Processing and analyzing data <ul style="list-style-type: none"> • Data processing (editing, classification, tabulation) • Data analysis (qualitative and quantitative-manual and using a computer) Report Writing <ul style="list-style-type: none"> • Principles of report writing 	9	3

	<ul style="list-style-type: none"> • Stages and steps in report writing • Layout of a Report • Designing the presentation (PowerPoint) • Structure of Report – Introduction, Literature Review, Objectives Study, Theoretical framework of the topic, Research Methodology, Scope 		
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Research methodology- G.C. Ramamurthy • Research design and Methods- Kenneth s. Bordens and Bruce B. Abbott • Research Methodology- R. Panneerselvam • Project report writing- M.K Rampal and S.L Gupta • Business research methodology – Alan Bryman and emma Bell. Oxford publishinghouse • Research methodology in management – Dr. V. P. Michael, Himalaya Publishing house 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Define research and its purpose 2. Explain research process 3. Summarize collected data 4. Choose research instruments 5. Analyze the data and present the report 		

Dissertation			Course Code : BTM 610
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	Inject interest in graduate student toward performing scientific and authentic research work. Understand the key features and scientific process of executing a good and authentic research work.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
	To inculcate research oriented aptitude in the students, there is a Dissertation work in the 6 th semester where student will select a topic of his/her choice related to the programme and a Guide will be allotted to each student who will help the students for the successful completion of research work (Dissertation). Evaluation of Dissertation will be done through Viva-Voce having maximum marks of 200 (External only).		4
Course Outcome	At the end of the course students would be able to carry out original and authentic research work while applying scientific research method and techniques.		