

Scheme & Syllabus of Bachelor of Tourism and Travel Management (BTTM)

Batch 2018 onwards



By

Board of Study HMCT

Department of Academics

IK Gujral Punjab Technical University

IK Gujral Punjab Technical University
BTTM Batch 2018 onwards

Bachelors of Tourism and Travel Management (BTTM):

It is an Under Graduate (UG) Programme of 4 years duration (8 semesters)

Eligibility for Admission:10+2 Pass in any Stream.

Courses & Examination Scheme:

First Semester

Hrs. 28

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM101-18	CORE	Tourism: Concept, Status and Trends	3	1	0	40	60	100	4
BTTM102-18	CORE	Geography for Tourism	3	1	0	40	60	100	4
BTTM103-18	CORE	Indian Society and Culture	3	1	0	40	60	100	4
BTTM104-18	CORE	Computer Operations	3	1	0	40	60	100	4
BTTM105-18	CORE	Introduction to Hospitality Industry	3	1	0	40	60	100	4
BTHU103-18	Ability Enhancement Compulsory Course (AECC)-I	English	1	0	0	40	60	100	1
BTHU104-18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	1	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	1	25	--**	25	1
	TOTAL		19	5	4	360	440	800	27

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

**The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

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Second Semester

Hrs. 23

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM201-18	CORE	Components of Tourism	3	1	0	40	60	100	4
BTTM202-18	CORE	Tourism Products of India : Punjab and Chandigarh Region	3	1	0	40	60	100	4
BTTM203-18	CORE	Tourism Products of India : Art and Architecture	3	1	0	40	60	100	4
BTTM204-18	CORE	Tourism Product of India : Nature Based	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-I	3	1	0	40	60	100	4
EVS102-18	Ability Enhancement Compulsory Course (AECC) -III	Environmental Science	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	1	25	--	25	1
TOTAL			17	5	1	265	360	625	23

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Third Semester

Hrs. 27

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM301-18	CORE	Travel Agency and Tour Operations	3	1	0	40	60	100	4
BTTM302-18	CORE	Principles of Management	3	1	0	40	60	100	4
BTTM303-18	CORE	Essential of Tour Guiding	3	1	0	40	60	100	4
BTTM304-18	CORE	Introduction to Event Management	3	0	0	40	60	100	3
BTTM305-18	CORE	Tourism Impacts	3	1	0	40	60	100	4
BTTM306-18	CORE	Tourism Product of India : Cultural Heritage	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-II	2	1	0	40	60	100	3
BMPD302-18		Mentoring and Professional Development	0	0	1	25	--	25	1
TOTAL			20	6	1	305	420	725	27

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

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Fourth Semester

Hrs. 23

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM401-18	CORE	Introduction to Statistics	3	1	0	40	60	100	4
BTTM402-18	CORE	Policy and Planning for Tourism Development	3	1	0	40	60	100	4
BTTM403-18	CORE	Itinerary Preparation	3	1	0	40	60	100	4
BTTM404-18	CORE	Tour Packaging Design	3	1	0	40	60	100	4
BTTM405-18	CORE	Basics of Entrepreneurship	3	0	0	40	60	100	3
BTTM406-18	PRACTICAL	Summer Internship	0	0	0	00	100	100	2
BTTM-XXX	Elective	Elective-III	2	1	0	40	60	100	3
BMPD402-18		Mentoring and Professional Development	0	0	1	25	--	25	1
TOTAL			17	5	1	265	460	725	25

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

Fifth Semester

Hrs. 20

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM501-18	CORE	Introduction to Tourism Research	3	1	0	40	60	100	4
BTTM502-18	CORE	Tourism Marketing	3	1	0	40	60	100	4
BTTM503-18	CORE	Tourism Business Environment	3	1	0	40	60	100	4
BTTM504-18	CORE	Human Resource Management	3	1	0	40	60	100	4
BTTM505-18	PRACTICAL	Event Operations (Practical)	0	0	4	100	00	100	2
BTTM-XXX	Elective	Elective-IV	3	0	0	40	60	100	3
BMPD502-18		Mentoring and Professional Development	0	0	1	25	--	25	1
TOTAL			15	4	1	325	300	625	22

*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

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Sixth Semester

Hrs. 28

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM601-18	CORE	Tourism Business Economics	3	1	0	40	60	100	4
BTTM602-18	CORE	Airline Service and In-Flight Facilities	3	1	0	40	60	100	4
BTTM603-18	CORE	Travel Ticketing & Transportation	3	1	0	40	60	100	4
BTTM604-18	CORE	Travel Documentation	3	1	0	40	60	100	4
BTTM605-18	CORE	Adventure Tourism	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-V	0	4	0	100	00	100	4
BTTM-XXX	Elective	Elective-VI	3	0	0	40	60	100	3
BMPD602-18		Mentoring and Professional Development	0	0	1	25	--	25	1
		TOTAL	18	9	1	365	360	725	28

Seventh Semester

Hrs. 29

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM701-18	CORE	Accounting for Managers	3	1	0	40	60	100	4
BTTM702-18	CORE	Tourism Promotion	3	1	0	40	60	100	4
BTTM703-18	CORE	Research Project Report	3	1	0	40	60	100	4
BTTM704-18	CORE	Outbound Tour Operations	3	1	0	40	60	100	4
BTTM705-18	CORE	Service Marketing	3	1	0	40	60	100	4
BTTM706-18	CORE	Safety & Security Management	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-VII	3	1	0	40	60	100	4
BMPD702-18		Mentoring and Professional Development	0	0	1	25	--	25	1
		TOTAL	21	7	1	305	420	725	29

Eighth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM801-18	PRACTICAL	On the Job Training Viva Voce (20 Weeks)	0	0	0	00	100	100	8
BTTM802-18	PRACTICAL	Internship Report	0	0	0	00	200	200	12
		TOTAL	0	0	0	00	300	300	20

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Elective-I (Choose any one)

BTTM205-18 Air Travel Management
BTTM206-18 Hotel & Resort Management

Elective-II (Choose any one)

BTTM307-18 Special Interest Tourism
BTTM308-18 Environment and Tourism

Elective-III (Choose any one)

BTTM407-18 Disaster Management
BTTM408-18 Tourism Transportation

Elective-IV (Choose any one)

BTTM506-18 Retail Management
BTTM507-18 Business Tourism

Elective-V (Choose any one)

BTTM606-18 Foreign Language (German)
BTTM607-18 Foreign Language (French)
BTTM608-18 Foreign Language (Spanish)

Elective-VI (Choose any one)

