

KURUKSHETRA UNIVERSITY, KURUKSHETRA

**BACHELOR OF TOURISM AND TRAVEL
MANAGEMENT (BTTM) -4 YEARS**

**PROGRAMME STRUCTURE, DETAILS OF COURSES/
SYLLABUS (LOCF-CBCS, MULTIPLE ENTRY –EXIT) AND
SCHEME OF EXAMINATION,**

Under NEP 2020

W.e.f. SESSION: 2022-2023

1. Programme Structure

BACHELOR IN TOURISM AND TRAVEL MANAGEMENT (BTM) Course Structure under Learning Outcome Based Curriculum Framework (LOCF-CBCS) and Multiple Entry Exit									
Semester	Core Course(CC) @6credits Subject-1	Core Course (CC)@6credits Subject-2	Core Course @6credits Subject-3	Ability Enhancement Compulsory Course (AECC) @2credits	Skill Enhancement Course (SEC) @2-6credits	Discipline Specific Course (DSE)**@6credits	Activity/Hobby/ Clubs @2 credits (Audit courses)	Total Credits	Exit Option
	Tourism Business Operations	Tourism Products Development	General Tourism Management						
I Level 5	CC-1A Introduction to Tourism Business	CC-2A Natural Tourism Resources and Products of India	CC-3A Tourism Business Environment	(Business Communication for Tourism Professionals)/ Environmental Studies	SEC-1 Human Values and Ethics/Computer Science Level-1 @2credits		2	24	Certificate in Tourism and Travel Management @ 58 credits
II Level 5	CC-1B Travel Agency and Tour Operations Business	CC-2B Cultural Tourism Products of India	CC-3B International Tourism	(Business Communication for Tourism Professionals)/ Environmental Studies	SEC-2Human Values and Ethics/Computer Science Level-1 @2credits		2	24	
Internship 10 Credits {(Field Trip of 4 Credits for all students) and (Industrial training 6 Credits- only for Exit option)}									

Semester	Core Course (CC) @6credits Subject-1	Core Course (CC)@6credits Subject-2	Core Course @6credits Subject-3	General Elective course @ credits	Skill Enhancement Course (SEC) @2-6credits	Discipline Specific Course (DSE)**@6 credits	Activity/Hobby/ Clubs @2 credits (Audit courses)	Total Credits	Exit Option
	Tourism Business Operations	Tourism Products Development	General Tourism Management						
III Level 6	CC-1C Hotel Management and Operations	CC-2C Travel Documentation	CC-3C Principals Of Management	GE-1*@6Credits (level 5)	SEC-3 (Open Elective) @ 2 credits Community Development/Personality Development for tourism professionals /MOOC**		2	22+ 4 of Field trip+ 6*	Diploma in Tourism and Travel Management @ 106 Credits
IV Level 6	CC-1D Airlines Management, Operations and Ticketing	CC-2D Marketing for Tourism and Hospitality Industry	CC-3C Tourism Development International and National Organizations	GE-2*@6Credits (level 5)	SEC-4 (Open Elective) @ 2 credits Community Development/Personality Development for tourism professionals /MOOC**		2	22+6*	

Summer Internship of 10 Credits (Compulsory for all students)

Semester	Core Course (CC) @6credits Subject-1	Core Course (CC)@6credits Subject-2	Core Course @6credits Subject-3	General Elective course @ credits	Skill Enhancement Course (SEC) @2-6credits	Discipline Specific Course (DSE)**@6 credits	Activity/Hobby/ Clubs @2 credits (Audit courses)	Total Credits	Exit Option
V Level 7	CC- 1H ^H Sustainable Tourism @ 6 Credits			GE-3*@6Credits (level 5/6)	SEC-5(Major subject) @6credits Itinerary preparation and tour Packaging	DSE-1 (Major subject-1) DSE-2 (Major Subject-2)	2	20 + 10 of Summer Internship +6 H ₊ 6*	Graduation in Tourism and Travel Management @ 146 Credits and with Honours @ 158 Credits
VI Level 7	CC- 2H ^H Information and Communication Technologies in Tourism @ 6 Credits			GE-4*@6Credits (level 5/6)	SEC-5(Major subject) @6credits Local Attractions, Tours and Guiding	DSE-1 (Major subject-1), DSE-2 (Major Subject - 2)		20+6 H ₊ 6*	
Semester	Core Courses	Research Courses and Thesis			Research Progression Seminars			Credits	Exit
VII Level 8	CC-1H ^H and CC-2H ^H of level 7 to be completed by Graduate students without Honours	Research Ethics @4 credits			Review of literature General Seminar @ 4 Credits			16	Graduation in (Tourism and Travel Management) Honours with Research @ 198 Credits
		Research Methodology @4 credits			Synopsis writing and Seminar @ 4 credits				
VIII Level 8		Dissertation/Thesis Preparation/ Writing @ 20 credits			Midterm seminar @ 2 Credits			24	
					Pre- submission Seminar @ 2 Credits				

