

MGM UNIVERSITY, AURANGABAD

Syllabus for Bachelor of Travel & Tourism Management (BTTM) w.e.f. Academic Year 2020 - 2021

- BTTM - First Year
- BTTM - Second Year
- BTTM -Third Year

I. INTRODUCTION:

This curriculum is designed for the three years degree course in Bachelor of Travel & Tourism Management with a view to keep abreast with the current trends in the industry.

II. OBJECTIVES AND FRAMEWORK OF THE CURRICULUM OF BTTM PROGRAM:

This program is designed for young professionals, introducing the skills and responsibilities expected by the global travel and tourism industry. It aims to provide students with the required knowledge, skills, values and attitudes to occupy key positions in the Travel and Tourism Industry. Tourism apart from being a vital part of one's recreational and refreshment activities happen to be an important area of economic generation of a country. The industry contributes to high revenue and significantly to the GDP of the country. The business side of the industry makes it open for expansion, growth, and job opportunities for many professionals and that's why it needs a professional touch in face of skilled and trained manpower that has the capacity and capability to apply managerial techniques in practice and churn out maximum output.

III. KEY FEATURES:

- a) This program is a three years degree program and it qualifies graduates to take over specialist and managerial positions in the travel and tourism industry as well study further.
- b) The program covers all the core subjects and additional subjects required to hone the skills demanded by the growing Travel & Tourism Industry.
- c) This program includes the activities related to the travel & tourism industries.

IV. THE CURRICULUM:

- a) The curriculum is presented in the accompanying chart along with the appendices containing a list of courses and outlines of required courses.
- b) Care and attention has been given to the basic objective of the curriculum and its academic rigor.
 - a. The curriculum includes a total of 27 courses.
 - b. There is a provision of Project Report in the fifth semester which would carry a mark value of 100 marks.

- c. There is a provision for Industrial Training Report and Industrial Training in the sixth semester, which together carry a mark value of 400 marks for Industrial Training and Industrial Training Report.
- d. Semester work load is balanced with five full courses of 100 marks each per semester apart from sixth semester where there is Industrial Training and Industrial Training Report.
- c) Ordinarily in each class (of one division), not more than 60 students will be admitted.
- d) Appendix I: Outline of the structure of BTTM program. Appendix II: Detailed syllabus, Semester-wise / Course-wise.

V. ELIGIBILITY FOR ADMISSION:

The minimum eligibility for this course would be HSC in any stream (12th Std.) or its equivalent, passing with a minimum of 40% marks in the aggregate (35% in case of candidates of backward class categories belonging to Maharashtra State)

VI. NUMBER OF LECTURES:

There shall be max. 36 hours per week, which include lectures / tutorials / Seminars / Assignments for the internal assessment work and the duration of the lecture/practical period, shall be of 60 minutes each.

VII. VACATION TRAINING (SUMMER INTERNSHIP):

It is recommended that each student shall undergo vacation training (summer internship training) for a period of not less than 30 days and max. 40 days during vacation at the end of the Second Semester and before commencement of third semester.

VIII. INDUSTRIAL TRAINING:

- a) In the Sixth Semester the students shall be sent for industrial training for a period of 20 weeks.
- b) The student shall maintain a logbook on daily basis.
- c) At the end of the industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department.
- d) The training report is to be prepared by the student in two typed copies and to be submitted to the Principal within the stipulated time for assessment.
- e) The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce of the Sixth Semester.
- f) The training report will be assessed by a panel of examiners comprising of one external examiner (the external would include preferably one from the Industry of the level of Head of the Department and above) and one internal examiner.

IX. PROJECT WORK:

- a) Each student shall prepare a Project Report on the topic based on the Travel & Tourism Industry under the guidance of an internal teacher and submit the same to the Principal.
- b) The Project Report is to be prepared by the student in two typed copies and to be submitted to the Principal within the stipulated time for assessment. Only on the basis of a certificate of the internal examiner concerned that the project report has been satisfactorily completed, would the student be allowed to appear for the viva-voce of the Fifth Semester.
- c) The Project Report will be assessed by a panel of examiners comprising of one external examiner (the external would include preferably one from the Industry of the level of Head of the Department and above) and one internal examiner.

X. ATTENDANCE:

The students are required to have at least 75% attendance in each course. The students who fail to comply with the above requirements shall be prosecuted as per the Code of Conduct of the University.

XI. TEACHING FACULTY:

The teaching faculty must be as prescribed by the MGM University, Aurangabad. There must be one full time Principal and four full time lecturers for the First Year of the course (for a batch of 60 students). Subsequently, additional two full time Lecturers / Asst. Professors / Professors should be appointed for Second and Third Year each. Beside full time faculty members, visiting faculty members should be invited to conduct the appropriate course. The lecturers shall have a valid PG Degree / degree / diploma in Hospitality / Hotel & Tourism Management / Studies / Administration along with subsequent industrial exposure not less than three years.

XII. INFRASTRUCTURE REQUIREMENTS:

Besides the classrooms for lectures and tutorials, the infrastructure shall include the following:

- a. Library
- b. Computer Lab with Internet Facility

XIII. BOARD OF PAPER SETTERS / EXAMINERS:

As prescribed by the MGM University, Aurangabad.

XIV. EXAMINATION:

As prescribed by the MGM University, Aurangabad.

XV. ASSESSMENT:

As prescribed by the MGM University, Aurangabad.

Note: In case of those students who have secured less than passing percentage of marks in internal i.e. less than 16, a separate internal test of 40 marks (improvement examination) shall be conducted for those students, and if the result of the internal test as above results in lower marks than the original, the original figure of the marks shall prevail. In short, the rule is that the higher of the two figures of the marks shall be taken into consideration.

XVI. MARKS:

- a) Each semester will carry a total of 500 marks each (100 marks for each Course), apart from sixth semester which has 400 marks.
- b) The marks allotted to each course shall be as follows:
 - a. 60 marks for external written comprehensive test and 40 for internal assessment. - 30 marks for written comprehensive test where practicals are conducted, along with 30 marks for practicals and 40 marks shall be assigned for internal assessment.
- c) Industrial Training and Training Report shall carry 200 marks each = 80 marks for Internal and 120 marks for External assessment.
- d) The project report would have 100 marks where 60 marks for external evaluation and 40 for internal evaluation.

XVII. STANDARD OF PASSING:

As prescribed by the MGM University, Aurangabad.

MGM UNIVERSITY, AURANGABAD

Syllabus for Bachelor of Travel & Tourism Management (BTTM)

The following abbreviations have been used here under

L - Lecture

T - Tutorial

First Year BTTM (Semester - I)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)		Examination Scheme		Total Marks	Credit Points
		L	T	Theory	Internal		
BTTM 101	Basics of Tourism	3	1	60	40	100	4
BTTM 102	Tourism Planning & Administration in India	3	1	60	40	100	4
BTTM 103	Global Tourism Destinations	3	1	60	40	100	4
BTTM 104	Principles of Management	3	1	60	40	100	4
BTTM 105	Communication Skills for Travel & Tourism	3	1	60	40	100	4
		15	05	300	200	500	20

First Year BTTM (Semester - II)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)		Examination Scheme		Total Marks	Credit Points
		L	T	Theory	Internal		
BTTM 201	Tourism Product - I	3	1	60	40	100	4
BTTM 202	Tourism Geography	3	1	60	40	100	4
BTTM 203	Tourism Marketing	3	1	60	40	100	4
BTTM 204	Computer Applications	3	1	60	40	100	4
BTTM 205	Gandhian Thoughts	3	1	60	40	100	4
		15	05	300	200	500	20

Second Year BTTM (Semester - III)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)		Examination Scheme		Total Marks	Credit Points
		L	T	Theory	Internal		
BTTM 301	Tourism Product - II	3	1	60	40	100	4
BTTM 302	Tourism Economics	3	1	60	40	100	4
BTTM 303	Legal & Ethical Issues in Tourism	3	1	60	40	100	4
BTTM 304	Basic Accounting	3	1	60	40	100	4
BTTM 305	Elective - I (French OR German)	3	1	60	40	100	4
		15	05	300	200	500	20

Second Year BTTM (Semester IV)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)		Examination Scheme		Total Marks	Credit Points
		L	T	Theory	Internal		
BTTM 401	Tourism Product - III	3	1	60	40	100	4
BTTM 402	Transport in Travel & Tourism	3	1	60	40	100	4
BTTM 403	Eco-Tourism	3	1	60	40	100	4
BTTM 404	Entrepreneurship Development	3	1	60	40	100	4
BTTM 405	Elective - II (Marketing OR Human Resource Management)	3	1	60	40	100	4
		15	05	300	200	500	20

Third Year BTTM (Semester V)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)		Examination Scheme		Total Marks	Credit Points
		L	T	Theory	Internal		
BTTM 501	International Tourism	3	1	60	40	100	4
BTTM 502	Tourism Planning & Policy	3	1	60	40	100	4
BTTM 503	Research Methodology	3	1	60	40	100	4
BTTM 504	Environmental Studies	3	1	60	40	100	4
BTTM 505	Project Report	-	-	60	40	100	4
		12	04	300	200	500	20

Note: Project Report Marking Scheme:

A) Project report to be submitted as per specifications & format (to be collected from the Institute), Certificate by Hotels of the level of four star categories and above.