BTTM609-18 Rural and Community Based Tourism
BTTM610-18 Regional Dimensions of International Tourism

Elective-VII (Choose any one)

BTTM707-18 Tourism Product: Europe and America
BTTM708-18 Tourism Product: Asia, Middle East and Pacific Area

Total Marks of BTTMProgram:5250
Total Credit of BTTMProgram:201

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Course Code : BTTM 101-18
Tourism: Concept, Status and Trends

<p>COURSE OBJECTIVES:</p> <p>EVALUATION:</p> <p>INSTRUCTIONS FOR PAPER SETTING:</p>	<p>This course shall introduce learner to the growth of tourism industry and its development. The course also highlights the role of tourism for economic progress and its significance in global economy; Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry. It also gives appreciation to tourism from future perspective.</p> <p>External-60 marks Internal-40 marks</p> <p>As per university rules</p>
<p>UNIT-1</p> <p>UNIT-2</p> <p>UNIT-3</p> <p>UNIT-4</p>	<p>Historical development of global tourism, Advances in transportation, Concept of Tourism: Definition and meaning of tourist, traveller, visitor, excursionist & transit visitor, International tourist & Domestic Tourist, Typologies of Tourists.</p> <p>Concept of demand & supply in tourism, factors affecting demand and supply in tourism. Tourism product, Features of tourism product, Types of tourism product (TOPs, ROPs, BTEs), Difference of tourism product from other consumer products. Factors inhibiting growth of tourism.</p> <p>Status of Tourism: United Nations World Tourism Organisations (UNWTO) –Tourism highlights of recent years, Latest Tourism Statistics of India, Future tourism scenario (Global and Indian).</p> <p>World Tourism Day: Background Concept, Themes, and Celebrations. Emerging tourism trends – Eco tourism, Green tourism, Alternate tourism, Heritage tourism, Sustainable tourism, Cultural tourism, Volunteer tourism.</p>
<p>REFERENCES:</p>	<ul style="list-style-type: none"> • Bhatia, A.K. <i>International Tourism: Fundamental and practice</i>, Delhi: Sterling. • Hudman, E.L. and D.E. Hawkins, <i>Tourism in Contemporary Society: an introductory text</i>, New Jersey: Prentice Hall. • Kamra, K.K. and M. Chand, <i>Basics of tourism: Theory operation and practice</i>, Delhi: Kanishka. • Lundberg, D.E., <i>The Tourist Business</i>. New York: Van Nostrand. • Reinhold Mill, R.C. and A.M. Morrison, <i>The Tourism System</i>, New Jersey: Prentice Hall

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	<ul style="list-style-type: none">• McIntosh, Robert, W Goeldner, R Charles, <i>Tourism: Principles, Practices and Philosophies</i>. John Wiley and Sons Inc. New York 1990• Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher: New Delhi
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COURSE CODE:	BTTM 102
COURSE TITLE:	GEOGRAPHY FOR TOURISM
COURSE OBJECTIVES:	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting various destinations to the clients for their travel etc.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Locational Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones. Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, Transportation & Communication.
UNIT-2	Hill Stations, Plains, Island, Deserts and Coastal areas of India.
UNIT-3	Mountain Ranges in India (Himalaya, Aravali, Vindya, Satpura, Karakoram, Eastern and Western Ghats, Purvanchal), Major Passes, Mountain Peaks.
UNIT-4	River system of India: Indus, Ganges and Peninsular rivers. Major Wetlands and Water Bodies of India. Ramsar sites in India.
REFERENCES:	<ul style="list-style-type: none"> • Boniface, B.G. and Chris Cooper, <i>The Geography of travel and Tourism</i> Oxford: Butterworth Heinemann. • Hall C.M. and Stephen, J. Page, <i>The Geography of tourism and recreation. Environment, place & space</i>, London: Routledge. • Pearce Douglas, <i>Tourism Today: A Geographical Analysis</i>; New York: Longman. • Singh R.L., <i>India- A Regional Geography</i>, Varanasi: National Geographical Society of India • Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher: New Delhi • Sarina Singh et. al., <i>India</i>, Lonely Planet Publications

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COURSE CODE:	BTTM 103
COURSE TITLE:	INDIAN SOCIETY AND CULTURE
COURSE OBJECTIVES:	The Indian society and culture is the main tourist product of India. Its thorough knowledge is essential for any tourism professional to showcase this element for the satisfaction of the tourists visiting various parts of India. This course will brief learner about the core understanding of Indian society, culture and various religions in India.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules.
UNIT-1	Culture and its components, Structure of Indian Society, Varnashrama, Caste system in India, Karma and Dharma Philosophy, Rites and Rituals, Main characteristics of Indian culture.
UNIT-2	Major religions of India - Foundations, Major centres in India: Hinduism, Buddhism, Jainism, Islam, Christianity and Sikhism.
UNIT-3	Festivals of India - Background, importance and popular places: Ganapati- <i>puja</i> , Diwali, Holi, Dussehara, <i>Puja</i> -Navaratra, Janmashtami, Pongal, Onam, Id, Muharram, Gurpurab, Christmas,
UNIT-4	Popular Fairs of India - Background, importance and popular places: Kullu- Dussehra, Maghi Mela, Hola Mohalla, Pushkar, Kumbh Melas, Kurukshetra- Solar Eclipse. 1. Popular Indian Cuisines 2. Traditional Dresses and Ornaments 3. Dances of India (Classical)
REFERENCES:	<ul style="list-style-type: none"> • Agrawal V.S.: <i>The Heritage of Indian Art</i>, Govt. of India Publication. Basham A L: <i>The wonder that was India</i>, Tapling Publishing Co., New York • Christopher Tadgell : <i>The History of Architecture in India</i>, Penguin, New Delh Daljeet and PC Jain: <i>Indian Miniature Paintings</i>, Brijwasi ArtPress • Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai • Jagannathan Shankutala : <i>Hinduism – an introduction</i> , Vakils, Feffer and Simon, Mumbai • Keay John: <i>India: A History</i>, Harper Collins • Luniya B.N.:<i>Ancient Indian Culture</i>, Laxmi Narain Educational Publisher, Agra

