

**COLLEGE OF EARTH AND ENVIRONMENTAL SCIENCES  
UNIVERSITY OF THE PUNJAB, LAHORE**

**Courses & Syllabi**

**5<sup>th</sup> – 8<sup>th</sup> Semester of BS Tourism and Hospitality Management  
in Replacement of MA / M.Sc. program at University affiliated Colleges**

**Program Title: Tourism and Hospitality Management**

**Department: College of Earth and Environmental Sciences**

**Faculty: Geosciences**

**Categorization of Courses as per HEC Recommendation and Difference**

Semester	Courses	Category (Credit Hours)					Semester Load
		Compulsory	Foundation	Major	General	Elective	
5 <sup>th</sup>	06	01	01	02	02	--	18
6 <sup>th</sup>	07	02	02	02	02	--	19
7 <sup>th</sup>	06	--	02	01	01	02	16
8 <sup>th</sup>	04	01	01	01	--	02	16
<b>PU</b>	<b>23</b>	<b>04</b>	<b>06</b>	<b>06</b>	<b>05</b>	<b>04</b>	<b>69</b>

## 1. Scheme of Studies / Semester –Wise Workload

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
<b>Semester V</b>					
1.	HQ-005	Translation of Holy Quran	Compulsory	--	Non Credit
2.	THM-301	Statistics-I (Theory)	Compulsory	THM-109	02
3.	THM-301(A)	Statistics-I (Practical)	Compulsory	THM-109	01
4.	THM-302	General-III: Introduction to Archeology (Theory)	General	THM-105	02
5.	THM-302(A)	General-III: Introduction to Archeology (Practical)	General	THM-105	01
6.	THM-303	General-IV: Introduction to Sociology	General	THM-105	03
7.	THM-304	Foundation-V: Hospitality Operations (Theory)	Foundation	THM-104	02
8.	THM-304(A)	Foundation-V: Hospitality Operations (Practical)	Foundation	THM-104	01
9.	THM-305	Major-X: International Relation and Tourism	Major	THM-203	03
10.	THM-306	Major-XI: Hotel Management Accounting	Major	THM-109	03
<b>Total Credit hrs Semester-V</b>					<b>18</b>
<b>Semester VI</b>					
11.	HQ-006	Translation of Holy Quran	Compulsory	--	01
12.	THM-307	Tourism Geography	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent)	03
13.	THM-308	General-V: Organizational and Consumer Behavior	General	THM-104	03
14.	THM-309	Foundation-VI: Food and Beverages Management (Theory)	Foundation	THM-104	02
15.	THM-309(A)	Foundation-VI: Food and Beverages Management (Practical)	Foundation	THM-104	01
16.	THM-310	Foundation-VII: Environmental and Cultural Issues	Foundation	THM-305	03
17.	THM-311	Major-XII: Research Methods and Techniques	Major	THM-206	03
18.	THM-312	General-VI: Hospitality Service Centre Management	General	THM-304	02
19.	THM-313	Major-XIII: Tourism / Hospitality Field Tour	Major	THM-210	01
<b>Total Credit hrs Semester-VI</b>					<b>19</b>

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
<b>Semester VII</b>					
20.	HQ-007	Translation of Holy Quran	Compulsory	--	Non Credit
21.	THM-401	General-VII: Human Resource Management	General	THM-104	03
22.	THM-402	Foundation-VIII: Event Management (Theory)	Foundation	THM-304	02
23.	THM-402(A)	Foundation-VIII: Event Management (Practical)	Foundation	THM-304	01
24.	THM-403	Foundation-IX: Food Safety and HACCP (Theory)	Foundation	THM-309	02
25.	THM-403(A)	Foundation-IX: Food Safety and HACCP (Practical)	Foundation	THM-309	01
26.	THM-404	Elective-II: Air Travel Management (Theory)	Elective	THM-204	02
27.	THM-404(A)	Elective-II: Air Travel Management (Practical)	Elective	THM-204	01
28.	THM-405	Elective-III: Tourism Planning and Development	Elective	THM-202	03
29.	THM-406	Major-XIV: Tourism / Hospitality Field Tour	Major	THM-313	01
<b>Total Credit hrs Semester-VII</b>					<b>16</b>
<b>Semester VIII</b>					
30.	HQ-008	Translation of Holy Quran	Compulsory	--	01
31.	THM-407	Elective-IV: Fundamental of Baking (Theory)	Elective	THM-209	02
32.	THM-407(A)	Elective-IV: Fundamental of Baking (Practical)	Elective	THM-209	01
33.	THM-408	Elective-V: Conflict Resolution and Human Behavioral Management	Elective	THM-104	03
34.	THM-409	Foundation-X: Ecotourism	Foundation	THM-202	03
35.	THM-410	Major-XV: Thesis / Viva Voce Examination	Major	--	06
<b>Total Credit hrs Semester-VIII</b>					<b>16</b>
<b>Grand Total (V+VI+VII+VIII):</b>					<b>69</b>

**THIRD YEAR, FIFTH SEMESTER**

<b>Code</b>	<b>Course Title</b>	<b>C.H.</b>	<b>Course Type</b>
HQ-005	Translation of Holy Quran	Non Credit	Compulsory
THM-301	Statistics-I (Theory)	02	Compulsory
THM-301(A)	Statistics-I (Practical)	01	Compulsory
THM-302	General-III: Introduction to Archeology (Theory)	02	General
THM-302(A)	General-III: Introduction to Archeology (Practical)	01	General
THM-303	General-IV: Introduction to Sociology	03	General
THM-304	Foundation-V: Hospitality Operations (Theory)	02	Foundation
THM-304(A)	Foundation-V: Hospitality Operations (Practical)	01	Foundation
THM-305	Major-X: International Relation and Tourism	03	Major
THM-306	Major-XI: Hotel Management Accounting	03	Major
<b>Total Credit hours</b>		<b>18</b>	