Marks would be awarded as follows by a panel of examiners (one external and one internal):

Particular	Internal	External
Project Report	20	40
Viva-voce	20	20
Total	40	60

Third Year BTTM (Semester VI)

Course Code	Course Name	Examination Scheme			Credit Points
		Internal	External	Total	
BTTM 601	Industrial Training 20 weeks * 6 days * 8 hours = 960 hrs	120	80	200	12
BTTM 602	Industrial Training Report	120	80	200	08
		240	160	400	20

A) Training report to be submitted as per specifications & format (to be collected from the Institute), Daily logbook and the Performance Appraisal given by Hotels of the level of three star categories and above.

Marks would be awarded as follows by a panel of examiners (one external and one internal):

Particular	Internal	External
Performance Appraisal	40	-
Logbook	40	-
Project Report	-	60
Viva-voce	-	60
Total	80	120

B) The Training Report marks would be based on the report submitted and the viva-voce based on the above training report

Marks would be awarded as follows by a panel of examiners (one external and one internal): -

	Internal	External
Internal Assessment	80	-
Training Report	-	60
Viva-voce	-	60
Total	80	120

Course: Basics of Tourism

Course Code: BTTM 101

Semester: - First

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Basics of Tourism makes a student acquaint with travel and tourism as a global, multi-form industry: one will be familiar with basic definitions and with the travel and tourism cluster, being able to paraphrase the roles of the sectors of travel and tourism industry. A student will understand impact of tourism and will be able to conduct one's behavior in a sustainable way.

COURSE OUTCOME:

Student will understand multi-form character of travel and tourism business (cluster), understand local and global impact of tourism industry, take responsibility and have a good attitude to work with a long-term determination and interest.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.	12	12
2	Nature and forms of Travel/Tourism. Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism.	12	12
3	Motivation for travel- basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.	12	12
4	Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & tourism	12	12
5	Impacts of tourism at the destination. Its impact: socio-cultural, environmental and economic. Factors affecting the future of tourism business. Sociology of tourism.	12	12
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Introduction to Tourism: A.K.Bhatia
2. Tourism System: Mill R.C & Morrison
3. Tourism Development: R.Garther
4. Successful Tourism Management: Pran Nath Seth

Course: Tourism Planning & Administration in India

Course Code: BTTM 102

Semester: - First

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Tourism Planning & Administration in India focuses on theoretical framework of destination planning and various intricate involved in India including its environmental impact assessment and deliberations in the planning system.

COURSE OUTCOME:

Students will be able to analyse sustainable tourism practices as the best way of overcoming the negative impacts of tourism development in India.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Role and Functions of Ministry, Minister of State for Tourism (Independent Charge), Senior Officers in the Ministry, Divisions, India Tourism Offices in India, India Tourism Offices Overseas, India Tourism Development Corporation (PSU). Publicity and Events, Overseas Marketing, Market Research and Statistics, International Cooperation	12	12
2	Management of the tourism in the states. Role and functions of State tourism development corporations.	12	12
3	Evolution of Tourism planning, Importance, Planning process, Institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. its process at national levels.	12	12
4	Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India	12	12
5	SWOT analysis of National Tourism Policy 2016 and Maharashtra Tourism Policy 2016. Case study of Ajanta - Ellora Tourism Conservation and Development Project.	12	12
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications, 2002
2. Bezbaruah M.P., Indian Tourism beyond the Millennium
3. Gunn. Clare A.k, Tourism Planning
4. Inskeep E., Tourism Planning: An integrated and Sustainable Approach

Course: Global Tourism Destinations

Course Code: BTTM 103

Semester: - First

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

This course focuses on global destinations and the people who inhabit them. With advancements in transportation, destinations are more accessible to greater numbers of international tourists. A review of the popular and emerging destinations globally and the reason for their popularity; such as scenery, attractions and exotic cultures are discussed in this course.

COURSE OUTCOME:

Upon successful completion of this course, the student will have reliably demonstrated the ability to identify, locate and describe major international destinations as part of the global competition for tourist dollar, identify and discuss social, cultural, political and environmental characteristics of destinations around the world, describe the kinds of tourist activity and attractions unique to major international destinations.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Definition, scope and contents of Global tourism. Approaches, Methodology and Techniques. Analyses in Geography of Global Tourism destinations. Natural and climatic regions of the world in brief. How to read a map.	10	10
2	Latitude, Longitude, International date line, time zones and calculation of time. Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy. Types, forms, patterns and linkages in Tourism.	10	10
3	Impact of weather and climate on Tourist destinations. Geographical Determinants: Diversities and disparities. Typology of area and Linkages flows and orientation.	10	10

4	Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.	10	10
5	Political and physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.	10	10
6	Africa: South Africa, Mauritius, Kenya. Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. North & East Asia/Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan. South Asia : SAARC Countries.	10	10
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
2. Burton Rosemary : the Geography of Travel and Tourism (London).
3. Rohinson H. | A.A. Geography of Tourism (Macdonald and Evans, London).
4. The Geography of India – Gopal Singh – Delhi (1988).
5. National Atlas of India – Government of India Publication.

Course: Principles of Management

Course Code: BTTM 104

Semester: - Second

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

To make the students understand the concepts of Management & their Practical application in the Travel & Tourism Industry.

COURSE OUTCOME:

This course explains the relationships between organizational mission, goals and objectives and their successful achievement. It will clarify the significance and necessity of managing an organization.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Management</u> 1.1 A typical day in the life of a manager at hotel (illustrative situations), 1.2 Management defined, 1.3 Levels of management, 1.4 External & internal factors that affect management, 1.5 Contribution of F.W. Taylor to scientific management, 1.6 Henry Fayol's classical management theory, 1.7 Modern day management theory	8	8
2	<u>Planning & Decision Making</u> 2.1 Definition, 2.2 Nature & Importance of planning, Advantages & disadvantages, 2.3 Types of plans, 2.4 Steps in planning, 2.5 Planning assumptions, 2.6 Types of decisions, 2.7 Decision making techniques, 2.8 Step by step decision making process	10	10
3	<u>Organizing & Staffing</u> 3.1 Definition of Organizing, 3.2 Nature and importance of organizing, 3.3 Principles of organizations, 3.4 Definition of Staffing, 3.5 Delegation and Departmentalization, 3.6 Authority & Responsibility, 3.7 Span of control	10	10
4	<u>Leadership</u> 4.1 Definition, 4.2 Leadership theories - Managerial grid, 4.3 Different styles of leadership, 4.4 Characteristics of a good leader	8	8

5	<u>Motivation</u> 5.1 Definition, 5.2 Nature and Importance, 5.3 Benefits of motivated staff, 5.4 Maslow's theory of need hierarchy, 5.5 Herzberg's two factor theory, 5.6 McGregor's theory 'X' and theory 'Y', 5.7 Morale - its role & importance	8	8
6	<u>Coordination</u> 6.1 Definition, 6.2 Characteristics of coordination, 6.3 Need for coordination	8	8
7	<u>Controlling</u> 7.1 Definition, 7.2 Need for controlling, 7.3 Process of controlling	8	8
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Management - Stoner & Freeman
2. Essentials of Management - Koontz & O'donnel
3. Management tasks - Peter Drucker
4. Management Process - Davar R.
5. Principles of Management - P. Tripathi

Course: Communication Skills for Travel & Tourism

Course Code: BTTM 105

Semester: - First

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

To introduce students to the process of communication & presentation skills needed by the travel & tourism professional.