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	<ul style="list-style-type: none">• Pattanaik Devdutt: <i>A Handbook of Hindu Mythology</i> , Penguin Global Venkataraman Leela: <i>Indian Classical Dance</i>, Roli Books• Thapar Romila and Percival Spear: <i>History of India</i>, Orient Longman, New Delhi• Sarina Singh et. al., <i>India</i>, Lonely Planet Publications, Australia
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COURSE CODE:	BTTM 104
COURSE TITLE:	COMPUTER OPERATIONS
COURSE OBJECTIVES:	The objective of this course is to make students acquaint with the information technology by developing their contemporary skills.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules..
UNIT-1	Computer Fundamentals: Information Concepts and Processing: Definitions, Need, Quality and Value of Information, Data Processing Concepts, Role of IT in Tourism Industry. Elements of a Computer System: Definitions, Characteristics of Computers, Classification of Computers, Limitations.
UNIT-2	Hardware Features and Uses: Components of a Computer, Generations of Computers, Primary and Secondary Storage Concepts, Data Entry Devices, Data Output Devices. Software Concepts: System Software, Application Software, Language Classification, Compilers and Interpreters.
UNIT-3	Operating Systems and Software: Introduction to Windows: GUI /Features, Latest version of Windows, Parts of a Typical Window and their Functions. Basics of MS Office: Internal commands, External commands.
UNIT-4	Network Topology-Bus, Star, Ring, Network Applications, Types of Network-LAN, MAN, WAN, Network Configuration Hardware- Server, Nodes, Channel- optic, Twisted Co- Hubs, Fibre , axial, Network Interface Card-Arcnet, Ethernet.
REFERENCES:	<ul style="list-style-type: none"> • Taxali R.K., <i>PC Software Made Simple</i>: Tata McGraw Hill • Raganeman V. <i>Fundamental of Computers</i> : Prentice Hall India Raganeman V.: <i>Analysis & Designing Information System</i>, PrenticeHall India

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COURSE CODE:	BTTM 105
COURSE TITLE:	INTRODUCTION TO HOSPITALITY INDUSTRY
COURSE OBJECTIVES:	The main aim of this course is to make students aware about the trade practices in the hospitality industry. Hospitality is the soul of the tourism industry. Thus this course will enable student to have overall knowledge of the local tourism attractions and destinations.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Hospitality Industry and Tourism: Components of Hospitality Industry, Brief History, Growth of Hospitality Industry, The concept of trinity (food, drink and accommodation),
UNIT-2	Lodging Perspectives: The evolution of the Lodging Industry, The Dimensions of Lodging, Lodging Facilities, and Lodging Operations. Types of Hotels, Hotel Grading System, Changing profile of Hotel Industry.
UNIT-3	Food and Beverage Perspectives: The Dimensions of Food and Beverage, Food and Beverage Facilities, Food and Beverage Operations. Restaurant Business: Restaurants and types of restaurants, Restaurant Operations.
UNIT-4	Food service & Catering industry, Issues facing food service, Institutions and institutional food service, cruise and inflight service operations, Changing trends of Hospitality Industry, forces for the growth and change in the hospitality industry,
REFERENCES:	<ul style="list-style-type: none"> • Powers. Tom and W. B. Clayton.: <i>Introduction to the Hospitality Industry</i>, John Wiley & Sons, INC. • Powers. Tom and W. B. Clayton.: <i>Management in the Hospitality Industry</i>, John Wiley & Sons, INC. • Sharma. K. Yogendra.: <i>Hotel Management-Educational and</i> • <i>Environmental Aspects</i>. Kanishka Delhi.

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**AECC
BTHU103/18 English:
1L 0T 0P 1Credit**

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- Theory of Communication
- Types and modes of Communication

Unit- 2 (Language of Communication)

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

Unit-3 (Reading and Understanding)

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

OR

- **Precis writing /Paraphrasing (for International Students)**
- Literary/Knowledge Texts

Unit-4 (Writing Skills)

- Documenting
- Report Writing
- Making notes
- Letter writing

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Recommended Readings:

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul,
DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

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**AECC
BTHU104/18 English Practical/Laboratory
: 0L 0T 2P 1 Credit**

Course Outcomes:

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

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HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules
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Course Objective

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between ‘VALUES’ and ‘SKILLS’ to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

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HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules
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Total no. of Lectures:

28

[L-T-P: 3-0-0]

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

[6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself!

[6]

7. Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’
8. Understanding the needs of Self (‘I’) and ‘Body’ - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of ‘I’ and harmony in ‘I’
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

[6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship

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17. Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

[4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics

[6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
 - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
 - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

IK Gujral Punjab Technical University
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Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers* , Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

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BTTM Batch 2018 onwards**

HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)
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One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

**IK Gujral Punjab Technical University
BTTM Batch 2018 onwards**

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

**Part – A
(Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B
(Outdoor Activities)**

1. Sports/NSS/NCC
2. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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2nd Semester

COURSE CODE:	BTTM 201
COURSE TITLE:	COMPONENTS OF TOURISM
COURSE OBJECTIVES:	This course will brief learners about the various components of tourism, enabling them to understand the concept of tourism in detail. In this course learner will try to relate tourism with its core sectors. This knowledge will be helpful in shaping a future tourism professional.
EVALUATION:	External-60 marks Internal-40 marks.
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Approaches to study tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism; Travel Motivation: Categorization of tourists according to their motive of travel; S.C. Plog's Psychographic classification of tourist Motivations. Components of the tourism System.
UNIT-2	Tourism Product; Tourism market- a basket of goods and services; Various types of Tourism Attractions; Linkages between the major components of Tourism Industry.
UNIT-3	Transport as a Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.
UNIT-4	Accommodations Industry: Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.
REFERENCES:	<ul style="list-style-type: none"> • Cook, R.A., L.J. Yale, and J.J. Marqua, <i>Tourism: The business of Travel</i>, New Jercey: Prantice Hall. • Medlik, S., <i>Managing tourism</i>, Oxford: Butterworth Heinemann. Mill, R.C. and A.M. Morrison, <i>The Tourism System</i>, New Jersey: Prentice Hall. • Walker, J.R., <i>Introduction to Hospitality</i>. New Jersey: Prentice Hall. Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher: New Delhi

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 202
COURSE TITLE:	TOURISM PRODUCTS OF INDIA: PUNJAB AND CHANDIGARH REGION
COURSE OBJECTIVES:	The main aim of this course to make student aware about the local region. The knowledge of the local area is very important for the tourism professionals thus this course will enable student to have overall knowledge of the local tourism attractions and destinations.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Chandigarh as Tourist Destination: History, Geography & Ecology, Demography, Places of interest, Gardens of Chandigarh. Case studies of CITCO and Rock Garden.
UNIT-2	Chandigarh Architecture: Important features of Le Corbusier's Master Plan, Capitol Complex (Assembly, Secretariat, High Court), Museums in Chandigarh, Edict of Chandigarh.
UNIT-3	Features of Punjabi culture: Dresses, Cuisine, Dances, Literature, Language & Sikhism.
UNIT-4	Popular tourist itineraries of region, Case studies of Anandpur Sahib, Amritsar, Patiala, Dharmshala, Haridwar, Rishikesh, Kurukshetra.