PRE-REQUISITE: HQ-004

**SYLLABUS OUTLINE****سورة المريم تا سورة الفرقان****ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

**PRE-REQUISITE**

THM-109 Mathematics

**COURSE OUTCOMES:**

After Completion of this course the students will be able to:

1. Calculate and apply most measures of central tendency.
2. Apply discrete and continuous probability distributions to most business problems.
3. Perform test of hypothesis and calculate confidence interval for a population.
4. Compute most of the results of bivariate and multivariate correlation and regression

**COURSE INTRODUCTION AND OBJECTIVES:****Syllabus Outline**

This course provides an introduction to the statistical theories, flood frequency analysis and probability theories and their applications in hydrology. This course will also provide an correlation and regression analyses as well as hypothesis testing.

**Theory****Module-1 Introduction and Basic Concepts**

- Introduction to Statistics and definitions
- Applications of Statistics in Tourism and Hospitality Management
- Statistical presentation of data
- Consistency and homogeneity of data
- Probability and Axioms of Probabilities
- Properties of Random Variable

**Module-2 Statistical Analysis of Data**

- Measures of central tendency, dispersion and symmetry.
- Expectation and estimation.
- Discrete and continuous probability distributions, especially normal and extreme-value distributions.

**Module-3 Frequency Analysis**

- Return Period
- Extreme Value Distributions
- Frequency Analysis using Frequency Factors
- Probability Plotting
- Confidence Limits

**Module-4 Correlation and Regression**

- Correlation Analysis, Serial or Auto-Correlation, Cross-Correlation, Inferences on Correlation Coefficient, Kendall's Rank Correlation Test
- Simple Linear Regression, Estimation of Parameters, Goodness of Regression
- Multiple Linear Regression, Estimation of Parameters, Goodness of Regression

**Module-5 Hypothesis Testing**

- The t-distribution
- Chi-Square Distribution
- Tests Concerning Variances of Two Populations

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### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Harvey J. E. Rodda, Max A. Little2016. *Understanding Mathematical and Statistical Techniques in Hydrology an Examples-based Approach* 1st Edition Wiley-Blackwell
2. Maity R., (2018). *Statistical Methods in Hydrology and Hydro climatology (Springer Transactions in Civil and Environmental Engineering) 1st ed*Springer
3. Haan, C.T., (2002) *Statistical Methods in Hydrology, 2nd edition*, Iowa State Press,
4. Maity, R. (2018). *Statistical methods in hydrology and hydroclimatology*. Springer.
5. Chatfield, C. (2018). *Statistics for technology: a course in applied statistics*. Routledge.
6. McCuen, R. H. (2016). *Modeling hydrologic change: statistical methods*. CRC press.
7. Rodda, H. J., & Little, M. A. (2015). *Understanding mathematical and statistical techniques in hydrology: an examples-based approach*. John Wiley & Sons.

## **THM 301(A): STATISTICAL METHODS (PRACTICAL) (01 credit hr)**

**PRE-REQUISITE:** F.Sc. or equivalent

### **LEARNING OUTCOMES:**

- This course will get practical knowledge about the statistical applications in hydrology.
- The students will be able to calculate the measures of central tendency, dispersion and symmetry for different hydrometer logical variables.
- They will practice on distribution fitting and parameter estimation techniques.
- The students will be able to perform flood frequency analyses on real flow data
- They will become conversant with different software packages and their applications in performing statistical analysis on hydrological data.

### **SYLLABUS OUTLINE**

This course is designed to make students learn about various statistical analysis on hydrological records along with the practical applications on probability distributions, frequency analysis using real hydrological data. This course also includes practical applications of different software's packages for statistical analyses in hydrology.

### **PRACTICAL**

#### **Module-1: Statistical Analysis of Hydrological Data**

- Practical examples on measures of central tendency, dispersion and symmetry
- Estimation of correlation of different hydrometeorological variables
- Practical applications of simple and multiple regression analysis for hydrological data sets

#### **Module-2: Probability Distributions**

- Distribution fitting
- Parameter estimation problems
- Comparisons of different frequency distributions goodness of fit analysis

#### **Module-3: Frequency Analyses**

- Estimation return levels and return periods for hydrological data using frequency distributions
- Flood frequency analysis of different rivers of Pakistan

#### **Module-4: Software Packages for Statistics**

- Statistical Analysis using MS Excel
- Introduction to R- Programming for Statistical analysis of Hydrological data
- Introduction to MATLAB- Programming for Statistical analysis of Hydrological data

### **TEACHING – LEARNING STRATEGIES**

- Lecture based examination
- Presentation/seminars
- Class discussion
- Quizzes



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- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

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## RECOMMENDED TEXT BOOKS / SUGGESTED READINGS

1. Harvey J. E. Rodda, Max A. Little2016. *Understanding Mathematical and Statistical Techniques in Hydrology an Examples-based Approach* 1st Edition Wiley-Blackwell
2. Maity R., (2018). *Statistical Methods in Hydrology and Hydro climatology (Springer Transactions in Civil and Environmental Engineering) 1st ed*Springer
3. Haan, C.T., (2002) *Statistical Methods in Hydrology, 2nd edition*, Iowa State Press,
4. Maity, R. (2018). *Statistical methods in hydrology and hydroclimatology*. Springer.
5. Chatfield, C. (2018). *Statistics for technology: a course in applied statistics*. Routledge.
6. McCuen, R. H. (2016). *Modeling hydrologic change: statistical methods*. CRC press.
7. Rodda, H. J., & Little, M. A. (2015). *Understanding mathematical and statistical techniques in hydrology: an examples-based approach*. John Wiley & Sons.