COURSE OUTCOME:

To introduce students with the process of communication so that they can identify conditions favorable to effective communication and to teach them basic and applied language skills useful for the study of technical subjects as well as communication, with a particular emphasis on writing and oral presentation skills, which are capabilities needed for professional careers.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>The communication process</u> 1.1 Sender, receiver, message, channel, feedback 1.2 Message conceived, message encoded, channel selected for communication, message perceived, message decoded, message understood and decoded, feedback	10	10
2	<u>Barriers to effective communication</u> Inadequacy of message design, physical appearance, selective attention, prejudice, language difference, inadequate listening, lack of feedback, imperceptions, mannerisms	8	8
3	<u>Listening</u> Need for listening, listening for content, critical listening, empathetic listening, attentive listening	8	8
4	<u>Framework for planning business messages</u> Purpose, audience, structure, style	8	8
5	<u>Written communication skills</u> 5.1 Advantages and disadvantages 5.2 Note making, writing a log book 5.3 Comprehension and précis writing 5.4 Letter writing (letters of enquiry, complaint,	10	10

	apology, order, application accompanied by bio-data, resignation and appreciation.) 5.5 Short formal reports (incidents, events, visits) 5.6 Memos, notices, circulars		
6	<u>Oral communication skills</u> 6.1 Advantages and disadvantages 6.2 Articulation and delivery 6.3 Making speeches and presentations 6.4 Telephone etiquettes 6.5 Restaurant and hotel English	8	8
7	<u>Non -verbal communication</u> Understanding aspects of body language, sign language, sign boards, etc.	8	8
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Communication Skills – BV Pathak
2. Business Communication- Sinha
3. Grammar and composition- Wren and Martin

Course: Tourism Product - I

Course Code: BTTM 201

Semester: - Second

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

This course provides the concept of tourism products and an overview of the tourism products and resources of India.

COURSE OUTCOME:

Students will gain knowledge of various Tourism Resources and gain an over view of tourism development strategies.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	India: General introduction • States & capitals • Seasons and climatic regions & their impacts on tourism • Natural vegetation-- (1) Tropical Evergreen Rain Forests (2) Deciduous or Monsoon Type of Forests (3) Dry Deciduous Forests and Scrubs (4) Semi Desert and Desert Vegetation (5) Tidal or Mangrove Forests and (6) Mountain Forests • wild animals of India and wild life tourism	15	15
2	Physiographic units of India: – ----- The Himalayas (General introduction of the Himalayas & other ranges, hill station & their tourism significance) ----- The Peninsular Region (General features of Indian peninsula with their tourism Significance) ----- The Indus-Ganga-Brahmaputra Plain or central plain (General introduction of deserts & central plains. Their Importance for tourism) ----- The Coastal Plains and the islands (General features of coastal regions, their Importance for beach tourism) • A case study (any one) of Sri Nagar, Shimla, Nainital, Darjeeling, Gangtok, Amritsar, Jaipur, Delhi, Lucknow, Kolkata, Bhopal, Khajuraho, Hyderabad, Banglore, Ooty, Mumbai, Goa, Cochin, Chennai, Andaman & Nicoba	15	15
3	Religious Tourism: Concept, Definition and Significance • Problems and Prospects of Religious	15	15

	Tourism in India • Major Religions in India (Basic features and geographical extent): -- ---- Hinduism (Vedic, Bhagvatism and Shaivism streams) ---- Buddhism and Jainism ---- Islam ---- Christianity in India ---- Sikhism		
4	Major Religious Destinations of India: -- • Hinduism: -- Four Dhams (Badrinath, Rameshwaram, Puri and Dwarka), Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati, • Buddhism & Jainism : -- Bodh Gaya, Sarnath, Mount Abu, Palitana • Islam: -- • Christianity: -- • Sikhism: --	15	15
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Anand, M.M., Tourism and Hotel Industry in India - A Study in Management, Prentice Hall of India Pvt., Ltd., New Delhi, 1976.
2. Aseem Anand, Advance Dictionaries of Tourism, Sarup and Sons, New Delhi, 1997.
3. Archer, B.H., The Impact of Domestic Tourism, Cardiff University of Wales Press, 1973.
4. Archer, B., Tourism Multiplier: The State of the Art, Bangor Occasional Papers in Economics, No. 11, University of Wales Press, Bangor, 1977.
5. Argiass G. Pearce, Tourism Development, Longman Group Limited, Burnt Mill Harbour Essay U.K., 1981.
6. Bhatia, A.K., Tourism Development, Principles and Practices, Sterling Publishers Pvt., Ltd., New Delhi, 1982-1985, 2003

Course: Tourism Geography

Course Code: BTTM 202

Semester: - Second

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Tourism Geography helps understand the spatial geography of the world in order to better acquaint with global perspectives of the tourism.

COURSE OUTCOME:

The students will be able to give an insight into various holiday destinations, and develop their role as travel professional.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Importance of Geography in Tourism. Earth's movement, Continental drift, Latitude, Longitude. International Data Line, World Time Zones.	12	12
2	Major tourist attractions around the world - North America, South America, Europe, Asia, Africa and Australasia.	12	12
3	Elements of weather and climate. Atmosphere, hydrosphere, Lithosphere, Biosphere, Major rivers, Lakes, Mountains and natural vegetations of the world.	12	12
4	Physical geographic features of India- Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts	12	12
5	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.	12	12
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. A Geography of Tourism - Robinson HA
2. The Geography of Travel & Tourism - Burton Rosemary

Course: Tourism Marketing

Course Code: BTTM 203

Semester: - Second

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Tourism Marketing focuses on various marketing functions and techniques related to hospitality and tourism and their applications to real life situations

COURSE OUTCOME:

It focuses on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stakeholders of tourism industry

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Introduction to Tourism Marketing • Introduction to service marketing • Definition, Scope and Importance of tourism marketing • Evolution of tourism marketing • Tourism marketing environment ---- micro and macro • Tourism marketing mix • Nature and characteristics of tourism offers • Marketing strategies adopted to overcome the different issues in tourism marketing	12	12
2	Tourism Markets and Tourist Behavior • Definition and types of tourism markets • Concept and Types of tourists • Risks involved in travel purchase • Tourist buying process • Factors influencing tourist buying	12	12
3	Tourism Market Segmentation, Targeting and Positioning • Concept and bases of tourism market segmentation • Types of tourism market segmentation • Market targeting • Product positioning	12	12
4	Tourism Product • Concept and definition of tourism product • Tourism product from the perspective of sellers, buyers and society • Tourism as a packaged product • Destination as a product • New product	12	12

	development in case of tourism • Stages used in the development of a tourist circuit • Butler's tourism area life cycle (TALC) • Plog's destination life cycle (DLC) • Branding in tourism – destination branding, functions of destination brand and challenges of destination branding		
5	Tourism Pricing • Concept of tourism pricing • Factors influencing tourism pricing • Pricing strategies for tourism	12	12
6	Tourism Distribution • Meaning and concept of tourism distribution • Distribution channels in travel and tourism	12	12
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Marketing for Hospitality and Tourism: Philip Kotler, Jon Bowen
2. Tourism Marketing: Lumsdon

Course: Computer Applications

Course Code: BTTM 204

Semester: - Second

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

The subject aims to give a basic knowledge of computers and its operations and enables the student to operate the computer with enough practice to get confidence.