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REFERENCES:

- Le Corbusier/(Fondation Le Corbusier) (1983), Chandigarh—Capitole, Garland Pub., New York : Paris
- Grewal.J. S (2004). Social and Cultural History of the Punjab: Prehistoric, Ancient and Early Medieval, Manohar: New Delhi
- J. C. Aggarwal and S. P. Agrawal, eds. (1992). Modern History of Punjab: Relevant Select Documents
- Ahluwalia, M.S. (1998). Social, Cultural and Economic History of Himachal Pradesh. Indus Publishing.
- Singh, Mian Goverdhan (2000). C.L. Gupta & Kulbhusan Chandel, ed. Himachal Pradesh: History, Culture & Economy. Shimla.: Minerva Publishers & Distributors.
- Fonia, K. S. (1987). Uttarakhand, the land of jungles, temples, and snows. New Delhi, India: Lancer Books.
- Thapliyal Uma Prasad (2005). Uttaranchal: Historical and cultural perspectives. B.R. Pub. Corp.,
- Sharma, Suresh K (2006). Haryana: Past and Present. New Delhi: Mittal Publications.
- Sarbjit Bahga, Surinder Bahga (2014) Le Corbusier and Pierre Jeanneret: The Indian Architecture, CreateSpace, ISBN 978-1495906251
- Kalia, Ravi. Chandigarh: The Making of an Indian City. New Delhi: Oxford University Press, 1999.
- Sarin, Madhu. Urban Planning in the Third World: The Chandigarh Experience. London: Mansell Publishing, 1982.

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BTTM Batch 2018 onwards

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COURSE CODE:	BTTM 203
COURSE TITLE:	TOURISM PRODUCT OF INDIA: ART AND ARCHITECTURE
COURSE OBJECTIVES:	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the product development and in product sales & marketing.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules.
UNIT-1	Elements of Indian Art: Dance, Music, Literature, Cinema, Handicrafts.
UNIT-2	Indian Sculptures- Ancient, Medieval and Modern; Evolution through the ages; Main tourist centers in India.
UNIT-3	Indian Architecture- Ancient, Medieval and Modern; growth and development through the ages; Different style of architecture in India - Hindu, Buddhist and Islamic.
UNIT-4	Indian Paintings - Ancient, Medieval and Modern; Various schools of Paintings; Important Museums, Art Galleries and Libraries of India.
REFERENCES:	<ul style="list-style-type: none"> • Agrawal V.S.: <i>The Heritage of Indian Art</i>, Govt. of India Publication. • Basham A L: <i>The wonder that was India</i>, Tapling Publishing Co., New York • Christopher Tadgell : <i>The History of Architecture in India</i>, • Penguin, New Delhi • Daljeet and PC Jain: <i>Indian Miniature Paintings</i>, Brijwasi Art Press • Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai • Luniya B.N.:<i>Ancient Indian Culture</i>, Laxmi Narain Educational Publisher, Agra • Venkataraman Leela: <i>Indian Classical Dance</i>, Roli Books • Thapar Romila and Percival Spear: <i>History of India</i>, Orient Longman, New Delhi. • Sarina Singh et. al., <i>India</i>, Lonely Planet Publications, Australia • Acharya Ram: <i>Tourism and Culture heritage of India</i>, RBSA Pub, Jaipur • Goswami O.: <i>Story of Indian music: Its growth and Synthesis</i>, • Asia Pub House, Mumbai • Bhavani, Enakshi: <i>Dance in India</i>, DB Taraporevala Sons & Co.

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 204
COURSE TITLE:	TOURISM PRODUCT OF INDIA: NATURE BASED
COURSE OBJECTIVES:	Nature is the basic component of tourism. The knowledge of natural places shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Nature as a tourism attraction, concept of ecotourism and responsible tourism, do's and don'ts for tourists and stakeholders, Special requirements for visiting natural areas in India.
UNIT-2	Mountain and Highland Tourism in India (Major tourist places, activities): Case studies of following tourist places: Ladakh, Srinagar (J&K), Shimla, Manali, Nainital, Mount Abu, Darjeeling, Gangtok, Ooty, Kodaikanal,
UNIT-3	Rivers as tourist attractions (Activities and places): Beas, Ganga, Brahmaputra, Periyar. Backwater Tourism, Cruise Tourism in India.
UNIT-4	Important Wildlife Sanctuaries and National Parks of India (Major features, access, facilities, history, procedural aspects for visiting): Great Himalayan National Park, Corbett National Park, Keoladeo Ghana National Park, Ranthambor National Park, Gir National Park, Bhandhavgarh, Kanha National Park, Nanda Devi, Kaziranga, Sunderbans, Nagarhole, Periyar.
REFERENCES:	<ul style="list-style-type: none"> • Hannam Kevin, Anya Diekmann, Tourism and India: A Critical Introduction, Routledge: Oxon • Newsome David, and Susan A. Moore, Natural Area Tourism: Ecology, Impacts and Management, Chanel View Publication • Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India • Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi • Singh Sarina et. al., India, Lonely Planet Publications.

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 205
COURSE TITLE:	AIR TRAVEL MANAGEMENT
COURSE OBJECTIVES:	The objective of this course is to make students understand the Air travel, which is important component of Tourism.
COURSE EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules.
UNIT- 1	History of Air Transport: History and Evolution of Aviation Sector in India and World; Major Airlines in India; Airline Ticket, Types and its structure.
UNIT- 2	Airport Facilities and Infrastructures: setup of an Airport, terminology of aviation; Airport ownership and operation; Airport operations; Traffic pattern; Major airports in India and World; navigational Aids; Airport safety management.
UNIT- 3	Aviation Organisations: International air transport regulations including freedoms of air; ICAO, IATA, DGCA, AAI and Open Sky Policy in India.
UNIT- 4	Indian aviation - case studies of Air India, Jet Airways, Indigo airlines, GoAir, Spicejet, and Vistara; Legal environment for air taxi operations; air charters in India; LCC's; Forces likely to affect the future of air transport industry etc.
REFERENCES:	John G. Wensveen, <i>Air Transportation: A Management Perspective</i> ; Ashgate Publishing, Ltd. Anne Graham, <i>Managing Airports: An international perspective</i> ; Routledge. Stephen Page; <i>Transport for Tourism</i> ; Prentice Hall College Div.