Notes:

1. Credits (C), Core Courses (CC); Discipline Specific Elective Courses (DSE); General Elective Courses (GE); Skill Enhancement Courses (SEC), Ability Enhancement Compulsory Courses (AECC).
2. *Students can opt for one course from other programmes as General Elective @ 6 credits in IIIrd, IVth, Vth and VIth semesters subject to the availability of seats and class timings not overlapping.
- 3.^H Honours courses. CC- 1H and CC-2H are Honours courses to be taken if students opt for Honours course in third year and will have to be taken compulsorily by the students opting for 4th year of the programme (Honours and Research) if these courses are not completed earlier at level 7.
4. All the field work, Internship, dissertation/thesis will be effected through guided learning by allotting a teacher as guide to every student. Workload of above shall be computed per student as per Credit hours of above defined in ordinance.
5. Each candidate shall be examined in the courses through a system of Comprehensive Continuous Assessment using a mix of Internal and End term evaluation. The Internal Assessment and End term evaluation for different courses of programme shall carry weightage of 50% each. Internal assessment (50%) shall be based on clearly defined components of class attendance and participation (10%) ,mid term exam of 2 hour duration (30%) and assignments-presentations (10%) of the credit and the rest (50 %) through End term Examination .
6. DSE Selection- Options from following buckets will be offered for Majors at level 7 subject to availability.

Semester	Tourism Business Operations	Tourism Product Development	General Tourism Management
Semester V	1. Entrepreneurship in Tourism 2. Tour Planning and Management 3. Destination Management	1. Event Tourism 2. Adventure tourism 3. Domestic Tourism 4. Wellness tourism 5. Wildlife Tourism	1. Accounting for Tourism Professionals 2. Human Resource Management 3. Tourism Economics 4. Transport Management and Operations
Semester VI	1. Online Travel Business 2. Successful Tourism Business- case studies 3. Cruise Tourism	1. Eco Tourism 2. Alternate and New Tourism 3. Leisure Tourism 4. Haryana Tourism	1. Digital Marketing 2. Tourism Financial Management 3. Tourism Business Ethics and Laws 4. Sales Management for Tourism

BACHELOR IN TOURISM AND TRAVEL MANAGEMENT (BTTM)

Course Structure under Learning Outcome Based Curriculum Framework (LOCF-CBCS) and Multiple Entry Exit

SEMESTER-I							
Course Code	Course Title	T	P	C	Max marks		Total Marks
					Inter- nal	Ex- ter- nal	
Core Course(CC) @6credits							
CC-1A	Introduction to Tourism Business	T		6	75	75	150
CC-2A	Natural Tourism Resources and Products of India	T		6	75	75	150
CC-3A	Tourism Business Environment	T		6	75	75	150
Ability Enhancement Compulsory Course (AECC) @2credits							
AECC-1	Business Communication for Tourism Professionals/	T		2	50		50
	Environmental Studies	T	P	2	25	25	50
Skill Enhancement Course (SEC) @2- 6credits							
SEC-1	Human Values and Ethics/	T		2	50		50
	Computer Science Level-1	T	P	2	25	25	50
SEMESTER-II							
Core Course(CC) @6credits							
CC-1B	Travel Agency and Tour Operations Business	T		6	75	75	150

CC-2B	Cultural Tourism Products of India	T		6	75	75	150
CC-3B	International Tourism	T		6	75	75	150
Ability Enhancement Compulsory Course (AECC) @2credits							
AECC-2	(Business Communication for Tourism Professionals)/	T		2		50	50
	Environmental Studies	T	P	2	25	25	50
Skill Enhancement Course (SEC) @2-6credits							
SEC-2	Human Values and Ethics/	T		2		50	50
	Computer Science Level-1	T	P	2	25	25	50
Internship 10 Credits {(Field Trip of 4 Credits for all students) and (Industrial training 6 Credits- only for Exit option)}							100 250(if taking exit)
SEMESTER-III							
Core Course (CC) @6credits							
CC-1C	Hotel Management and Operations	T		6	75	75	150
CC-2C	Travel Documentation	T		6	75	75	150
CC-3C	Principals of Management	T		6	75	75	150
Skill Enhancement Course (SEC) @2-6credits							
SEC-3	Community Development/Personality Development for tourism professionals	T		2	25	25	50
SEMESTER-IV							