COURSE OUTCOME:

To acquire computers knowledge pertaining to hospitality industry should be able to utilize the computer & understand data analysis regarding policy decisions of the hotel management.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Computer Fundamentals</u> 1.1 Features of Computer System 1.2 Block Diagram 1.3 Hardware Input & Output Devices, CPU, RAM, ROM 1.4 Software - System, Application S/W 1.5 Networks - LAN, MAN, WAN, Topologies 1.6 Viruses - Types, Precautions	6	6
2	<u>WINDOWS</u> 2.1 Features 2.2 Terminologies - Desktop, Windows, Wallpaper, Icons, File, Folder, etc. 2.3 Windows Explorer- (Assignment with files, folders) 2.4 Accessories - Paint, Notepad, Calculator.	6	6
3	<u>DOS - (Disk Operating System)</u> 3.1 Introduction, Features 3.2 Internal Commands - DIR, CLS, VER, VOL, DATE, TIME, COPY, TYPE, REN, DEL, CD, MD, RD) 3.3 External Commands - FORMAT, ATTRIB, SCANDISK, TREE, MORE, EDIT etc. 3.4 Wildcards (question mark ?, asterisk *)	6	6
4	<u>MS-WORD</u> 4.1 File Commands, Print, Page Setup	6	6

	4.2 Editing - Cut, Copy, Paste, Find, Replace, etc. 4.3 Formatting Commands - Fonts, Bullets, Borders, Columns, Tabs, Indents 4.4 Tables, Auto Text, Auto Correct 4.5 Mail Merge		
5	<u>MS-EXCEL</u> 5.1 Features, Auto Fill, Custom Lists etc. 5.2 Cell Reference - Relative & Absolute (\$) 5.3 Formulae, Functions (Math/Stats, Text, Date, IF) 5.4 Charts - Types, Parts of the Chart 5.5 Databases (Create, Sort, AutoFilter, Sub Total)	6	6
6	<u>MS-POWERPOINT</u> 6.1 Slide Layout, Slide t. 6.2 ClipArt, Organisational Chart, Graphs, Tables 6.3 Custom Animations, Slide Timings	6	6
7	<u>INTERNET / E-MAIL</u> 7.1 History, 7.2 Pre-requisites for Internet, Role of Modem 7.3 Services - Emailing, Chatting, Surfing, Blog 7.4 Search Engines, Browsers, Dial Up, Domains 7.5 Broadband, Concepts of Web upload, download 7.6 Threats - Spyware, Adware, SPAM	6	6
8	<u>E-Commerce and ERP concepts</u> 8.1 Concepts of B-to-B, B-to-C 8.2 ERP concept, SAP Concepts	6	6
9	<u>DBMS concepts- (Data Base Management Systems)</u> 9.1 Definition- DBMS, Table, Data Types, Record, Fields	6	6
10	<u>MS-ACCESS</u> 10.1 Table Creation, Fields, data Type 10.2 Primary Key Concept 10.3 Add, Edit, Delete records 10.4 Forms, Simple Query	6	6
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics.

RECOMMENDED BOOKS:

1. Computer Fundamentals - P.K. Sinha, or Rajaraman
2. A First Course In Computers - Sanjay Saxena Publisher Vikas Publishings - Publishing Year 2001
3. DOS Guide - Peter Norton
4. Mastering MS-OFFICE - Lonnie E. Moseley & David M. Boodey Publisher BPB Publications - Publishing Year 1997

Course: Tourism Product - II

Course Code: BTTM 301

Semester: - Third

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Tourism Product - II provides the concept of tourism products and an overview of the tourism products and resources of India

COURSE OUTCOME:

Students will understand Indian Culture, Concept and its essential Features also the Nature and scope of medical Tourism in India.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Indian Culture: Concept and its essential Features • Fundamentals of Indian Culture • Indian culture through the Ages • Culture and tourism relationship with special reference to India • Indian Architecture – ---- Buddhist Architecture: -- Ajanta, Ellora and Sanchi ---- Hindu Architecture: -- Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur ---- Medieval Architecture: -- Taj Mahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar	15	15
2	Dances and Music of India: -- Classical Dances and Music of India • Major Fairs and festivals of India and their significance for tourism-- Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival (Jaisalmer, Surajkund Craft fair), International Trade Fair (New Delhi)	15	15
3	Nature and scope of medical Tourism in India • Rise of Medical Tourism in India • Hospitality industry and Medical Tourism • Regulatory laws, Ethical issues for Medical Tourism and Travel formalities	15	15
4	Indian health care therapy and medicine - drug treatments, ayurveda, yoga, naturopathy, homoeopathy and spa • Major Indian Destinations for medical tourism • Medical Tourism in Multi-Specialty Hospitals in India • Potential impact of	15	15

	Medical Tourism on the health workforce and health systems in India		
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Anand, M.M., *Tourism and Hotel Industry in India - A Study in Management*, Prentice Hall of India Pvt., Ltd., New Delhi, 1976.
2. Aseem Anand, *Advance Dictionaries of Tourism*, Sarup and Sons, New Delhi, 1997.
3. Archer, B.H., *The Impact of Domestic Tourism*, Cardiff University of Wales Press, 1973.
4. Archer, B., *Tourism Multiplier: The State of the Art*, Bangor Occasional Papers in Economics, No. 11, University of Wales Press, Bangor, 1977.
5. Argiass G. Pearce, *Tourism Development*, Longman Group Limited, Burnt Mill Harbour Essay U.K., 1981.
6. Bhatia, A.K., *Tourism Development, Principles and Practices*, Sterling Publishers Pvt., Ltd., New Delhi, 1982-1985, 2003

Course: Tourism Economics

Course Code: BTTM 302

Semester: - Third

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

The course of Tourism Economics provides an essential approach to the tourism sector from a macroeconomic point of view. The objective of the course is twofold: first, to study the economic impact and contribution of tourism at local, national and international level and second, to understand the functioning of aggregate markets and how different economic circumstances affect the tourism sector to enhance students' skills to analyze and take decisions in the tourism business environment.

COURSE OUTCOME:

After completing this course, students should be able to understand the functioning of current mixed economies, to be familiar with the most relevant statistics, to compare theoretical results with empirical evidence, to evaluate critically the relationship between tourism specialization and economic growth, and to undertake empirical research in tourism economics.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Different Definitions of Economics. Concepts of micro economics: demand and supply - factors , elasticity, curves	15	15
2	Concept of equilibrium - determination of equilibrium price and quantity, effect of changes in demand and supply	15	15
3	Brief concept of production and cost. Different costs of a tour. International trade- absolute advantage theory and comparative advantage theory	15	15
4	Multiplier effect in tourism, functions of Bank, credit creation, functions of money Some concept of BOP	15	15
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. The Economics of tourism: M.Thea Sinclair & Mike Stabler
2. Managerial Economics: Chopra OP
3. Micro Economics: Jeoldean
4. Elementary Economics: Sampat Mukherjee

Course: Legal & Ethical Issues in Tourism

Course Code: BTTM 303

Semester: - Third

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

This course aims to introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.

COURSE OUTCOME:

To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	A. Indian Contract Act; 1972, B. Partnership Act; 1932, C. Companies Act; 1956, D. Agencies	15	15
2	A. Consumer Protection Act & tourism, B. MRTP Act, Applicable tourism as consumers, C. FEMA - 1999, D. Foreigner's Act	15	15
3	A. Passport Act, B. Tourism bill of rights, C. Travel insurance, passport, visa & health	15	15
4	A. Custom & currency regulations, B. World cultural & natural heritage, 1972 UNESCO, C. Ethics in tourism, Barmuda Agreement	15	15
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. The Business of Travel agency Operation & administration - D.L.Foster
2. The Indian Travel agents - Malik, Harish & Chandra

Course: Basic Accounting

Course Code: BTTM 304

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

This subject intends to impart students the basic knowledge of Accounting required for the Travel & Tourism Management and to prepare them to comprehend and utilize this knowledge for the day-to-day operations of the organization.

COURSE OUTCOME:

The subject gives an in-depth knowledge of various books of records maintained. It helps the students is understand the day to day final transactions and its record keeping.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Accounting</u> 1.1 Terms and terminologies used in Accounting 1.2 Definition, Objectives and Importance of Accounting and Hotel Accounting	05	05
2	<u>Principles of Double Entry System of Book-keeping</u> 2.1 Nature, Advantages and Principles 2.2 Classification of Accounts 2.3 Rules of Debit and Credit	05	05
3	<u>Journal and Ledger</u> 3.1 Practical problems on Journalising- simple and combination entries 3.2 Posting into Ledger & Balancing of Ledger Accounts	10	10
4	<u>Subsidiary Books</u> 4.1 Advantage, Proformas of Subsidiary books 4.2 Practical problems on preparation of Purchases, Sales, Returns and Special Functions Books.	06	06
5	<u>Cash Book</u> 5.1 Introduction and types of Cash book 5.2 Practical problems on Three column and Analytical Petty Cash Book on Imprest system with special reference to Cash Received Book used in Hotels. 5.3 Meaning, importance and reasons for preparing	10	10