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 206
COURSE TITLE:	Hotel & Resort Management
COURSE OBJECTIVES:	The objective of this course is to make students understand the Air travel, which is important component of Tourism.
COURSE EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules.
UNIT- 1	Definition,size and scope of Hotel Industry,Principles and concepts of Hotel and its objectives,organization,departments and classification of Hotels,star categorization,types of rooms and types of plan-License,Permits and regulatory condition and guidelines for hotel
UNIT- 2	Front Office Techniques-Front office layout and activities,guest Activities in hotel reservation,role of reception-Forecasting room Availability,registration procedure,handling guests on arrival, Food and Beverages,Billing and departure activities,Group Handling,Role of Front Office Manager and Personnel
UNIT- 3	Banquet Function,Convention Halls,Meeting room-Arrangement for General and business meetings,organizations and procedure for Arrangement of conferences,exhibitions,and outdoor catering.National and International Hotel Associations and their operation,incentives and subsidies extended to Hotel in tourist areas
UNIT- 4	Resort Management-Historical perspective, Indian scenario, basic Characteristics, phases of resort planning and development,trends and Factors in development, Trends and factors in developed tourist markets Leading to growth to resort concept, basic element of a resort complex-Lodging facilities,landscaping,Dining and Drinking facilities,Family Oriented services,shops and entertainment services
REFERENCES:	<ul style="list-style-type: none"> • Boardman R.D.Hotel,catering costing,and Budgets,1975,Heinem ent,London. • Bursteen Harnery,Management of Hotels and Motels 1980 Marcil Dekher Inc. • Negi Jagmohan– Tourism and Hoteliering 1982 Gitanjali Publishing House,New Delhi. • Negi Jagmohan, Principles of Grading and Classification of Hotels.

**IK Gujral Punjab Technical University
BTTM Batch 2018 onwards**

Ability Enhancement Compulsory Course

EVS102-18 Environmental Studies

<u>Course Code</u>	<u>Course Type</u>	<u>Course Title</u>	<u>Load Allocations</u>			<u>Marks Distribution</u>		<u>Total Marks</u>	<u>Credits</u>
						<u>Internal</u>	<u>External</u>		
<u>EVS 102-18</u>	<u>Ability Enhancement Compulsory Course (AECC)-III</u>	<u>Environmental Studies</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>60</u>	<u>100</u>	<u>2</u>

Course Outcomes:

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance

Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

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UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

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BTTM Batch 2018 onwards

Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

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Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

**Part – A
(Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B
(Outdoor Activities)**

3. Sports/NSS/NCC
4. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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3rd Semester

COURSE CODE:	BTTM 301
COURSE TITLE:	Travel Agency and Tour Operations
COURSE OBJECTIVES:	This course shall introduce learners to travel agency and tour operations. The course also highlights the procedural aspects of setting up a travel agency.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	History and growth of travel agency business and case study of emergence of Thomas Cook, Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview, Upcoming trends in travel agency business.
UNIT-2	Definition of travel agent and tour operator; differentiation between travel agent and tour operator, interrelationship of Travel Agency/Tour Operator and principles of present business trends and future prospects, problems and issues related with travel agency business. Types of Travel Agencies, Various departments in a travel agency and their roles in travel agency operations, Organizational chart of a standard travel agency.
UNIT-3	Setting up travel agency/tour operation business (a) Government rules for getting approval (b) IATA rules, regulation for accreditation (c) Documentation (d) Practical exercise in setting up a TA/TO (e) Sources of earning: commissions, service charges etc
UNIT-4	Concept of Destination Management Companies. Case Study of Kuoni India Ltd., Thomas Cook India Ltd., TUI and Cox and Kings. Role of IATO and TAAI in the development of travel agency business in India.

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REFERENCES:

- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication
- Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
- Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.

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COURSE CODE:	BTTM 302-18
COURSE TITLE:	Principles of Management
COURSE OBJECTIVES:	This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Introduction: Concept of Management, Scope, Functions and Principles of Management. Evolution of Management Thought(Basic concepts of F.W.Taylor, Henri Fayol ,Elton Mayo , Chester Barnard & Peter Drucker to the management thought)
UNIT-2	Planning:-Meaning, Need & Importance, types, levels, advantages & limitations, Process of Planning, Objectives, Policy & Procedures. Forecasting – Meaning, Need & Techniques. Decision Making - Meaning, Types &Process
UNIT-3	Organizing: Meaning, Importance, Patterns of Organization, Life & Staff relationship, Centralization & decentralization, Staffing: Nature & scope of Staffing, Manpower planning, Selection & Training. Performance Appraisal: Meaning and importance; Directing: Meaning, Nature& scope
UNIT-4	Motivation: Meaning, importance Leadership: Meaning, importance, qualities & functions of leaders Communication:- Types & Importance ; Controlling: Need, Nature, importance, Process & Techniques
REFERENCES:	<ul style="list-style-type: none"> • Srinivasan, R. and S.A. Chunawalia, <i>Management Principles & Practice</i>, Himalaya Publishing House, New Delhi. • Prasad, L.M., <i>Principles & Practice of Management</i>, SultanChand & Sons, New Delhi. • Koontz Harold and Heinz Weihrich, <i>Management</i>, Mc Grwa Hill • Burton and Thakur, <i>Management Today- Principles and Practices</i>, Tata Mc Graw Hill

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COURSE CODE:	BTTM 303-18
COURSE TITLE:	Essential of Tour Guiding
COURSE OBJECTIVES:	The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and escorting and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Tour Guiding: Concept-History-Dimensions and Present Status, Role and Responsibilities of Tour Guide, Code of Conduct for tour guides, Personal hygiene and grooming checklist for tour guides, Principles of Tour Guiding, Occupational Skill Standards -How to develop tour guiding skills.
UNIT-2	Dealing with tourist arrivals and departures, Communication for tour guiding-Language –Posture and Presentation, Roadblocks in Communication, Speaking faults, Body language.
UNIT-3	Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing, Linking commentary with what to be seen, Managing difficult situations, Handling Complaints, First Aid: Importance and General procedures.
UNIT-4	Visitor interpretation: Concept-Principles and Types, How to develop good interpretation skills-Popular understanding of a place, Nature interpretation.
REFERENCES:	<ul style="list-style-type: none"> • Negi Jagmohan, <i>Tourist Guide and Tour Operations: Planning and Organizing</i>. Kanishka New Delhi • Mohinder Chand, <i>Travel Agency Management</i>, Anmol: Delhi • Ernie Health & Geoffrey Wall, <i>Marketing Tourism Destinations</i>.John Wiley & Sons. Inc.