Core Course (CC) @6credits							
CC-1D	Airlines Management, Operations and Ticketing	T		6	75	75	150
CC-2D	Marketing for Tourism and Hospitality Industry	T		6	75	75	150
CC-3C	Tourism Development International and National Organizations	T		6	75	75	150
Skill Enhancement Course (SEC) @2-6credits							
SEC-4	Community Development/Personality Development for tourism professionals	T		2	25	25	50
Summer Internship of 10 Credits (Compulsory for all students)							250
SEMESTER-V							
Core Course (CC) @6credits							
CC- 1H ^H	Sustainable Tourism	T		6	75	75	150
Skill Enhancement Course (SEC) @2-6credits							
SEC-V	Itinerary preparation and tour Packaging	T		6	75	75	150
Discipline Specific Course (DSE)**@6 credits		T		6	75	75	150
SEMESTER-VI							
Core Course (CC) @6credits							
CC- 2H ^H	Information and Communication Technologies in Tourism	T	P	6	75	75	150

General Elective course							
Skill Enhancement Course (SEC)							
SEC-6	Local Attractions, Tours and Guiding	T	P	5	50	50	100
SEMESTER-VII							
Core Courses							
CC-1H ^H and CC-2H ^H of level 7 to be completed by Graduate students without Honours							
	Research Ethics @4 credits			4	100		100
	Research Methodology @4 credits			4	100		100
Research Progression Seminars							
	Review of literature General Seminar @ 4 Credits			4	100		100
	Synopsis writing and Seminar @ 4 credits				100		100
SEMESTER-VIII							
Dissertation/Thesis Preparation/ Writing @ 20 credits				20	500		500
Midterm seminar @ 2 Credits				2	50		50
Pre- submission Seminar @ 2 Credits				2	50		50

2. Details of the Course/Syllabus

2.1 Teaching and Evaluation Guidelines

Approaches to teaching

Lectures, Group Discussion, Presentations, Practical, Case studies, Business Games, Field visits

Requirements

Regular attendance and active participation during the course of the semester; Books and literature Surveys, Long essays and assignments; seminar presentations etc

Evaluation

The performance of the students will be evaluated through a Continuous and comprehensive assessment (CCA) against course objectives on the basis of class participation(10%), mid-term exam (2 hour duration)-25 % and assignments-presentations (15 %) carrying 50 percent of the credit and the rest (50 %) through End term Examination (3 hours duration).

The distribution of marks will be 50 % for internal evaluation and 50 % for end term examination.

Class participation, mid-term exam, assignments and end term exam will have a mix of theory and practical as per the course requirements as specified in the scheme of the examination.

Guidelines for examination/paper setting

Mid-Term Examination

Mid-term examination shall be conducted by the department after the completion of minimum 75 percent syllabus using a mix of short and long questions or case studies.

End term Examination

There will be **nine** questions in all. The candidate has to attempt five questions. Question No. 1 of 15 marks (5 short-answer type questions of 3 marks each) shall be compulsory. The question No. 1 shall cover all the units of the syllabus. The candidate has to attempt four other questions selecting one question from each Unit. Each question shall be of 15 marks. Case study may also be given in lieu of questions and a comprehensive case study may cover more than one units.

Practicals, Reports, Dissertation, Seminar and Viva-voce

These will be conducted internally and externally as specified in the syllabus and ordinance.

Evaluation Rubrics for CCA

Learning level Evaluation scale (1-4) (1; <30%, 2; 30-59%, 3;60-70 %, 4; > 70 %) [% denotes marks on absolute scale]	Beginner (1)	Progressing (2)	Proficient(3)	Excellent (4)
Class participation (discussions, raising relevant issues, analysis, synthesis, updated readings)	Never	Rarely	Sometimes	Always
Assignment and presentation (Introduction, Research, Conclusions, Writing, speaking/body language, use of power point)	Vague/irrelevant	Somewhat clear and relevant	Clear and relevant	very Clear and relevant
Practicals (Set up experiment, demonstrate, explain, write journal)	Not able to complete tasks	Good ability to perform tasks	High ability to perform tasks	Very high ability to perform tasks
Mid term Exam (Completeness, Understanding, Argument, Structure and writing)	Poor	Average	Good	Very good
End term Exam (Completeness, Understanding, Argument, Structure and writing)	Poor	Average	Good	Very good
Training/ Internship report (Content, organization, writing, visual appeal)	Very little understanding and application	Somewhat understanding and application	Good understanding and application	Excellent understanding and application
Dissertation (Format, content, Methodology, analysis, Visuals, Citation)	Very little understanding and application of research	Somewhat understanding and application of research	Good understanding and application of research	Excellent understanding and application of research