	Bank Reconciliation Statement		
6	<u>Accounting principles</u> 6.1 Accounting Concepts and Conventions 6.2 Capital, Revenue and Deferred Revenue Expenditures and Incomes.	04	04
7	<u>Trial Balance</u> 7.1 Importance, Purpose and advantages 7.2 Practical problem on preparation of Trial balance	08	08
8	<u>Final accounts of Small hotels and Restaurants</u> 8.1 Need for preparation of Trading account, Profit and Loss account and Balance Sheet 8.2 Practical problems on Trading account, Profit and Loss account and Balance Sheet with following adjustments only: Closing stock, Outstanding and Prepaid expenses, Accrued and Pre- received incomes, Depreciation of fixed assets and Staff meals.	12	12
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

Reference Books:

1. Double entry Book-keeping -T.S.Grewal Eleventh Revised 2004 S. Chand & Sons 23, Daryaganj New Delhi-2
2. Hotel Accountancy & Finance- S.P Jain & K.L Narang First 1999 Kalyani Publishers B1/1292,Rajinder Nagar, Ludhiana
3. Hotel Accounting & Financial Control - Ozi D'Cunha Gleson Ozi D'Cunha - First-2002- Dickey Enterprises , Kandivali (W) Mumbai
4. Book Keeping& Accountancy - L.N.Chopde, D.H.Choudhary- Fourteenth 1999- Sheth Publishers Pvt. Ltd. Mumbai
5. Accounting in the Hotel & Catering Industry - Richard Kotas - Four - 1981- International Textbook Company

Course: Elective – I (French)

Course Code: BTTM 305

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

The syllabus aims to create an awareness about the importance of French in Travel & Tourism Operations, to help acquire the correct pronunciation of French terminology, to enable to use standard phrases in French, to give a very basic introduction to spoken French and most important of all, to integrate the French curriculum with the core syllabus of the Course.

COURSE OUTCOME:

French language opens many doors in employment in a variety of occupations such as Teaching, Interpreting and translation, the travel industry, and many more. It is spoken on five different continents.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Salutation in French</u> 1.0 Introduction, 1.1 Unit Objectives, 1.2 Pronunciations in French, 1.2.1 International Phonetic Alphabets, 1.2.2 Accents and Their Use, 1.3 A Guide to Proper Pronunciations, 1.4 Salutations	7	7
2	<u>Articles & Nouns</u> 2.0 Introduction, 2.1 Unit Objectives, 2.2 Articles, 2.2.1 Les articles Indéfinis, 2.2.2 Usage of Articles While Asking Question, 2.2.3 Les articles Définis (le visage et le corps), 2.3 Les Noms, 2.4 Pluriel des noms, 2.5 Les Jours De La Semaine, 2.6 Les Mois De l'Année	7	7
3	<u>Pronouns, Professions, Number and Time</u> 3.0 Introduction, 3.1 Unit Objectives, 3.2 Les Pronoms Sujets, 3.3 Verbe, 3.4 Les Professions, 3.5 Les Nombres Cardinaux, 3.6 Les Nombres Ordinaux, 3.7 Comment Dire L'heure	6	6
4	<u>Adjectives</u> 4.0 Introduction, 4.1 Unit Objectives, 4.2 L'Adjectif, 4.2.1 Accord des adjectives, 4.3 Les Couleurs, 4.4 L'Adjectif Démonstratif, 4.5 Les Relations, 4.6	6	6

	L'Adjectif Possessif		
5	<u>Verbs</u> 6.0 Introduction, 5.1 Unit Objectives, 5.2 First Group of Verbs, 5.3 Second Group of Verbs, 5.4 Third Group of Verbs, 5.5 Negation, 5.6 Interrogation	6	6
6	<u>Pronominal Verbs, Articles</u> 6.0 Introduction, 6.1 Unit Objectives, 6.2 Pronominal Verbs, 6.3 Prepositions, 6.4 Les articles contractés (contracted articles), 6.5 L'Article Partitif, 6.6 Expressions avec 'Avoir'	8	8
7	<u>Tenses</u> 7.0 Introduction, 7.1 Unit Objectives, 7.2 Passé composé avec avoir, 7.3 Passé composé avec être, 7.4 L'imperatif, 7.5 Expressions avec 'faire', 7.6 Future proche	6	6
8	<u>Tenses & Pronouns</u> 9.0 Introduction, 9.1 Unit Objectives, 9.2 Future Tense, 9.3 Pronouns	6	6
9	<u>Tips for Efficient Learning of French</u> 9.0 Introduction, 9.1 Unit Objectives, 9.2 Tips for Learning Vocabulary and Verbs, 9.3 Tips for Better Understanding, 9.4 Reading Details, 9.5 Using a Dictionary, 9.6 Understanding and Pronouncing Words	8	8
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Basic French Course for the Hotel Industry - by Catherine Lobo & Sonali Jadhav
2. French for Hotel Management & Tourism Industry - by S. Bhattacharya Publisher Frank Brothers

Course: Elective - I (German)

Course Code: BTTM 306

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

The syllabus aims to create an awareness about the importance of German in Travel & Tourism Industry, to help acquire the correct pronunciation of German terminology, to give a very basic introduction to spoken German and most important of all, to integrate the German curriculum with the core syllabus of the Course.

COURSE OUTCOME:

German language opens many doors in employment in a variety of occupations such as Teaching, Interpreting and translation, the travel industry, and many more.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction</u> 1.1 Introduction 1.2 Unit objectives 1.3 Das Alphabet 1.4 Zahlen a) Cardinal b) Ordinal 1.5 Fractions, Decimals and Percentages 1.6 Die Formen 1.7 Famous German Personalities 1.8 Top German cars 1.9 Obst (fruits) 1.10 Gemüse (vegetables) 1.11 Tiere (Birds and animals) 1.12 Monate (months) 1.13 Wochentage (weekdays) 1.14 Deutsche Namen (German Names) 1.15 Familiennamen (surnames) 1.16 Farben (colors) 1.17 Aufgabe 1.18 Begrüßungen (greetings) 1.19 W fragen (WH questions) 1.20 Die Vorstellung (Introduction)	5	5
2	<u>Essen und Trinken</u> 2.1 Introduction 2.2 Unit objectives 2.3 Eatables and drinks 2.4 Spices and Grains 2.5 Utensils 2.6 Im Restaurant dialogue 2.7 Aufgabe 2.8 Pronomen 2.9 Konjugation a) Helping b) Regular verbs c) Irregular verbs 2.10 Aufgabe	5	5
3	<u>Familie, Häuser und Schule</u> 3.1 Introduction 3.2 Unit Objectives 3.3 Die Familie Vocabulary 3.4 Über die Familie sprechen 3.5 Aufgabe 3.6 Artikel (Nominativ) 3.7 Words with Articles 3.8 Singular and Plural 3.9 Das Deutsche	5	5

	Schulsystem 3.10 Die schulfächer 3.11 Types of houses 3.12 Types of rooms 3.13 Wohnungs Vocabular 3.14 Types of furniture 3.15 Adjectives 3.16 Meine Wohnung 3.17 Komposita 3.18 Aufgabe		
4	<u>Sprachen und Länder</u> 4.1 Introduction 4.2 Unit Objectives 4.3 Germany map 4.4 Richtungen (directions) 4.5 Land und Sprache 4.6 Akkusativ 4.7 Possessivartikel 4.8 Aufgabe	5	5
5	<u>Freizeit und Hobbys</u> 5.1 Introduction 5.2 Unit Objectives 5.3 Hobbys 5.4 Aufgabe 5.5 a) Billige Hobbys b) Teuere Hobbys c) Gesunde Hobbys d) Ungesunde Hobbys 5.6 W Frage (Hobbys)	5	5
6	<u>Freunde und Verabredungen</u> 6.1 Introduction 6.2 Unit Objectives 6.3 Clock reading 6.4 Aufgabe 6.5 Tagesablauf 6.6 Zeitangaben 6.7 Trennbare verben 6.8 Verabredungen 6.9 Dialog 6.10 Präteritum 6.11 Aufgabe 6.12 Dativ Artikel	5	5
7	<u>Reisen und Wetter</u> 7.1 Introduction 7.2 Unit Objectives 7.3 Tourist Places in Germany 7.4 Modal verben 7.5 Verkehrszeichen 7.6 Aufgabe 7.7 Wetter Vocabular 7.8 Reisen 7.9 Vocabulary related to travel 7.10 Noun and verb combination 7.11 Standardised sentences	5	5
8	<u>Körper and Gesundheit</u> 8.1 Introduction 8.2 Unit Objectives 8.3 Die Krankheit 8.4 Bodyparts 8.5 Vocabulary related to illnesses and health 8.6 Perfekt a) Perfekt mit haben b) Perfekt mit sein 8.7 Partizip II form 8.8 Aufgabe 8.9 Health tips	5	5
9	<u>Beruf</u> 9.1 Introduction 9.2 Unit Objectives 9.3 Beruf 9.4 Standardised sentences 9.5 Grammatik summary a) Artikel b) Possessivartikel c) Personal Pronomen d) Adjectivendungen	5	5
10	<u>Kleidung</u> 10.1 Introduction 10.2 Unit Objectives 10.3 Types of clothes 10.4 How to buy clothes in the shop a) Dialog 1 b) Dialog 2 c) Dialog 3 10.5 Aufgabe	5	5
11	<u>Dialog</u> 11.1 Introduction 11.2 Unit Objectives 11.3 Im Kurs 1 11.4 Im Kurs 2 11.5 Im Cafe 11.6 Über Sprachen sprechen 11.7 Im Haus 11.8 Termine Machen 11.9 Beim Frisör 11.10 Verabredungen 1 11.11 Verabredungen 2 11.12 Orientierung im Büro 11.13Über Berufe sprechen 11.14 Wegbeschreibung 11.15 Über Ferien und Urlaub sprechen 11.16 Auf dem Markt 11.17 Kleidungen Einkaufen 11.18 Im Praxis 11.19Aufgabe	5	5