## **THM-302 INTRODUCTION TO ARCHAEOLOGY (THEORY) (02 credit hrs)**

### **PRE-REQUISITE**

THM-105 Cultural History of Pakistan

### **LEARNING OUTCOMES:**

After Completion of this course the students will be able to:

1. Define archaeology and its relevant role in reconstructing the past
2. Exhibit an understanding of the development of the discipline
3. Demonstrate knowledge about basic archaeological techniques and methods
4. Analyze and critically evaluate archaeological material culture

### **COURSE INTRODUCTION AND OBJECTIVES:**

The discipline of Archaeology involves the study of past societies, their practices and behaviors as deduced by the analysis and interpretation of their material remains.

#### **Module-1 Introduction:**

- Definitions and Terminologies in Archaeology

#### **Module-2: Aims and Objectives**

- Synthesize archaeological data to make informed and educated interpretations
- Effectively communicate knowledge about archaeological ethics and contemporary heritage management efforts and organizations

#### **Module-3: History and Development**

- Brief History and developments of Archaeology from Ancient to Modern era

#### **Module-4: Archeology and Tourism**

- Importance of Archeology and Tourism. Story telling of archeological sites
- Archeological and destination management. Pakistani Culture and Civilization (Indus and Gandhara) .

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- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

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2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Aitken, M. J. (2014). *Science-based dating in archaeology*. Routledge.
2. Bowman, S. (1990). *Radiocarbon dating* (Vol. 1). Univ of California Press.
3. Agrawal, D. P., & Ghosh, A. (1973). *Radiocarbon and Indian archaeology*

**PRE-REQUISITE**

THM-105 Cultural History of Pakistan

**LEARNING OUTCOMES:**

After Completion of this course the students will be able to:

1. Define archaeology and its relevant role in reconstructing the past
2. Exhibit an understanding of the development of the discipline
3. Demonstrate knowledge about basic archaeological techniques and methods
4. Analyze and critically evaluate archaeological material culture

**COURSE INTRODUCTION AND OBJECTIVES:**

The discipline of Archaeology involves the study of past societies, their practices and behaviors as deduced by the analysis and interpretation of their material remains.

**Module-1:**

- Field Archaeology (Discovery, Survey, Excavation, Recording, Pottery yard, Registration, Cataloguing, Publication, Report writing)

**Module-2:**

- Visit to Archaeological Sites, Monuments and Museums

**ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

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- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

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**RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:**

1. Aitken, M. J. (2014). *Science-based dating in archaeology*. Routledge.
2. Bowman, S. (1990). *Radiocarbon dating* (Vol. 1). Univ of California Press.
3. Agrawal, D. P., & Ghosh, A. (1973). *Radiocarbon and Indian archaeology*

**PRE-REQUISITE:**

THM-105: Cultural History of Pakistan

**LEARNING OUTCOMES:**

After Completion of this course the students will be able to:

1. Explain how deviance and conformity are socially constructed and distinguish what is, or is not, deviance depending on specific time frames, cultures, locations, historical periods, and reference groups.
2. Understand the basic historical data, sociological processes and concepts, and contemporary issues concerning the social construction of race, ethnicity, gender, social status, economic class, and learn how these change over time.
3. Connect specific historical and contemporary demographic data to specific social institutions, explain the major sociological concepts and theories associated with the various institutions, determine the sociological impact on individuals and groups within the various institutions, and relate those institutions to specific types of societies.
4. Demonstrate an understanding of cross-cultural differences and an understanding of the importance of cultural context. Students will be familiar with the concepts of culture and its components (e.g., norms, values) and to identify and understand differences and commonalities within diverse cultures.

**COURSE INTRODUCTION & OBJECTIVES:**

This course introduces students to the basic concepts and methods of sociology. Students will see the connection between the individual and society plus connections among key sociological concepts.

**Module-1: Introduction**

- Understanding Sociology, Sociology: Definition, nature and scope, Sociology as a Science
- Society and community, kind of community, Characteristics of community
- Difference between society and community
- Major Theoretical Perspectives

**Module – 2: Sociological Approach to Tourism**

- Sociological factor in Tourist motivation
- Attitude and Perception
- Social dimension of host – tourist relationship
- Socio-economic and socio-cultural impacts of tourism

**Module –3: Tourism System and the Individual**

- Socialization through interaction and exchange of values, norms, social laws and usages
- Factors influencing individual's role, behavior, attitudes and experiences at the destination

**Module-4: Culture and Society**

- Definition and Significance of Culture, characteristics of culture, Social role and social status, types Culture role and status, cultural lag, ethnocentrism
- Group and Social Role and Socialization
- Relationship between culture and social structure

### **Module- 5: Social Group and Social Stratification**

- Definition of social group, types of social group
- Definition and types of social class, Social mobility, its agents and types