CCA- Learning Outcome based evaluation (Template for 2 Credit Course*)- [Name of the Course]

Number of Credits

[1 Credit will carry 25 marks]

Students	Students' scores and learning levels against CO's (Evaluation scale 1-4 (1; <30%, 2; 30-59%, 3; 60-70 %, 4; > 70 %) [% denotes marks on absolute scale])				
	Aggregated (Marks between 0- 100)	Class Participation (Marks between 0-10)	Assignments and presentations (Marks between 0- 15)	Mid-term Exam (Marks between 0-25)	End term exam (Marks between 0-50)
1.					
2.					
3.					
4.					
5.					
6.					

*Template can be amended by concerned department/institute as per credits of the course(s)

Course Objectives

CO 1- To be specified

CO 2- To be specified

CO 3- To be specified

CO 4 and more- To be specified and to more

3.1. Programme Outcomes, Programme Specific Outcomes and Course Outcomes

3.1.1 Program Outcomes (PO) for the Faculty of Commerce and Management

On successful completion of a program under Faculty of Commerce and Management, students will be able to develop:

PO1: Soft skills and Working Skills: To comprehend, communicate, and execute effectively and efficiently in all of their dealings.

PO2: Leadership: To develop abilities to both lead and respect the views, positions, and beliefs of others and to plan and manage effectively.

PO3: Innovativeness and Entrepreneurship: To explore issues and problems that need solutions and entrepreneurial orientation.

PO4: Ethics and values: To recognize, appreciate and follow ethical standards in all walks of life

PO5: Adaptability and Sociability: Ready to understand and adapt to the changing environment

PO6: Research and Analytical Abilities: To explore, analysis and provide solutions on emerging issues concerning various fields including public policy

PO7: Practical Exposure and Employability: Exposure to the actual working environment leading to employability

PO8: Environmental Consciousness: In every action, dealing, service and manifestation

3.1.2 Program Specific Objectives (PSO) of BTTM Program:

PSO 1: To prepare students with professional and academic inputs to adapt the changing requirements of tourism industry.

PSO 2: To demonstrate knowledge and skills required to work in different departments of tourism industry.

PSO 3: Apply the concepts and skills necessary for different job functions.

PSO 4: To demonstrate respect of host culture

PSO 5: Use knowledge of best practices to further sustainability in tourism sector.

4.0 Detailed Syllabus of the Course

FIRST SEMESTER

INTRODUCTION TO TOURISM BUSINESS Paper: CC-1A	
External Marks - 75 Internal Marks - 75 Total marks – 150	
Time Duration of External Exam: 3Hours	
COURSE OBJECTIVES: CO 1 : To familiarize with the basic concepts and terminology used in Tourism CO 2 : To gain knowledge of various types of tourism and factors responsible for the development of tourism CO 3 : To be able to identify different components of tourism CO 4 : To be able to work with and for tourism services in tourism chain	
UNIT- I	Basic Concept and Terminology used in Tourism Meaning and Nature of Tourism, Concepts of tourist and tourism as per UNWTO classification. International Tourist, Domestic Tourist, Typologies of Tourist Tourism Market; Tourism Resources; Tourism Product; Destination; Recreation; Pleasure and relaxation
UNIT- II	Types of Tourism and Factors of Development of Tourism Tourism as an Industry, Types and Characteristics of Tourism, Linkages of Tourism, Impacts of Tourism Motivations in Tourism - Push and Pull factors Problems and Prospects of Tourism, Factors affecting the future of tourism business
UNIT-III	Components of Tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism Travel Agencies & Tour Operators: Types and their significance for tourism, Tourist Information Centers, Tourist guide services and other related services, Various Travel Documents: Passport, VISA, Insurance
UNIT- IV	Tourism Services and Tourism Chain Characteristics of tourism and hospitality services- Perishability, Variability, Investment and Immobility, Inseparability, Intangibility, Imitability ,Seasonality Tourism Chain: Vertical and Horizontal Integration, The power and potential of tourism