12	<u>Wortschatz und Gegenteile</u> 12.1 Introduction 12.2 Unit Objectives 12.3 Wortschatz 12.4 Gegenteile (opposites)	5	5
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. The Everything Learning German Book: Speak, Write and Understand Basic German in No Time by Ed Swick
2. English-German German - English Dictionary by CBS Publisher, CBS Publishers and Distributors

Course: Tourism Product - III

Course Code: BTTM 401

Semester: - Fourth

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Tourism Product aims to invoke interest in students with basic concepts and contents of Tourism Studies and to develop tourism with dignity, respect and nurture local cultures so that they enrich the tourism experience and build pride and confidence among local communities.

COURSE OUTCOME:

The students will understand the scope and nature of adventure tourism in India. They will also understand challenges of adventure tourism in India.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<ul style="list-style-type: none">• Definition, Scope and Nature of adventure tourism in India• Challenges of adventure tourism in India- Litter, waste, pollution, overbuilding, destruction of flora and fauna• Problems and issues relevant to the adventure travel and tourism industry in India• Socio-Cultural, economic and environmental impacts of adventure tourism• Marketing and promotional strategies for adventure tourism	15	15
2	<ul style="list-style-type: none">• Definition of Air Based adventure tourism• Popular tourist destinations and Basic standards required for Air based adventure tourism re like Parasailing, Paragliding, Bungee Jumping• Tools and Equipments used in air based adventure tourism• Organisations and training institutes in India for air based adventure tourism	15	15
3	<ul style="list-style-type: none">• Definition of Water Based adventure tourism• Popular tourist destinations and basic standards required for water based adventure tourism like river running, rapids etc• Tools and equipments used in water based adventure tourism• Organisations and training institutes in India	15	15
4	<ul style="list-style-type: none">• Definition of Land Based adventure tourism• Popular tourist destinations and basic standards	15	15

	required for land based adventure tourism like Mountaineering, Trekking etc • Tools and equipments used in land based adventure tourism • Land Based Adventure Tourism in India-Facilities offered; issues and considerations • Organizations and training institutes in India • Land Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism • Land Based adventure tourism-products and infrastructure		
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Anand, M.M., *Tourism and Hotel Industry in India - A Study in Management*, Prentice Hall of India Pvt., Ltd., New Delhi, 1976.
2. Aseem Anand, *Advance Dictionaries of Tourism*, Sarup and Sons, New Delhi, 1997.
3. Archer, B.H., *The Impact of Domestic Tourism*, Cardiff University of Wales Press, 1973.
4. Archer, B., *Tourism Multiplier: The State of the Art*, Bangor Occasional Papers in Economics, No. 11, University of Wales Press, Bangor, 1977.
5. Argiass G. Pearce, *Tourism Development*, Longman Group Limited, Burnt Mill Harbour Essay U.K., 1981.
6. Bhatia, A.K., *Tourism Development, Principles and Practices*, Sterling Publishers Pvt., Ltd., New Delhi, 1982-1985, 2003

Course: Transport in Travel & Tourism

Course Code: BTTM 402

Semester: - Fourth

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Transport in Travel & Tourism analyzes the management of land, sea and air transportation systems that support travel; examines airlines, cruise ships, buses, rail and travel package.

COURSE OUTCOME:

The students will be able to analyze the processes and factors involved in travel and the component of the overall tourist experience And understand the framework for analyzing the tourist transport needs.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Evolution of Transport Systems, Importance of Transport in Tourism, Major transport systems - rail, road, water transport	12	12
2	Air transport and its evolution, present policies and regulations pertaining to airlines, limitations of weights and capacities.Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India, A case study of Indian Airlines, and AirIndia. Marketing strategies, emergence of no-frill airlines.	12	12
3	Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Recreational Vehicles, Road Taxes Fitness Certificates. Major Highways across India and abroad.	12	12
4	Rail Transport System, Major Railway System of world, Amtrak, Eurail, Brit Rail, Indian Railways. Past, Present, Future Tourist Trains, viz Palace on wheels, Royal Orient, Himalayan Queen. Facilities offered by Indian Railways, International Luxury trains : The Orient Express , Trans Siberian railway	12	12
5	Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospects and growth of Water Transport in India.A case study of :	12	12

	Kerala & Venice		
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Transport for tourism: Stephen Page
2. Tourism system: Mill, R.C. and Morrison

Course: Eco-Tourism

Course Code: BTTM 403

Semester: - Fourth

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Eco-Tourism aims to acquire ability to understand the importance of local ecology, culture, history and economic development of Ecotourism. To understand various methods of tour planning and site development.

COURSE OUTCOME:

It will provide students a theoretical and applied understanding of ecotourism within India and internationally encompassing its environmental and economic aspects.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	• Emergence of Ecotourism • Concept and definitions • Growth and development issues in ecotourism • Ecotourism principals • Potential benefits from ecotourism • Key steps to maintain tourism Eco- Friendly	15	15
2	• Eco-tourism in 3rd World Countries - Problems and proposed solutions • Eco-tourism Resources in India ---- National Parks ---- Wild life sanctuaries ---- Tiger reserves ---- Biosphere reserves ---- Wetlands -- --Coral reefs ---- Desert ecotourism	15	15
3	• Guidelines for ecotourism development for – ---- Government ---- Developers and operators ---- Visitors ---- Host population • Eco safe practices • Case Studies	15	15
4	• Eco Tourism and Development: Community awareness and participants Contribution to ecotourism • environmental Conservation: -- Socio-cultural conservation and economic conservation	15	15
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Indian Ecotourism - Book by Ratandeeep Singh - Year 2003 -
2. Ecotourism Economics and Environment by Nagarajan K and Alex K Thottunkel
3. Ecotourism by Jagbir Singh

Course: Entrepreneurship Development
Course Code: BTTM 404
Semester: - Fourth
Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

To understand the technical, operational and financial feasibility required for setting up an entrepreneurial project. This will develop an attitude to be competitively ahead in the dynamic market situation.

COURSE OUTCOME:

The importance of entrepreneurship development is to create and enable the entrepreneurs initiating and sustaining the process of economic development.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Entrepreneurship and Concept of Entrepreneurship</u>	8	8
2	<u>Qualities & Attributes required for Entrepreneurship</u>	8	8
3	<u>The Entrepreneurial Process</u>	8	8
4	<u>Identifying the Opportunity (SWOT Analysis)</u>	7	7
5	<u>Assessing the Market</u> 5.1 Information gathering techniques 5.2 Principles of market survey 5.3 Analysis of survey data	7	7
6	<u>Resource Mobilization</u>	7	7
7	<u>Budgeting, Accounting & Control</u> Principles of evaluation of quality control	7	7
8	<u>Preparation of a Project Report</u>	8	8
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Entrepreneurship Development - MSBTE.
2. Innovation & Entrepreneurship - Peter Drucker
3. The culture of Entrepreneurship - Berger

Course: Elective – II (Marketing Management)

Course Code: BTTM 405

Semester: - Fourth

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

The subject aims to make the students understand importance of marketing in Travel & Tourism Industry, concepts of the marketing, buying behaviors, market segmentation and marketing mix strategies for effective marketing of the Travel & Tourism industry.