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 304-18
COURSE TITLE:	Introduction to Event Management
COURSE OBJECTIVES:	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the product development. Event management is one of the integral parts of tourism industry and a basic knowledge is also required for the professionals.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures
UNIT-2	Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required
UNIT-3	People involved on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel arrangements.
UNIT-4	Types of Events, Roles & Responsibilities of Event management in Different Events, Scope of the Work, Approach towards Events
REFERENCES:	<ul style="list-style-type: none"> • Devesh Kishore, Ganga Sagar Singh, Event Management: A B looming Industry and an Eventful Career, Haranand Publications Pvt. Ltd. • Swarup K. Goyal, Event Management Adhyayan Publisher- 2009 • Savita Mohan, Event Management & Public Relations, Enkay Publishing House.

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 305-18
COURSE TITLE:	Tourism Impacts
COURSE OBJECTIVES:	A thorough knowledge about the various impacts of tourism is necessary for the tourism professionals. This knowledge is necessary while planning for tourism development. In this course learners will try to understand positive as well as negative impacts of tourism.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Tourism development at global level, cost – benefit analysis of tourism, Important global organisations in tourism, Various stakeholders in tourism development and their role in development.
UNIT-2	UNIT-2 Social and Cultural Impacts of Tourism: Positive and Negative socio--cultural impacts of Tourism, Inherent issues and concepts.
UNIT-3	UNIT-3 Economic impacts of tourism, positive and negative impacts, Multiplier effect.
UNIT-4	UNIT-4 Environmental Impact of Tourism, Environmental Impact Assessment. Environmental and Social Accounting and Auditing.
REFERENCES:	<ul style="list-style-type: none"> • Tourism Dimensions- S.P. Tewari. • Development of Tourism in India-Lajipathi Rai • Dynamics of Modern Tourism-Ratan Deep Singh. • Tourism Management: Bijendra Punia. • Dynamics of Modern Tourism-Pushpiner Gill • Tourism Dimensions in India-Chopra. • Basic of Tourism: Theory, Operation and Practice: • K. Kamra and Mohinder Chand • Tourism Impact Assessment; P.C. Sinha • Tourism Development and its Impacts: S.P. Bansal

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 306-18
COURSE TITLE:	Tourism Product of India: Cultural Heritage
COURSE OBJECTIVES:	The purpose of this course is to acquire an in-depth knowledge rich Indian culture and heritage. The knowledge of Indian architecture, paintings, dances and music is very important for tourism students.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Culture of India, Characteristics of Indian Culture, Components of Indian Culture, Understanding Indian Ethos
UNIT-2	A study of the popular Indian tangible cultural heritage w.r.t. tourist importance (buildings including religious buildings, monuments, landscapes, books, works of art, and artifacts), World Heritage Sites in India (Cultural).
UNIT-3	A study of the popular Indian intangible cultural heritage w.r.t. tourist importance (such as folklore, traditions, language, and knowledge).
UNIT-4	Natural heritage of India (including culturally significant landscapes, and biodiversity). World Heritage Sites in India (Natural).
REFERENCES:	<ul style="list-style-type: none"> • Basham, A.L. , The Wonder That Was India. Rupa & Co. New Delhi • Thapar, Romila , A History of India: Volume 1. Penguin Book, New Delhi, • Basham, A.L. , A Cultural History of India. Oxford University Press, USA. • Singh, Upinder , .A History Of Ancient and Early Medieval India: From The Stone Age To The 12Th Century, Pearson Education India, New Delhi. • Chandra, B. , History of Modern India. Orient Blackswan, New Delhi • Brown, P. , Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York • Brown, P. , Indian Architecture (the Islamic Period), Palmer Press, New York • Allchin, B., Allchin, F.R. et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi.

IK Gujral Punjab Technical University
BTTM Batch 2018 onwards

COURSE CODE:	BTTM 307-18
COURSE TITLE:	SPECIAL INTEREST TOURISM
COURSE OBJECTIVES:	This course aims to provide students with an appreciation of the growth and development of the tourism industry as a whole while developing an awareness of the diversity of special interest products that are available to consumers and the context in which they are managed. Students will have the opportunity to explore a particular sector that is of interest to them and analyse the key developments in their chosen market.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Typologies of Tourism, Introduction of Alternate tourism to the market, Defining and Conceptual Base of Special Interest Tourism (SIT), Special interest tourism demand, Image creation/media for SIT products, Special Interest Tourism Interest Cycle and Leisure-Tourism Interest Cycle, Resources for Special Interest Tourism Development
UNIT-2	UNIT-2 Theme and introductory Ideas of following tourism types: Educational Tourism, Dark Tourism, Slum Tourism, Community Based Tourism, Aboriginal Cultures and Indigenous Tourism, Ayurveda, Health & Wellness Tourism, Spiritual Tourism, Gastronomic Tourism, Wine and Food Tourism, Film Tourism, Senior Tourism, Urban Tourism.
UNIT-3	Celebrating Special Interest Events in India, Case Studies related to Entrepreneurship and Small Business in SIT w.r.t. India, Exploring possibilities of Special Interest Travel in India. Profiling major players in Special Interest tours in India.
UNIT-4	Popular travel itineraries of Special Interest tourism in India. (Educational, Dark, Slum, CBT, Indigenous Tourism, Health Tourism, Food and Wine Tourism, Film Tourism, Senior Tourism, Urban Tourism, Ayurveda and Spiritual Tourism)

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REFERENCES:

- Bob Brotherton & Bulent Himetoglu, Beyond Destinations – Special Interest Tourism. Anatolia, Volume 8, Issue 3, 1997
- Tourism Management, 4th Edition Weaver & Lawton (2010)
- Sharpley R. And Philip R Stone, The Darker Side of Travel, Channel View Publications.
- Hannam K & Ateljevic, Backpacker Tourism: Concepts and Profiles. Channel View Publications.
- Swarbrooke et al, Adventure Tourism: The New Frontier, Butterworth Heinemann
- Smith & Putzko, Health & Wellness Tourism, Butterworth Heinemann
- Hall Et. Al, Food Tourism Around the World, Butterworth Heinemann
- Beeton S., Film Induced Tourism. Channel View Publications.