REFERENCE :

1. Christopher J. Holloway- The Business of Tourism Macdonald and Evans.
2. A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.
3. Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
4. Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
CO 3	1	2	2	2	1	3	2	3	3	2	3	3	2
CO 4	2	2	2	2	1	2	2	2	2	2	1	3	2
	1.50	2	2	2	1	2.25	1.75	2.50	2.25	2	2	2.75	2.25

NATURAL TOURISM RESOURCES AND PRODUCTS OF INDIA**Paper: CC 2A**

Max. Marks-150

External marks: 75

Internal Marks: 75

Time Duration of External Exam: 3Hours

Course Objectives:

- CO1: To understand the basics of the geography of tourism
- CO2: To describe the general geography of India
- CO3: To analyses the natural tourism potential in India
- CO4: To explain and connect with the nature based tourism attractions in India

UNIT I	Introduction to Natural Tourism Resource of India India: Physiographic regions, Northern Mountains, Northern Plains, Peninsula Plateau, Coastal Regions, Great Indian Dessert, Islands. Touristic significance of various Physiographic regions.	CO1
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UNIT II	Major Natural Tourism Resources of India Wildlife Tourism Potential in India – Case studies of Ranthambore National Park, Great Himalayan National Park, Jim Corbett National Park, Gir National Park and Bhandhavgarh National Park, Kaziranga National park.	CO2
UNIT III	Nature Based Tourism Products of India Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Sikkim.	CO3
UNIT-IV	Nature Based Tourism Products of India Coastal and Beach Tourism Potential in India: Case Study from Goa, Kerala, Karnataka and Tamilnadu.	CO4

SUGGESTED READINGS

TEXTBOOKS:

1. Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London.
3. Goh Chong Leong, 'An Economic Atlas of India, Oxford University Press, Singapore.
4. Husain, M (2013) - *Geography of India*, Tata McGraw Hill, New Delhi.
5. Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994
6. Singh, R.L., *India: A regional Geography*, National Geographical Society, Varanasi, 1990
7. Qureshi, Imtiaz,(ed) *World Geography*, NCERT, New Delhi
8. Qureshi, Imtiaz, (ed) *Physical geography of India*, NCERT, New Delhi

REFERENCE BOOKS:

1. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation-Environment, Place and Space*. Third Edition, Routledge, London.
3. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd
4. *Travel Information Manual*, IATA, Netherlands, 2012.
5. *World Atlas*.
6. *Lonely Planet Series* on all countries mentioned in the syllabus
7. Latest web sites of all related countries

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
CO 3	1	2	2	2	1	3	2	3	3	2	3	3	2
CO 4	2	2	2	2	1	2	2	2	2	2	1	3	2
	1.50	2	2	2	1	2.25	1.75	2.50	2.25	2	2	2.75	2.25

**TOURISM BUSINESS ENVIRONMENT
CC-3A**

External Marks - 75

Internal Marks - 75

Total marks – 150

Time Duration of External Exam: 3Hours

Course Objectives:

- CO1: To understand the concept of business environment
- CO2: To describe the economic environment for tourism
- CO3: To analyses the industrial policies concerning the tourism
- CO4: To explain different tourism reforms in India

UNIT I	<p>An Overview of Business Environment</p> <p>Tourism Business Environment- Nature, Concept, scope, characteristics, components and determinants. Assessing business environment risk- country risk and political risk and limitations.</p>	CO 1
UNIT II	<p>Economic Environment</p> <p>Assessing current state of tourism business environment in India: Economic Reforms, Liberalization, Privatization and globalization. Small Scale tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to these.</p>	CO 2
UNIT III	<p>Industrial Policy concerning Tourism</p> <p>Various Industrial Policies of India with special emphasis on new industrial policy with various amendments related with tourism business, Competition Act, Consumer protection act and its impact on Indian tourism business.</p>	CO 3

UNIT-IV	Tourism Reforms Various tourism & travel Trade Reforms announced in India in recent times. Trends in tourism business in India; Foreign Direct Investment in tourism - significance, policy and current position of India, future prospects.	CO 4
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SUGGESTED READINGS/REFERECES

Suggested reading:

1. Daniel, John D and Radebanh, Lee H : International Business, 5th ed., New York, Addison Weley, 2007
2. Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies.2010.
3. AK. Sundaram J. StemartBlock : The International Business Environment PHI,2008
4. Rangarajan, C.A.; Perspective in Economics, S.Chand& Sons, New Delhi
5. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
6. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	1	1	1	1	1	1	2	2	2	2	1	2
Co 2	2	3	3	1	3	3	2	2	3	3	3	3	2
Co 3	1	3	2	1	3	2	2	2	3	3	2	3	2
Co 4	2	2	2	1	1	2	2	2	2	3	2	2	2
Ave rage	1.50	2.25	2	1	2	2	1.75	2	2.50	2.75	2.25	2.25	2

BUSINESS COMMUNICATION FOR TOURISM PROFESSIONALS(AECC)**Credits – 2****Internal Marks - 50****Total marks – 50**

COURSE OBJECTIVES CO 1 : Learning and practicing to write common business documents in a clear, concise and persuasive manner CO 2 :To develop effective oral skills to speak confidently, interpersonally as well as in large groups		
UNIT- I	Basic Written Communication Principles and Qualities of good written Communication Writing different types of business letters and memos. Writing email and developing Curriculum Vitae Writing Business Reports.	CO 1
UNIT- II	Basic Oral Communication Principles and Qualities of effective Oral Communication Learning and practicing public speaking and presentations, telephonic conversation, face to face conversation and handling interviews Art of effective listening	CO 2

References

1. Business Writing For Dummies by Natalie Canavor, ISBN 9781118583623 WileyPublications(2013)
2. Business Writing Today: A Practical Guide by Natalie Canavor,ISBN9781506388328, SAGE Publications (2018)
3. Fundamentals of Oral Communication by Roy Schwartzman, ISBN 9781465299321, Kendall Hunt Publishing Company(2016)
4. Public Speaking for Dummies by Malcolm Kushner, ISBN 9781118054093, Wiley Publications (2010)
5. Oral Communication: Speaking Across Cultures by Larry A. Samovar, ISBN 9781891487286, Roxbury Pub (2000)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PS O 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
Average	1.50	2	2	2	1	2	1.50	2.50	2	2	2	2.50	2.50

Paper: AECC-1

Environmental Studies

Credits – 2
Internal Marks – 25
External marks-25
Total marks – 50

Syllabus as approved by Academic Council for UG Programmes

Paper: SEC-1

Human Value and Ethics

Credits – 2
Internal Marks - 50
Total marks – 50

Syllabus as approved by Ad Hoc Committee IIHS, KUK

Paper: SEC-1

Computer Science Level-1

Credits – 2
Internal Marks – 25
External Marks: 25
Total marks – 50

Syllabus as approved by Academic Council for UG Programmes

SECOND SEMESTER

TRAVEL AGENCY & TOUR OPERATIONS BUSINESS

Paper: CC-1B

External Marks - 75
Internal Marks - 75
Total marks – 150

Time Duration of External Exam: 3Hours

Course Objectives:

- CO 1: Introducing about the concept of travel agency and tour operation
- CO 2 : Enabling to identify functions and linkages in travel agencies and tour operators
- CO 3 :Knowledge about significance of travel agency and procedure to follow for government approval

CO 4: Understanding the activities of Travel Trade Associations.		
UNIT- I	Introduction to Travel Agency and Tour Operation <ul style="list-style-type: none"> Travel Agency and Tour Operations: concept, meaning, definition, types, significance and growth over the years. Emerging terminology in Travel Agency and Tour Operation. 	CO 1
UNIT- II	Functions and Linkages in Travel Agencies and Tour Operators <ul style="list-style-type: none"> Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business. 	CO 2
UNIT-III	Significance of Travel agency and Procedure for Government Approval <ul style="list-style-type: none"> Travel Agency: Organization Structure and significance and types. Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India. 	CO 3
UNIT- IV	Travel Trade Associations-TAAI, IATO , IATA, WATA , PATA Role, functions and activities in travel trade business.	CO4

REFERENCE :

1. Foster, D., the Business of Travel Agency, Pitman, 1990.
2. Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
3. Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
4. Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006
5. IATA, IATO, TAAI manual./
6. Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990.