COURSE OUTCOME:

To get the knowledge of marketing the services of the Travel & Tourism industry and cope with the ever changing aspects. To understand the market, buyer behavior, and to promote the services accordingly which suits the customer and the organization the best.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Marketing</u> 1.1 Definition of Marketing 1.2 Customer Orientation 1.3 Core Concept of Marketing 1.4 Marketing Management – Definition Philosophies and pillars of Marketing management 1.5 Introduction to 7 P's of Marketing mix	6	6
2	<u>Analysis of Current business environment</u> 2.1 Competition 2.2 Economic Environment 2.3 Technological Environment 2.4 Social & Cultural Environment 2.5 Political Environment 2.6 Internal Environment	6	6
3	<u>Consumer Behavior</u> 3.1 Consumer Behavior model 3.2 Factors affecting Consumer Behavior – Cultural, Social, Personal, Psychological	6	6
4	<u>Market Segmentation</u> 4.1 Definition & need for market segmentation 4.2 Basis for segmentation - Geographic,	6	6

	Demographic, Behavioral and Psychographics		
5	Product 5.1 Definition 5.2 Levels of Product 5.3 Hospitality products 5.4 Branding 5.5 New Product Development 5.6 Product Life Cycle 5.7 Product Differentiation	6	6
6	Pricing 6.1 Introduction 6.2 Internal & External affecting pricing 6.3 General Pricing methods 6.4 Pricing strategy adopted by hotels for [Room tariff, F & B Items, Functions, Packages]	6	6
7	Distribution 7.1 Definition and importance of Distribution system 7.2 Channel levels of distributions 7.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotel representatives, National/ regional/ local/ tourist agencies, centralized reservation systems, airline based reservation systems, Internet] 7.4 Franchising 7.5 Alliances 7.6 Location of services	6	6
8	Promotion 8.1 Definition and characteristics of promotion tools 8.2 5 M's of Advertising 8.3 Various Sales promotion tools used in hotels 8.4 Publicity and public relation - Tools and opportunities in the hotel industry 8.5 Principles of personal selling 8.6 Direct Marketing - Telemarketing and internet	6	6
9	Marketing Organization 9.1 Forms of Marketing organization 9.2 Set-up and organization of sales and marketing department 9.2.1 (Individual property, regional/ national chain/ multinational chain) 9.3 Duties of a Marketing Manager	6	6
10	Customer Satisfaction & Quality 10.1 Customer Value and satisfaction 10.2 Five gap model of service quality 10.3 Benefits of service quality 10.4 Retaining customers, handling customer complaints 10.5 Relationship marketing 10.6 Monitoring and measuring customer	6	6

	satisfaction		
		TOTAL	60
			60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics.

REFERENCE BOOKS:

1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice-Hall Inc
2. Hotel Marketing -S.M.Jha -Himalaya publishing House - Mumbai
3. Hospitality Marketing -Neil Wearne - Hospitality Press Pvt Ltd. - Australia

Course: Elective – II (Human Resource Management)

Course Code: BTTM 405

Semester: - Fourth

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

The understanding of Human Resources Management will help the students in identifying the significance and its role in the Travel & Tourism Industry. It will also help them to develop an attitude for positive Human Behavior at work.

COURSE OUTCOME:

To understand the importance and role of human resource department in the Travel & Tourism industry. It also focuses on the development of the human resource.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Human Resource Management</u> 1.1 Definition 1.2 Nature & Characteristics 1.3 Need for HRM in the Service Industry. 1.4 Role of Human Resource Manager.	10	10
2	<u>Human Resource Planning</u> 2.1 Concepts, Characteristics and Need 2.2 Job Analysis, Job Description & Job Specification 2.3 Recruitment & Selection: Sources & Modes of Recruitment 2.4 Tests & Interviews, Selection Process.	10	10
3	<u>Human Resource Development</u> 3.1 Definition and Characteristics 3.2 Orientation & Induction	10	10
4	<u>Wage & Salary Administration</u> 4.1 Job Evaluation – Concept & Objectives 4.2 Formulation of Compensation Structure 4.3 Regulatory Provisions. 4.4 Fringe Benefits	10	10
5	<u>Grievances & Discipline</u> 5.1 Grievance Handling – Identifying Causes 5.2 Developing Grievance Handling Systems 5.3 Discipline – Concept, Causes of Indiscipline	10	10
6	<u>Labor – Management Relations</u>	10	10

	6.1 Trade Unions – Concept, Objectives & Function 6.2 Collective Bargaining 6.3 Workers Participation in Management. 6.4 Labor Turnover – Causes & Measures to prevent Labor Turnover.		
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Personnel Management & Industrial Relations – Dr P C Shejwalkar & Mr S R Malegaonkar
2. Personnel Management – Mamoria
3. Pramod Verma : Personnel Management in Indian Organisations.
4. Edwin b. Flippo : Personnel Management, McGraw Hill.
5. Human Resource Management in the Hospitality Industry -Frank M /Mary L Monochello
6. Guide for Labour Management – H L Kumar
7. Human Resource Management & Human Relations – V P Michael Arun Monappa & S. Saiyuddain : Personal Management, Tata McGraw Hill.

Course: International Tourism

Course Code: BTTM 501

Semester: - Fifth

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

Knowledge and understanding of the international tourism and leisure market environment and the concepts, models and techniques to analyze foreign market opportunities in tourism.

COURSE OUTCOME:

The students will gain knowledge and understanding of current and new formats relevant for international competitiveness in the leisure market.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Definition, Nature and scope of Domestic and International Tourism. Role of Government in promotion of Domestic and International tourism in India. Types of International and Domestic Tourism	12	12
2	Economic impact of international tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market. Long-term tourism growth trends, tourism growth in major regions.	12	12
3	Alternative tourism - Meaning, types and importance. Case studies of alternative tourism destinations - India, Costa Rica and Brazil. Barriers to travel - Economical, Political, Health and environmental risk.	12	12
4	Patterns and characteristics of India's outbound tourism. Case study of Dubai, Singapore, Malaysia and Thailand. Domestic tourism in India, major tourist generating states in India. International Conventions: Warsaw 1924, Chicago 1944.	12	12
5	International organizations viz. WTO, WTTC, IATA. National tourism organizations viz MOT- GOI. Development of transportation, technology &	12	12

	automation worldwide.		
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. International Tourism: A.K.Bhatia
2. Tourism System: Mill R.C. & Morrison
3. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra

Course: Tourism Planning & Policy

Course Code: BTTM 502

Semester: - Fifth

Teaching & Examination Scheme:

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60/ 2.5 hrs.	40	100	04

COURSE RATIONALE:

The course introduces students to key concepts associated with tourism policy and planning and the practical experience of analysis in, and application to, contemporary case studies. The course examines contemporary global tourism issues from the perspectives of government and business.

COURSE OUTCOME:

This course integrates the knowledge developed in Fundamentals of Tourism, Tourism Law/Economics of Tourism and Destination Marketing into a course that uses government policy and planning as the conceptual framework. It examines the importance of tourism policy and planning in terms of sustainable tourism development, addressing the central role of tourism public policy development.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Introduction to Tourism planning, Steps of tourism planning.	15	15
2	Tourism planning at international, national, regional, state and local level. Planning for Destination development in tourism - objectives, methods, steps and factors influencing planning.	15	15
3	Planning for new thrust areas in tourism like eco and sustainable tourism.	15	15
4	Factors influencing tourism policy. Policy formulation in India - National Tourism Policy 2002.	15	15
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism Planning: Gunn, Clare A.
3. National & regional Planning: Inkeep E .