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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 308-18
COURSE TITLE:	Environment and Tourism
COURSE OBJECTIVES:	The purpose of this course is to provide an in-depth knowledge about the synergy and conflict between tourism & environment and to make students familiar with the techniques and approaches for sustainable development of tourism.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Environment & tourism – areas of conflict, symbiosis & synergy. Tourism in various bio-geographic realms of India, specific situation of environmental concern in each realm.
UNIT-2	Quality recreating & environmental compatibility, concept of tourism carrying capacity (bio-physical-sociocultural, infrastructural), relevance & limitation of carrying capacity concept, new forms of tourism like Ecotourism, Geo-tourism, Volunteer tourism and Backpacker tourism.
UNIT-3	State of India's environment- major problems and issues. Tourism as a saviour of environment (with reference to mountain, desert, forest, beach & Island ecosystems.)
UNIT-4	Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism- Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 - benefit and issues of Sustainable Tourism Development.
REFERENCES:	<ul style="list-style-type: none"> • Middleton, V.T.C. and Rebecca Hawkins, Sustainable Tourism, Butterworth Heinemann Edword • Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach, London: Routledge

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BTTM 4TH SEMESTER

COURSE CODE:	BTTM 401-18
COURSE TITLE:	INTRODUCTION TO STATISTICS
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To develop students' basic understanding of statistics. • To develop students capabilities for applying various techniques used in statistics.
COURSE OUTCOMES:	The course will make the students aware with the basic knowledge of statistics, enabling them to appreciate and implement this knowledge in developing business strategies. This will also acquaint students with concepts and techniques used in statistics.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided into three parts.</p> <p>Part A: There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p>Part B: There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p>Part C: There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
UNIT-1	Statistics – Definitions, Importance, Uses in Business, Conducting Statistical Enquiry, Classification & Tabulation, Graphical Presentations, Frequency Distribution; Measures of Central Tendency.
UNIT-2	Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation and Skewness.
UNIT-3	Correlation Analysis & Regression Analysis
UNIT-4	Theory of Index Numbers – Meaning & Uses, Methods of Construction, Test of Consistency, Fixed & Chain Base. Time Series Analysis – Components, Methods of Measuring Trend Values (Least Square Methods and Moving Average).
REFERENCES:	<ul style="list-style-type: none"> • Operational Research and Statistical Analysis by P.K. Gupta & Manmohan. • Statistic by D.C. Sancheti & V.K. Kapoor. • Quantative Method for Management Decision by C.R. Reddy. • Business Statisticas by S.P. Gupta. • Basic mathematics & Statistics by B.M. Aggarwal. • Statistics for Management by Rubin & Lebin.

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COURSE CODE:	BTTM 402-18
COURSE TITLE:	POLICY AND PLANNING FOR TOURISM DEVELOPMENT
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development and community participation. • To explore the interrelationships between resource management and tourism planning and development. • To understand the tourism policy initiative taken in India.
COURSE OUTCOMES:	The course will develop an understanding of concepts of tourism planning for public and private sector community and regional tourism development and community participation. This will enhance the understanding of interrelationships between resource management and tourism planning and development for tourism policy initiative taken in India.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided into three parts.</p> <p>Part A: There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p>Part B: There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p>Part C: There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
UNIT-1	Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels. Involvement of local community in tourism development.
UNIT-2	An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest policy document on tourism. Tourism Planning at International, national, regional, state and local level. Tourism and Five-Year Plans in India with special reference to 11th Five-Year Plan.
UNIT-3	Background & process of tourism planning. Techniques of plan formulation. Planning for tourism destinations - objectives, methods and factors influencing planning. Destination life cycle concept. Incentives & concessions extended for tourism projects and sources of funding
UNIT-4	

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REFERENCES:	<ul style="list-style-type: none">• Chib, Som Nath, Essays on Tourism, New Delhi: Cross Section Publication.• Gee, Chunk Y., James C. & Dexter J.L. Choy, Travel Industry: New York: Van Nostrand Reinhold.• Peter E. Murphy, Tourism: A Community Approach, New York: Methuen.• Inskip E., Tourism Planning: An integrated and Sustainable Approach. London: Routledge• Inskip E., National & Regional Tourism Planning : London: Routledge
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COURSE CODE:	BTTM 403-18
COURSE TITLE:	ITINERARY PREPARATION
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To develop an understanding of the basic concepts of itinerary preparation. • To impart practical knowledge and skills about the itinerary planning among learners. • To make students familiar with the techniques and approaches for successful conduction of tour programme.
COURSE OUTCOMES:	This course will develop an understanding of the basic concepts of itinerary preparation. This will further impart practical knowledge and skills about the itinerary planning among learners and to make them familiar with the techniques and approaches for successful conduction of tour programme.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided into three parts.</p> <p>Part A: There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p>Part B: There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p>Part C: There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
UNIT-1	Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation - limitations and constraints.
UNIT-2	Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary – Seasonal itinerary-Product based itinerary-All inclusive itinerary.
UNIT-3	Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari.
UNIT-4	Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

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BTTM Batch 2018 onwards

REFERENCES:	<ul style="list-style-type: none">• Mohinder Chand, Travel Agency Management, Anmol: Delhi• Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall• D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.• Fay Betsy, Essentials of Tour Management New Jersey: Prentice Hall.• Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.• Sarina Singh et. al, India, Lonely Planet Publication
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COURSE CODE:	BTTM 404-18
COURSE TITLE:	TOUR PACKAGING DESIGN
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To provide students in-depth knowledge about the Tour Packaging. • To acquaint students with the tour packaging techniques. • To learn to develop strategies required for successful handling of tours.
COURSE OUTCOMES:	The course will provide in-depth knowledge about the tour packaging and will make students familiar with the tour packaging techniques and strategies required for successful handling of tours.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided into three parts.</p> <p>Part A: There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p>Part B: There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p>Part C: There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
UNIT-1	Tour Packaging – Definition – Types - Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Laisoning and Negotiation of Package Tour.
UNIT-2	Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria, Case study of promotion of popular tour packages by leading tour operators.
UNIT-3	Costing a Tour: Components, Considerations- Types of Costs- Cost sheet, FIT Costing and Group Costing, Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc., Pricing Strategies and Distribution Mechanism
UNIT-4	Product Oriented Package Tours and Special Interest Tours: Adventure tours-MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours- Rural/Village tour.