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	2	3	1	1	1	3	3	3	3	3	1	2
Co	3	3	3	2	2	2	3	3	3	3	3	2	2

2													
Co 3	3	2	3	2	2	3	3	3	3	3	3	2	2
Co 4	3	2	3	2	3	3	3	3	3	3	3	3	3
	3	2.25	3	2.25	2	2.75	3	3	3	3	3	2	2.75

CULTURAL TOURISM PRODUCT OF INDIA Paper: CC-2B			External Marks - 75 Internal Marks - 75 Total marks – 150
			Time Duration of External Exam: 3Hours
Course Objectives:			
-CO1: To understand the basics of Indian culture -CO2: To describe the general features of Indian culture -CO3: To analyses the tourism potential Indian culture -CO4: To explain and connect with the different cultural attractions in India			
UNIT I	Introduction to Culture Culture: Concept,types and its essential features, Indian Culture: Elements of Indian Culture; Indian culture through the Ages, Geographical variation of Indian culture. Cultural as tourist attractions with special reference to India.		CO 1
UNIT-II	Religions and Pilgrimage Places in India. Major Religions of India and their features. Major Pilgrimage Places related to all religions.Four Dhams of India, Islam-Ajmer, Buddhism-Bodh Gaya, Sarnath, Jainism-Mount Abu, Sikhism-Amritsar. Christianity-Goa.		CO 2
UNIT III	Indian Architecture and Monuments Main types of Indian architecture, Buddhist Architecture:main features, Ajanta, Ellora and Sanchi. Hindu Architecture: main features,Khajuraho temples, Sun temple of Konark, Tanjavur Temple, Medieval Architecture: TajMahal, Red Fort of Delhi		CO 3

UNIT IV	Dances, Music and Fairs of India Classical Dances of India , Classical Music of India, Major tourism oriented fairs and festivals of India and their significance for tourism: Kullu-Dussehra, Pongal, Bihu, Desert festivals, Surajkund Craft fair, International Trade Fair-New Delhi. KumbhMelas, Gita Jayantimela Kurukshetra.	CO 4
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SUGGESTED READINGS

Textbooks:

1. AbidHussain, S. 2003 (reprint) The National Cultural of India. National Book Trust, Delhi.
2. The Wonder that was India- A Survey of the History and Culture of the Indian Sub-continent Before the Coming of the Muslims by Arthur L. Basham, ISBN 9780836429138, Rupa Publications, 1964
3. Of Past Dawns and Future Noons-Towards a Resurgent India by Shonar, ISBN 9788174765369, Published by Sri Aurobindo Society (2006)
4. Gupta, S.P.et.al 2002, Cultural Tourism in India, D.K. Printworld, New Delhi
5. Hay, Stephen (Ed.) 1992, Sources of Indian Tradition, 2 vols, Penguin Books, Delhi .
6. Krishana Deva, 2002 (reprint) Temples of North India. National Book Trust, Delhi –
7. Pande, G.C. 1990 (2nd ed.) Foundations of Indian Culture, 2 vols. MotiLalBanarasi Das Publisher, Delhi.
8. Samson, Leela, 2002. The joy of Classical Dances of India, National Book Trust, India, New Delhi.
9. Sharma, Chandradhar, 1991 (reprint), A Critical Survey of Indian Philosophy MotiLalBanarasi Das Publishers, Delhi .
10. Upadhyaya, B.S. 1989, (reprint), Feeders of Indian Culture People,s Publishing House.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
CO 3	1	2	2	2	1	3	2	3	3	2	3	3	2
CO 4	2	2	2	2	1	2	2	2	2	2	1	3	2
	1.50	2	2	2	1	2.25	1.75	2.50	2.25	2	2	2.75	2.25

INTERNATIONAL TOURISM**Paper: CC-3B****External Marks - 75****Internal Marks - 75****Total marks – 150**

Time Duration of External Exam: 3Hours

Course Objectives:

- CO1: To understand the concept of international tourism
- CO2: To describe the tourism trends at international level
- CO3: To analyses the potential of tourism in different regions of the world
- CO4: To explain different destinations in various nations of the world

UNIT I	Concept and Current Status of International Tourism Concept of International tourism. Global tourism statistics in terms of international tourist arrivals and international tourism receipts in UNWTO regions (Africa, Americas, Asia and the Pacific, Europe, Middle east). Factors affecting growth of tourism in each region.	CO 1
UNIT II	Regional Dimension of International Tourism-Americas Destinations in North America - United States of America: New York, Washington DC, Canada: Montreal, Toronto , South America: Peru, Argentina, Brazil.	CO 2
UNIT III	Regional Dimension of International Tourism-Europe & Asia-Pacific Europe: England, France, Italy, Switzerland Asia-Pacific: Thailand, Singapore , Australia	CO 3
UNIT-IV	Regional Dimension of International Tourism-Middle-East & Africa Middle-East: Saudi Arabia, UAE, Egypt Africa: South Africa, Kenya , Mauritius,	CO 4

REFERENCES

1. Bhatia, A. K. (1991). International tourism: fundamentals and practices. Sterling Publishers.
2. Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers.
3. Hudman, L. E., & Hawkins, D. E. (1989). Tourism in contemporary society: an introductory text. Prentice Hall.
4. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia, New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria, USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania.