Course: Research Methodology

Course Code: BTTM 503

Semester: Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

To equip the students with the basic understanding of the Research Methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

COURSE OUTCOME:

Its significance lies in solving various planning and operational problems. It aids in decision making. It involves the study of cause and effect relationships between various variables and helps to identify behavior/patterns/trends in certain variables.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Research</u> 1.1 Scope & Objectives 1.2 Motivation 1.3 Significance 1.4 Types, 1.5 Research Applications, Research Methodology	12	12
2	<u>Research Problem</u> 2.1 Components of a Problem 2.2 Conditions for Selecting Problem 2.3 Research Problem Identification 2.4 Problem Formulation and Statement of Research Objectives 2.5 Techniques of Defining Research Problem	12	12
3	<u>Research Designs and Sample Designs</u> 3.1 Features 3.2 Significance 3.3 Introduction to Types of Research Design 3.4 Sample Design 3.5 Steps in Sample Design 3.6 Types of Sample Design	12	12
4	<u>Data Collection</u> 4.1 Methods of Data Collection 4.2 Survey Methods	12	12

	4.3 Selection of an Appropriate Data Collection Method 4.4 Conditions before Using Secondary Data 4.5 Questionnaire Design		
5	Data Processing 5.1 Editing 5.2 Coding 5.3 Classification 5.4 Tabulation 5.5 Analysis of Data 5.6 Research Proposal 5.7 Research Process	12	12
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Research Methodology Methods & Techniques - C.R. Kothari
2. Research Methodology - Gupta
3. Management Research Methodology - K.N. Krishnaswamy

Course: Environmental Studies

Course Code: BTTM 504

Semester: Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
03	01	60 / 2.5 hrs.	40	100	04

COURSE RATIONALE:

Environmental studies enlighten us on how to conserve our environment in the face of increasing human population growth and anthropogenic activities that degrade natural resources and ecosystems.

COURSE OUTCOME:

Organisms and humans depend on each other to get by. Environmental studies are important because it enables you to understand how these relationships work. For example, humans breathe out carbon dioxide, which plants need for photosynthesis.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>The Multidisciplinary Nature of Environmental Studies</u> 1.1 Definition, Scope and Importance 1.1.1 Definition 1.1.2 Scope 1.1.3 Importance 1.2 Need for Public Awareness 1.2.1 Institutions in Environment 1.2.2 People in Environment	10	10
2	<u>Natural Resources</u> 2.1 Introduction 2.2 Renewable and Non-Renewable Resources 2.3 Role of an Individual in Conservation of Natural Resources 2.4 Equitable Use of Resources for Sustainable Lifestyles	10	10
3	<u>Ecosystems</u> 3.1 Concept of an Ecosystem 3.2 Structure and Functions of an Ecosystem 3.3 Producers, Consumers and Decomposers 3.4 Energy Flow in the Ecosystem 3.5 Food Chains, Food Webs and Ecological Pyramids	10	10

	3.6 Introduction and Types		
4	<u>Biodiversity</u> 4.1 Introduction – Definition: Genetic, Species, Ecosystem Diversity 4.2 Biogeographic Classification of India 4.3 Value of Biodiversity: Consumptive, Productive Use, Social, Ethical, Aesthetic and Option Values 4.4 Threats to Biodiversity: Habitat Loss, Poaching Of Wildlife, Man-Wildlife Conflicts 4.5 Endangered and Endemic Species of India 4.6 Conservation of Biodiversity: In-Situ and Ex-Situ	10	10
5	<u>Pollution</u> 5.1 Definition 5.2 Causes, Effects and Control Measures Of Pollution: 5.3 Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Waste 5.4 Role of Individuals in Pollution Prevention 5.5 Disaster Management: Floods, Earthquakes, Cyclones, Landslides	10	10
6	<u>Social Issues and the Environment</u> 6.1 From Unsustainable to Sustainable Development 6.2 Urban Problems Related to Energy 6.3 Water Conservation, Rain Water Harvesting, Watershed Management 6.4 Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion 6.5 Waste and Reclamation	10	10
	TOTAL	60	60

Note: Glossary of Terms

Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS:

1. Environmental Studies – Benny Joseph
2. Fundamentals of Environmental Studies – Basu Mahua

Course: Project Report

Course Code: BTTM 505

Semester: - Fifth

Teaching & Examination Scheme: Project Based

Course Code	Course Name	Examination Scheme			Credit Points
		External	Internal	Total	
BTTM 505	Project Report	60	40	100	04

COURSE RATIONALE:

To enable the student to apply the knowledge and skills acquired in the many facets of Hotel Operations, learn to analyze data situations at logical decisions. The project report (dissertation) should be prepared on the following guidelines.

COURSE OUTCOME:

To understand project characteristics and various stages of a project, the conceptual clarity about project organization and feasibility analyses Market, Technical, Financial and Economic, analyze the learning and understand techniques for Project planning, scheduling and Execution Control.

CONTENT FOR THE PROJECT WORK:

Sr. No.	Particulars
1	Cover Page
2	Title Page
3	Certificate
4	Acknowledgment
5	Synopsis
6	Index (Table of Contents)
7	Project Content: Page No., Introduction (Aims & Objectives, History, Primary Data, Explanation of Terms), Research Methodology (Methods adopted for collecting Data), Questionnaires, Interview, Mails etc., Data Analysis & Data Interpretation (Data is depicted with the help of Bar Chart, pie Chart, Graphs, Statistical formulae and interpreted), Conclusions and Limitations, Suggestions / Amendments
8	Annexure
9	Bibliography (List of Reference Books)
10	Questionnaire (Blank Format)

NOTES:

1. The theory hours should be utilized for teaching research methodology and as contact hours with the Guide (Refer point no. 3 below)
2. The Project Report should be market research and field work oriented and related to the Aviation or Hospitality Industry based
3. The Senior Lecturer / Asst Prof./ HOD/ of the concerned course will be the guide for the project report
4. The report should consist of a minimum of 50 pages of the Project Content
5. The font should be Times new roman
6. The font size should be 16 for Chapters, 14 for Headings and 12 for the content with 1.5 line spacing
7. The Synopsis and the Title should be approved by the Project Guide prior to the commencement of the project
8. The documentation and presentation should be conducted before the panel of examiners (one external and one internal). Marks would be awarded for Project Report, Presentation & Viva - voce by the panel of examiners

Course: Industrial Training

Course Code: BTTM 601

Semester: - Sixth

Teaching & Examination Scheme: Training Based

Course Code	Course Name	Examination Scheme			Credit Points
		External	Internal	Total	
BTTM 601	Industrial Training	120	80	200	12

COURSE RATIONALE:

The Industrial Training enables students to relate the knowledge and skills acquired in the classroom with systems, standards and practices present in the Industry.

COURSE OUTCOME:

Capability to acquire and apply fundamental principles of chosen department in hospitality industry, become master in one's specialized technology, become updated with all the latest changes in the respective field, ability to communicate efficiently, capability and enthusiasm for self-improvement through continuous professional development and life-long learning.

INDUSTRIAL TRAINING:

In this semester the student shall be sent for industrial training for a period of 20 Weeks in a reputed organization. The student shall maintain a logbook on daily basis. At the end of the industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department. The training report is to be prepared by the student in two typed copies and to be submitted to the institution within the stipulated time for assessment. The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce. The training report will be assessed by a panel of examiners comprising of one external examiner (the external would include preferably one from the Aviation or Hospitality Industry of the level of Head of the Department and above) and one internal examiner.

Marks would be awarded as follows by a panel of examiners (one external and one internal):

Particular	Internal	External
Performance Appraisal	40	-
Logbook	40	-
Project Report	-	60
Viva-voce	-	60
Total	80	120

Course: Industrial Training Report

Course Code: BTTM 602

Semester: - Sixth

Teaching & Examination Scheme: Training Based

Course Code	Course Name	Examination Scheme			Credit Points
		External	Internal	Total	
BTTM 602	Industrial Training Report	120	80	200	08

COURSE RATIONALE:

To enable the student to apply the knowledge and skills acquired in the many facets of Travel & Tourism Operations while on industrial training and learn to analyze data situations at logical decisions.

CONTENT FOR THE INDUSTRIAL TRAINING REPORT WORK:

Sr. No.	Particulars
1	Cover Page
2	Title Page
3	Acknowledgment
4	Certificate of Hotel
5	Certificate of Examiner
6	Synopsis
7	Index (Table of Contents)
8	Training Report Content: Details of Learning during the training period
9	Annexure

Marks would be awarded as follows by a panel of examiners (one external and one internal): -

	Internal	External
Internal Assessment	80	-
Training Report	-	60
Viva-voce	-	60
Total	80	120