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REFERENCES:	<ul style="list-style-type: none">• Mohinder Chand, Travel Agency Management, Anmol: Delhi• Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall• D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.• Fay Betsy, Essentials of Tour Management New Jersey: Prentice Hall.• Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.• Sarina Singh et. al, India, Lonely Planet Publication
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COURSE CODE:	BTTM 405-18
COURSE TITLE:	BASICS OF ENTREPRENEURSHIP
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To develop basic understanding of entrepreneurship development among students. • To make students familiar with the techniques and approaches required for a successful entrepreneur.
COURSE OUTCOMES:	This course will help students to acquire in depth knowledge about the entrepreneurship development and to become familiar with the techniques and approaches required for a successful entrepreneur.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided into three parts.</p> <p>Part A: There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p>Part B: There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p>Part C: There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
UNIT-1	Tourism industry and business ideas; business strategy understanding customers and analysing competition
UNIT-2	Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations
UNIT-3	Form of organisation and legal considerations; networking and collaboration; good business practices
UNIT-4	Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Planning, Setting up a tourism business
REFERENCES:	<ul style="list-style-type: none"> • IGNOU MTM-8, Managing Entrepreneurship and Small Business in Tourism. • Mohanty, Sangram Keshari, Fundamentals of entrepreneurship, New Delhi: Prentice Hall of India. • Sido-online. Portal of MSME, Government of India (www.smallindustryindia.com) • Scarborough, N.M. and Zimmerer, T.W. , Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.

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COURSE CODE:	BTTM 406-18
COURSE TITLE:	SUMMER INTERNSHIP
COURSE OBJECTIVES:	<p>To help students to relate theory to practice</p> <ul style="list-style-type: none"> • To help students to make career choice after exposure to the actual work environment • To observe the systems, processes, interactions and human relations in the organization • To provide students an opportunity to understand the expectations of industry • To prepare themselves for final placements
COURSE OUTCOMES:	<p>After completion of On The Job Training, students will able to develop and relate theory to practice. It will help themselves in making an informed career choice after exposure to the actual work environment. They will also observing the systems, processes, interactions and human relations in the organization. They will also get an opportunity to understand the expectations of industry.</p>
EVALUATION:	<p>Students will go for Summer Internship during the months of June and July after completing examinations of 4th semester. Students will have to go for compulsory 8 weeks training/internship in Tourism, Travel and hospitality related organizations like travel agencies, Tour Operators, Department of Tourism, Tourism Development Corporations, Airlines, Airports, Theme Parks, Hotels, Transport Companies etc. After completion of training, student presentations would be organized based on their on-the-job training reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their training reports. Based on feedback, students would submit a final report which would be evaluated by an external examiner, out of 100 marks.</p>

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COURSE CODE:	BTTM 407-18
COURSE TITLE:	DISASTER MANAGEMENT
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To give students the basic understanding of Disaster Management. • To make students aware with various concept and dimensions of disasters. • To make students prepared for handling the disasters and recovery.
COURSE OUTCOMES:	This course will provide students a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities and will emphasise on disaster preparedness, response and recovery.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided into three parts.</p> <p>Part A: There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p>Part B: There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p>Part C: There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
UNIT-1	Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.
UNIT-2	Risk and Vulnerability Analysis ,Risk : Its concept and analysis , Risk Reduction, Vulnerability : Its concept and analysis, Strategic Development for Vulnerability Reduction
UNIT-3	Disaster Preparedness and Response Preparedness, Disaster Preparedness: Concept and Nature , Disaster Preparedness Plan , Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management. Disaster Response , Disaster Response Plan , Role of Government, International and NGO Bodies, Psychological Response and Management, Relief and Recovery , Medical Health Response to Different Disasters
UNIT-4	Rehabilitation, Reconstruction and Recovery, Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Education and Awareness, Dealing with Victims' Psychology, Long-term Counter Disaster Planning , Role of Educational Institute.

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REFERENCES:	<ul style="list-style-type: none">• Coppola D P, 2007. Introduction to International Disaster Management, Elsevier Science (B/H), London.• Manual on natural disaster management in India, M C Gupta, NIDM, New Delhi• An overview on natural & man-made disasters and their reduction, R K Bhandani, CSIR, New Delhi• World Disasters Report, 2009. International Federation of Red Cross and Red Crescent, Switzerland• Encyclopaedia of disaster management, Vol I, II and III. Disaster management policy and administration, S L Goyal, Deep & Deep, New Delhi, 2006• Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 & 2,• Management of Natural Disasters in developing countries, H.N. Srivastava & G.D. Gupta, Daya Publishers, Delhi, 2006, 201 pages• Natural Disasters, David Alexander, Kluwer Academic London, 1999, 632 pages• Disaster Management Act 2005, Publisher by Govt. of India
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BTTM Batch 2018 onwards

COURSE CODE:	BTTM 408-18
COURSE TITLE:	TOURISM TRANSPORTATION
COURSE OBJECTIVES:	<ul style="list-style-type: none"> • To provide students basic knowledge about various modes of transportation and their significance in tourism. • To make students aware about various emerging trends transportation sector.
COURSE OUTCOMES:	The course will provide an in-depth knowledge about various modes of transportation and their significance in tourism. This course will also make learners to know about various emerging trends transportation sector.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided into three parts.</p> <p>Part A: There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p>Part B: There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p>Part C: There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
UNIT-1	Evolution of tourist transport system Importance of transport in tourism. Marketing of passenger transportation. Patterns of demand for tourist transportation, characteristics of supply and marketing strategies. Different Transport mode selection methods.
UNIT-2	Functions ICAO, IATA, DGCA, AAI and Open Sky Policy, Freedoms of air and other policies in Indian aviation sector – Role of airlines in tourism promotion: recent policies regarding airlines, case studies of Air India, Jet Airlines, Sahara airlines, Go-airways, Indigo, and Air Deccan
UNIT-3	Surface Transport System Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Rail transport system Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express). Special trains & packages for tourists in India, Indrail pass, special schemes and packages available, major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains).
UNIT-4	Water Transport System: Overview, Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary, Major water based leisure practices and their future in India.

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REFERENCES:	<ul style="list-style-type: none">• Chuck Y. Gee, James C. Makens, Dexter J. L. Choy, The Travel Industry, 3rd Edition, Wiley• Les M. Lumsdon and Stephen, Tourism and Transport (Advances in Tourism Research), Routledge• Mill Robert C, Morrison Alastair M, Tourism System, Kendall Hunt Publishing• Pran Nath Seth, Sushma S. Bhat, Successful Tourism Management. Sterling Publishers Private Limited.• David Timothy Duval, Tourism and Transport: Modes, Networks and flows. Channel view Publications.
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Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.
For achieving the above, suggestive list of activities to be conducted are:

**Part – A
(Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B
(Outdoor Activities)**

5. Sports/NSS/NCC
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.