5. McIntosh, R., Goeldner, W., & Charles, R. (1990). *Tourism: Principles, Practices and Philosophies*. John Wiley and Sons Inc. New York.

MAPPING OF COURSE OBJECTIVES, PROGRAM OBJECTIVES, AND PROGRAM SPECIFIC OBJECTIVES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
CO 3	1	2	2	2	1	3	2	3	3	2	3	3	2
CO 4	2	2	2	2	1	2	2	2	2	2	1	3	2
Average	1.50	2	2	2	1	2.25	1.75	2.50	2.25	2	2	2.75	2.25

Paper: AECC-2

Environmental Studies

External Marks - 25

Internal Marks - 25

Total marks – 50

Course Outcomes (COs) for Theory:

COs	On successful completion of the course, the students will be able to:
CO 1	Understand the concept of environmental studies, its scope and importance in the conservation of environment. Understand the concept of ecosystem and different types of natural and artificial ecosystems in the world, the biogeochemical cycling and energy flow in an ecosystem.

CO 2	Describe the various renewable and non-renewable natural resources and their over-exploitation due to increasing demands of rising population. Become aware about biodiversity, its importance and the various threats for biodiversity. Have knowledge of the endangered species and their conservation measures that are needed to be adopted at different levels.
CO 3	Have understanding about the types of pollution and how to reduce pollution levels in air, soil, water, land and from marine bodies, as to develop interest in reducing the solid waste generation as well as its management at household level. Gain knowledge of various global environmental issues like climate change, global warming and ozone depletion and also about different environmental laws implemented to conserve the environment.
CO 4	Understand the concept of population growth, disaster management, impacts of drug abuse and various environmental movements.

Course outcome for practical/field work:

CO 1	To get practical knowledge of various environmental issues through project file/assignment with case studies.
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Mode of Paper Setting: Total number of questions set will be nine. Questions no. 1 is compulsory covering the entire syllabus. Two questions will be set from each unit. Students have to attempt five questions in all, one question from each unit including the compulsory question. Each question is of 5 marks. All questions carry equal marks. Final theory exam time allowed will be of 3 hours.

Unit I

Introduction to environmental studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Ecosystems: What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem, b) Grassland ecosystem, c) Desert ecosystem, d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

(8 lectures)

Unit II

Natural Resources: Renewable and Non-renewable Resources

- 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).

•Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Biodiversity and Conservation

•Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and 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.
(16 lectures)

Unit III

Environmental Pollution

•Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution

•Nuclear hazards and human health risks

•Solid waste management: Control measures of urban and industrial waste, Pollution case studies.

Environmental Policies & Practices

•Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

•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 Convention on Biological Diversity (CBD).

•Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

(15 lectures)

Unit IV

Human Communities and the Environment

•Human population growth: Impacts on environment, human health and welfare.

•Resettlement and rehabilitation of project affected persons; case studies.

•Disaster management: floods, earthquake, cyclones and landslides.

•Environmental movements: Chipko, Silent valley, Bishnois 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).

Drugs and their effects; Useful and harmful drugs; Use and abuse of drugs; Stimulant and depressant drugs. Concept of drug de-addiction. Legal position on drugs and laws related to drugs.

(6 lectures)

Practical/Field work

•Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

•Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

•Study of common plants, insects, birds and basic principles of identification.

•Study of simple ecosystems-pond, river, Delhi Ridge, etc.

(Equal to 5 lectures)

Suggested Readings:

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.

2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.

3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.

4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.

6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.

7. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.

8. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.

9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.

10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.

11. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.

12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.

13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.

14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.

- 15.Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
- 16.Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
- 17.Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
- 18.Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
- 19.Wilson, E. O. 2006. The Creation: An appeal to save life on earth. New York: Norton.
- 20.World Commission on Environment and Development. 1987. Our Common Future. Oxford University

Paper: SEC-2
Human Value and Ethics

Credits – 2
Internal Marks - 50
Total marks – 50

Syllabus as approved by Ad Hoc Committee IIHS, KUK

Paper: SEC-2
Computer Science Level-1

Credits – 2
Internal Marks – 25
External Marks: 25
Total marks – 50

Syllabus as approved by Academic Council for UG Programmes