### **Module – 6: Tourism and Social Institutions:**

- Social institutions and their roles, factors influencing the roles and status of social institutions, influence of tourism on social institutions

### **Module – 7: Tourism and Social Change**

- Social Change: Definition and theories of social change. Factors affecting social change  
Tourism as an instrument of social change

### **ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

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- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### **ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
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3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### **RECOMMENDED TEXT BOOKS & SUGGESTED READINGS**

1. Apostolopoulos, Y., Leivadi, S., & Yiannakis, A. (Eds.). (2013). *The sociology of tourism: Theoretical and empirical investigations*.
2. Das, V. (Ed.). (2004). *Handbook of Indian sociology*. New Delhi: Oxford University Press.
3. Srinivas, M. N. (1995). *Social change in modern India*. Orient Blackswan.
4. Giddens, A., Duneier, M., Appelbaum, R. P., & Carr, D. S. (1991). *Introduction to sociology* (p. 672). New York: Norton

**PRE-REQUISITE**

THM-104 Principles of Management

**LEARNING OUTCOMES:**

After completion of the course students will be expected to be able to:

1. Describe the role of the housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office and the engineering and maintenance division.
2. Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.
3. Apply techniques to develop and improve human resource skills in recruiting, selecting, hiring and orienting. Techniques addressed include identifying sources of labor from nontraditional labor markets, implementing internal and external recruiting methods, minimizing employee turnover, enhancing interviewing skills, and orienting new employees to the housekeeping department.
4. Apply techniques to develop and improve human resource skills in areas of training, scheduling, motivating, and disciplining. Techniques addressed include implementing the four-step training method, developing a staffing guide, adopting alternative scheduling methods, motivating the housekeeping staff, and administering a formal disciplinary action program.

**COURSE INTRODUCTION & OBJECTIVES:**

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

**Module -1: Lodging- Yesterday and Today**

- Ancient history, middle ages, colonial period, nineteenth century and twentieth century
- The industry today, Organization design, Types of travelers

**Module -2: Forces Affecting growth and Change in the Hospitality Industry**

- Managing change, demand, diversity and culture change, supply land and its produce, workforce diversity, the impact of labor scarcity

**Module -3: Food Service**

- The varied field of food service, the restaurant business, the dining market and the eating market, contemporary popular priced restaurants, restaurant operations, making a profit in food service operations, keeping the score in operations
- Best practices in food and beverage management. Contemporary hotel catering

**Module -4: Competitive Forces in Food Service**

- Competitive conditions in food service, marketing mix, competition with other industries, self-operated facilities, business and industry food service, vending
- Consumer concerns, Food service and the environment

### **Module -5: Operations: Rooms**

- The room side of the house, front office operations, Job at the front office, yield management, room rate structure, the property management system, guest accounting, reservation and forecasting, guest service

### **Module -6: Operations; Housekeeping, Engineering and Security**

- Housekeeping organization and operations, co-ordination with other departments, the hotel engineering functions/duties, engineering personnel, Duties of security department and personnel

### **Module -7: Marketing and Associated Activities**

- Building market leadership, consumer decision rules and implication of hotel choice, hotel pricing, Hotel sales organization and operations, public relations
- Marketing research

### **Module-8: Financial control and Information Management**

- Budgeting and forecasting, the economics of the hotel business, dimensions of the hotel investment decision
- The hotel purchasing function, Data mining for hotel firms, Cash management and cost control

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- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## **ASSESSMENT AND EXAMINATIONS:**

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## **RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:**

1. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). *Food and beverage management*. Routledge.
2. Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2017). *Hotel operations management*. Upper Saddle River, NJ: Pearson.
3. O'Fallon, M. J., & Rutherford, D. G. (2010). *Hotel management and operations*. John Wiley & Sons.
4. Walker, J. R., & JOSIELYN, T. (2009). *Introduction to hospitality* (p. 656). Pearson/Prentice Hall.
5. Suzanne W., (2000). *Hotel and Motel Operations* 2nd edition. Delmar-Thomson Learning.

**THM-304(A): HOSPITALITY OPERATIONS (PRACTICAL) (01 Credit hr)**

**PRE-REQUISITE**

THM-104 Principles of Management

**LEARNING OUTCOMES:**

After completion of the course students will be expected to be able to:

1. Describe the role of the housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office and the engineering and maintenance division.
2. Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.
3. Apply techniques to develop and improve human resource skills in recruiting, selecting, hiring and orienting. Techniques addressed include identifying sources of labor from nontraditional labor markets, implementing internal and external recruiting methods, minimizing employee turnover, enhancing interviewing skills, and orienting new employees to the housekeeping department.
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**Module -1:**

- Visit to different hospitality lodging facilities, their management regarding human and financial strategy management.

**Module -2:**

- Visit to different hospitality food and beverages facilities, their management regarding human and financial strategy management.

**Module -3:**

- Visit to different hospitality services centres facilities, their management regarding human and financial strategy management.

**Module -4:**

- Report writing and presentation of project management.

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- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). *Food and beverage management*. Routledge.
2. Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2017). *Hotel operations management*. Upper Saddle River, NJ: Pearson.
3. O'Fallon, M. J., & Rutherford, D. G. (2010). *Hotel management and operations*. John Wiley & Sons.
4. Walker, J. R., & JOSIELYN, T. (2009). *Introduction to hospitality* (p. 656). Pearson/Prentice Hall.
5. Suzanne W., (2000). *Hotel and Motel Operations* 2nd edition. Delmar-Thomson Learning.

**PRE-REQUISIT**

THM-203 Heritage Management

**LEARNING OUTCOMES**

On completion of the course the students will be able to:

1. Know the cultural values of different societies.
2. Evaluate the economic impacts of international tourist.
3. Position tourism as an 'economic growth factor.
4. Positively link increasing effectiveness of national tourism with improvement in associated industries.
5. Demonstrate the relationship between a country's position on the world stage and national tourism activities.
6. Plan and implement tourism Strategies confidently within both domestic and international contexts.
7. Demonstrate a high level of understanding of the negative impact that terrorism has on international tourism.

**COURSE INTRODUCTION AND OBJECTIVES**

The course aims at increasing students' awareness of the substantive issues involved in international relations processes and international tourism flows. It will also provide and understanding of the challenges for international tourist in various regions. It indicates the opportunities which tourism meets in different regional set ups.

**Module 1: Introduction**

- Introduction to International Relation & Tourism, Cultural Internationalism, The nationalization of culture

**Module 2: Culture and Society**

- International Cultural society, International tourism, Progressive developing countries and Tourism
- Economics of tourism, Tourism and service industries, Tourism and regional co-operation

**Module 3: Planning and Development**

- Planning international tourism strategy
- International tourism and worker professionalism
- Tourism and human resource management

**Module 4: Analysis**

- International gust relations
- Tourism and counter-terrorism
- Strength and weakness analysis in the tourism industry in Pakistan
- Writing a Report

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Aung, Z. M. (Ed.). (2017). *Tourism and Opportunities for Economic Development in Asia*. IGI Global
2. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and practice*. Pearson UK.
3. Bourdeau, L., Gravari-Barbas, M., & Robinson, M. (Eds.). (2016). *World Heritage Sites and tourism: Global and local relations*. Taylor & Francis.
4. Harrison, D. (2011). *International tourism: cultures and behavior* | By Yvette Reisinger. Butterworth-Heinemann < www. elsevier. com > 2009, xxix+ 429 pp.(figures, tables, index)£ 24.99 Pbk. ISBN 978-0-7506-7897-1.
5. Page, S., & Ateljevic, J. (Eds.). (2009). *Tourism and entrepreneurship: International perspectives*. Routledge.
6. Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.

**PRE-REQUISITE**

THM-109 Mathematics

**LEARNING OUTCOMES**

On completion of the course the students will be able to:

- Understand accounting operations in today's hotels and restaurants through specialized knowledge and skills.
- Understand about the computerized accounting used in real-world hospitality accounting situations at basic, supervisory and managerial levels

**COURSE INTRODUCTION AND OBJECTIVES**

This course aims at presenting the financial accounting concepts and their applications on tourism & hospitality industry. The course will help students to understand and apply hospitality departmental accounting at basic, supervisory and managerial levels.

**Module 1: Introduction**

- Essential Need of Accounting and Taxation
- Introduction to Financial Statement

**Module 2: Types of Accounting**

- Hotel Revenue Accounting
- Hotel Expense Accounting
- Property and Equipment Accounting, Other Non current Asset Accounting
- Hospitality Payroll Accounting

**Module 3: Statement of Accounts**

- Hotel Departmental Statement
- Hotel Income Statement
- Ratio Analysis of the Income Statement

**Module 4: Reports Financial Statements**

- Hotel Balance Sheet
- Ratio Analysis of the Balance Sheet
- Statement of Cash Flows

**Module 5: Analysis of Financial Reports**

- Interim and Annual Reports
- Budgeting Expenses
- Forecasting Sales
- Budgetary Reporting and Analysis
- Financial Decision-makings

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Chibili, M. N. (2019). *Basic management accounting for the hospitality industry*. Routledge.
2. Bromwich, M., &Bhimani, A. (2005). *Management accounting: Pathways to progress*. Cima publishing.
3. Cote, R. (2001). *Accounting for hospitality managers*. Educational Institute of the American Hotel & Lodging Association.
4. Schmidgall, R. S., &Dimitio, J. W. (1999). *Hospitality industry financial accounting*. Educational Institute, American Hotel & Motel Association.

### THIRD YEAR, SIXTH SEMESTER

Code	Course Title	C.H.	Course Type
HQ-006	Translation of Holy Quran	01	Compulsory -
THM-307	Tourism Geography	03	Compulsory
THM-308	General-V: Organizational and Consumer Behavior	03	General
THM-309	Foundation-VI: Food and Beverages Management (Theory)	02	Foundation
THM-309(A)	Foundation-VI: Food and Beverages Management (Practical)	01	Foundation
THM-310	Foundation-VII: Environmental and Cultural Issues	03	Foundation
THM-311	Major-XII: Research Methods and Techniques	03	Major
THM-312	General-VI: Hospitality Service Centre Management	02	General
THM-313	Major-XIII: Tourism / Hospitality Field Tour	01	Major
<b>Total Credit hours</b>		<b>19</b>	



PRE-REQUISITE: HQ-005

**SYLLABUS OUTLINE****سورة الشعراء تا سورة ص****ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

**PRE-REQUISITE**

THM-204 Travel and Tour Operation

**LEARNING OUTCOMES**

On completion of the course the students will be able to:

1. Appreciate the role of geography in tourism development.
2. Read and interpret topographical maps and photographs.
3. Improve Knowledge and skills to delineate the impact of tourism on the environment.
4. Identify tourist attractions of regional, national, and world significance.
5. Compare and contrasts between geographic patterns of business and leisure travel.
6. Identify tourism actors and career opportunities in tourism

**COURSE INTRODUCTION AND OBJECTIVE**

A review of the geographical distribution of tourism, travel patterns, and tourism impacts on natural environments and local populations. Explains the fundamental spatial concepts in geography and relate them to tourism. Enables students to appreciate how spatial structures and spatial patterns influence tourism development.

**Module -I: Introduction**

- What is geography, what is Tourism, Geography and tourism?
- Geographical components of tourism, spatial interaction between components and tourist system
- Tourism Resources at world, national and local scale, Resources of Tourism, The meaning of resources, different kinds of resources,
- Geography of transportation, elements of transport, transport mode, routes and network

**Module –II: Geography of the World**

- Brief introduction of continents & oceans, Greenwich mean time, International date line
- Main tourist activities in different climatic zones, the hemisphere and the seasons
- Maps, types of maps, maps reading techniques and orientation and navigation
- Tourism growth, International vs Domestic tourism, Total International arrivals
- World top destinations and tourism receipts, tourism generators and related expenditures, tourism surpluses and deficits, regional pattern, external factors that affect tourism,
- Global perspective in future

**Module -III: General Geographical Features**

- Physiography, climate, vegetation. Main countries, capitals & their tourist attractions.
- A Case study of UAE, China, India, Malaysia, Maldives, Nepal, Srilanka and Pakistan.
- General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions.
- A Case study of France, United Kingdom, Switzerland, Spain, Italy

**Module –IV: Geography and Environment**

- General Geographical Features of North & South Americas; physiography, climate, vegetation, main countries, capitals & their tourist attractions
- A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba
- General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of South Africa, Egypt, Australia, New Zealand

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Gren, M. G., & Huijbens, E. H. (2019). Tourism geography in and of the Anthropocene. In *A research agenda for tourism geographies*. Edward Elgar Publishing.
2. Williams, S., & Lew, A. A. (2014). *Tourism geography: Critical understandings of place, space and experience*. Routledge.
3. Hall, C. M., & Page, S. J. (2014). *The geography of tourism and recreation: Environment, place and space*. Routledge.
4. Page, S. J. (2014). *Tourism management*. Routledge.
5. Boniface, B., & Cooper, C. (2010). *Worldwide destinations casebook*. Routledge.
6. Boniface, B., & Cooper, C. (2010). *Worldwide destinations casebook*. Routledge.
7. Lew, A., Hall, C. M., & Timothy, D. J. (2008). *World geography of travel and tourism: A regional approach*. Butterworth-Heinemann.
8. Williams, S. W. (2002). *Tourism geography*. Routledge.

**PRE-REQUISITE:**

THM-304 Hospitality Operations

**LEARNING OUTCOMES**

On completion of the course the students will be able to:

1. Understand human behavior in the workplace
2. Analyze and approach various organizational situations
3. Know skills and analytic concepts to improve organizational relationships and effectiveness
4. Understand of worldwide organizational behavior improvement

**COURSE INTRODUCTION AND OBJECTIVES:**

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course.

**Module I: Introduction**

- The Nature and Study of Organizations, Work in the 21st Century
- The Changing World of People and Organizations
- Research Methods in Organizational Behavior (OB)

**Module II: Basic Human Processes:**

- Perception and Learning, Individual Differences: Personality and Abilities

**Module III: The Individual in the Organization**

- Motivation, Work-Related Attitudes, Career Development and Work Stress

**Module IV: Group Process**

- Group Dynamics and Teamwork
- Interpersonal Communication
- Decision Making in Organizations
- Cooperation and Conflict in Organizations
- Workplace Violence and Aggression

**Module V: Influencing Others**

- Influence, power, and politics, leadership: its nature and Impact in organizations

**Module VI: Organizational Processes**

- The Work Environment, Culture and Technology
- Organizational Change and Development

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Senior, B. (2020). Organizational Change (6th ed.). Prentice Hall.
2. Solomon, M. R. (2020). Consumer Behavior: Buying, Having, and Being. Prentice Hall.
3. Schiffman, L. (2019). Consumer Behavior (12th ed.). Springer Publishing.
4. Anderson, D. L. (2019). Organizational Development. SAGE Publications.

**PRE-REQUISITE**

THM-103 Introduction to Tourism and Hospitality

**LEARNING OUTCOMES**

Upon completion of this course the students will be able to:

1. Demonstrate an understanding of food and beverage management and its impacts on the various areas within hospitality organizations.
2. Demonstrate an understanding of the internal and external factors that affect any business or hospitality organization.
3. Demonstrate an understanding to different ways to service the beverages.
4. Demonstrate the handling of knife in the kitchen
5. Demonstrate the various ways to cut vegetables.
6. Demonstrate an understanding the various ways of service

**COURSE INTRODUCTION AND OBJECTIVES**

This is a senior level course designed to provide complete understanding of Food and beverage in the hospitality industry.

**Module-1: Introduction**

- Introduction of Food and Beverage department, Overview of F&B in different hotels, Organizational structure,

**Module-2 Services**

- Complete service protocol, Service ethics, Types of restaurant, Handling difficult situation in restaurant,

**Module-3: Menu**

- Menu planning, design and price control, Knowledge about alcoholic and non-alcoholic beverages, Hotel room service complete knowledge, Food menus and beverage list

**Module-4: Record Keeping**

- An overview of Food and beverage control, financial aspects in F&B, Receiving, Storing and issuing, Beverage controlling, Control and keeping methods of inventory, Food and Beverage service methods

**Module-5: Restaurant Management**

- Food and beverage management in fast food and popular caterers, Consideration of opening a new outlet, Turnover ratio in a restaurant,

**Module-6: Sales and Marketing**

- Sales and marketing in food and beverage department, Managing quality in food and beverage operations,

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Bali, P. S. (2021). Food Production Operations (2nd Revised edition). OXFORD UNIVERSITY PRESS.
2. Ninemeier, J. D. N. (2018). Planning and Control for Food and Beverage Operations, (9th ed.). American Hotel & Lodging Association, Educational Institute.
3. Cichy, R. F. C., & Hickey, P. J. H. (2017). Managing Service in Food and Beverage Operations (5th ed.). American Hotel & Lodging Association, Educational Institute.
4. Singh, N. M. (2016). Training Manual for Food and Beverage Services (Vol. 1). I.K. International Publishing House Pvt Ltd.
5. Ninemeier, J. D. N. (2015). Management of Food and Beverage Operations, (6th ed.). American Hotel & Lodging Association, Educational Institute.
6. Andrews, S. (2013). Food and beverage service: A training manual. Tata McGraw-Hill Education.
7. D'Souza, E. (2012). Food and Beverage: A Practical Guide.
8. Ojugo, C. (2010). Practical food and beverage cost control. Cengage Learning.

## **THM-309(A): FOOD AND BEVERAGES MANAGEMENT (PRACTICAL) (01Credit hr)**

### **PRE-REQUISITE**

THM-103 Introduction to Tourism and Hospitality

### **LEARNING OUTCOMES**

Upon completion of this course the students will be able to:

1. Demonstrate an understanding of food and beverage management and its impacts on the various areas within hospitality organizations.
2. Demonstrate an understanding of the internal and external factors that affect any business or hospitality organization.
3. Demonstrate an understanding to different ways to service the beverages.
4. Demonstrate the handling of knife in the kitchen
5. Demonstrate the various ways to cut vegetables.
6. Demonstrate an understanding the various ways of service

### **CONTENTS**

Introduction to Food and Beverage equipment, Overview of F&B structure in different hotels, Practical of Complete service protocol, Practice Service ethics, Menu presentation, Hotel room service complete practice, Quality in food and beverage operations, Practice of Food, and beverage control, Storing and issuing procedure, Inventory controlling, how to cut vegetables, how to work in hot, cold, and pastry part of a kitchen, Practicing of dining room services, Safety measures in kitchen. Presentation and practical test.

#### **Module -1 Introduction**

- Introduction of Food and Beverage department.
- Overview of F&B in different hotels, Organizational structure.
- Complete service protocol, Service ethics.
- Types of restaurants, Handling difficult situation in restaurant.

#### **Module -2 Menu**

- Menu planning, design, and price control.
- Knowledge about alcoholic and non-alcoholic beverages.
- Hotel room service complete knowledge, Food menus and beverage list.

#### **Module -3 Record Keeping**

- Overview of Food and beverage control, financial aspects in F&B.
- Receiving, Storing, and issuing, Beverage controlling.
- Control and keeping methods of inventory, Food and Beverage service methods.

#### **Module-4 Restaurant Management**

- Food and beverage management in fast food and popular caterers.
- Consideration of opening a new outlet, Turnover ratio in a restaurant.
- Sales and marketing in food and beverage department, Managing quality in food and beverage operations.



## TEACHING – LEARNING STRATEGIES

- Lecture Based Examination
- Presentation/ Seminars
- Class Discussion
- Quizzes

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after midterm assessment. It includes:

- Classroom Participation
- Attendance, Assignments, and Presentation
- Homework
- Attitude and Behavior
- Hands-on-Activities
- Short Tests, Quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXTBOOKS & SUGGESTED READINGS:

1. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). Food and beverage management. Routledge.
2. Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and beverage service. Hachette UK.
3. Theng Loo, P. (2012). Food and beverage management for the hospitality, tourism, and event industries.
4. Miller, J. E., Hayes, D. K., & Dopson, L. R. (2002). Food and beverage cost control. Wiley.
5. Lillicrap, D. R., Cousins, J. A., & Smith, R. (1971). Food and beverage service. Edward Arnold.

**PRE-REQUISITE**

THM-305 International Relation and Tourism

**LEARNING OURCOMES**

Upon completion of this course the student will be able to:

1. Know about the challenges faced due to environmental negligence
2. Know the importance of various cultures and traditions
3. Understand the relationship between hosts and guests, and the role of the tourist as an agent for cultural change.
4. Outline how basic social-cultural principles relate to global community-oriented tourism.
5. Identify opportunities and threats within international tourism.
6. Understand the psychology of travel motivations and tourist typologies.
7. Demonstrate and understanding the various components of the tourism system on a local, state, regional, national, and international level

**COURSE INTRODUCTION AND OBJECTIVES**

To make the students familiar of the complex relationship between the environment and the development of tourism. It will also help the students to understand the challenges in sustainable tourism, devoting their full attention to cultural, regional and policy issues.

**Module-1 Introduction**

- Environment and Tourism, Culture and Tourism,
- Relationship between environmental and culture to discuss tourism

**Module-2 Environment and Tourism**

- Role of environmental ethics and tourism development
- Cultural and environmental Challenges
- Environmental impacts of tourism, analysis and evaluation
- Tourism development and natural environment

**Module-3 Environment and Sustainability**

- Regional Issues, Economic issues, Environmental issues, the economic value of nature
- Sustainable tourism in mountain areas

**Module-4 Landscapes of tourism:**

- A cultural geographic perspective Environmental and cultural tourism resources: Problems and implications for their management

**Module-5 Tourism and urban life:**

- Critical analysis, Climate change, Natural disaster and tourism
- Tourist development and environmental protection in Pakistan Presentations

**Module-6 Environmental and cultural tourism resources:**

- Problems and implications for their management, Tourism and urban life: Critical analysis, Climate change, Natural disaster and tourism
- Tourist development and environmental protection in Pakistan Presentations
- Writing a Report

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Mason, P. (2020). Tourism impacts, planning and management. Routledge.
2. Alexander, D. (2018). Natural disasters. Routledge.
3. Holden, A. (2016). Environment and tourism. Routledge.
4. Briassoulis, H., & Van Der Straaten, J. (Eds.). (2013). Tourism and the environment: regional, economic, cultural and policy issues (Vol. 6). Springer Science & Business Media.
5. Holden, A., & Fennell, D. A. (Eds.). (2012). The Routledge handbook of tourism and the environment. Routledge.

**PRE-REQUISITE**

THM-206 Project Management

**LEARNING OUTCOMES**

On completion of the course the students will be able to:

1. Use research methods to solve problems
2. Evaluate research related problems to determine the base problem and identify alternative solutions.
3. Use qualitative and quantitative methods for analysis.
4. Know the role of research in Tourism Management.
5. Know research concept in a multidisciplinary context.
6. Write reports on the basis of research.

**COURSE INTRODUCTION AND OBJECTIVES**

The aim of this course is to provide students with the basic tools for planning and conducting simple research projects and reporting on them. It starts with a simple approach on how to plan a research project and implement it by applying the appropriate method in a multidisciplinary context, relevant to tourism.

**Module-1: Introduction**

- How to choose a topic, objectives, etc.
- Planning a research project and transforming it into a proposal

**Module-2: Literature Review**

- Deep knowledge of literature review, the research concept in a multidisciplinary context

**Module-3: Methodology**

- Range of research methods / methodologies, Primary and secondary data
- Sampling and survey, Qualitative and quantitative methods in Research
- Research plans and Proposal, Survey Analysis
- Approaches and dimensions in research

**Module-4: Research Report Writing**

- Writing a research Report
- Report Formats
- Parts of Report

**ASSIGNMENTS–TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Veal, A. J. (2021). Research Methods for Leisure and Tourism (4th ed.). Prentice Hall.
2. Veal, A. J. (2017). Research methods for leisure and tourism. Pearson UK.
3. Vasant, P., &Kalaivanthan, M. (2017).Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry (Advances in Hospitality, Tourism, and the Services Industry).IGI Global Publishers USA.
4. Faulkner, B. (2006). Aspects of Tourism: Progressing Tourism Research (First Indian Edition).
5. Finn, M., Elliot-White, M., & Walton, M. (2000). Research Methods for Leisure and Tourism: Data Collection, Analysis and Interpretation.

## **THM-312 HOSPITALITY SERVICE CENTRE MANAGEMENT (02 Credit hrs)**

### **PRE-REQUISITE**

THM-304 Hospitality Operations

### **LEARNING OUTCOMES**

On completion of the course the students will be able to:

1. Organizational behavior of service centres
2. Differentiation between products and services.
3. Use qualitative and quantitative methods for decision making.
4. Know the role of service protocols in Hospitality Sectors.

### **COURSE INTRODUCTION AND OBJECTIVES**

The aim of this course is to provide students with the basic tools for planning and conducting management in service centers. It starts with a simple approach on how to serve guests and the implementing different strategies to manage service centres.

#### **Module-1:**

- Introduction, The metamorphosis of service

#### **Module-2:**

- The nature of service, service quality

#### **Module-3:**

- Understanding and engaging customers

#### **Module-4:**

- Service vision, service design, service encounter

#### **Module-5:**

- Service Marketing: Managing customer's experiences and relationships.

#### **Module-6:**

- Service Guarantees, Service Failure, Service recovery

#### **Module-7:**

- Managing and engaging employees in service organizations.

#### **Module-8:**

- Leadership for service organization.

### **ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Ph.D., R. J. S., & Chase, D. M. (2016). Hospitality Services (Fourth Edition). Goodheart-Willcox.
2. Ph.D., R. J. S. (2009). Hospitality Services: Food & Lodging (2nd ed.). Goodheart-Willcox.
3. Laws, E. (2004). Improving tourism and hospitality services. CABI.

**PRE-REQUISITE**

THM-507 Tourism / Hospitality Field Tour

**LEARNING OUTCOMES**

This course emphasizes on the practical aspects of a visit. Students will be visiting the real world hotels/restaurants/ tourist places to gain the real world experience. Details will be submitted in the form of a tour report.

**COURSE INTRODUCTION AND OBJECTIVES**

Introduction to Tourism and hospitality Field Trip, How to conduct a Tour, Pre-Planning for a tour, Organizing a tour, SWOT analysis, PEST analysis, Conducting a survey, How to write a report, Presentation skills.

1. To visit the real world with the real world experience
2. To understand tour operations
3. To understand budget making and tourists handling

**ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- Classroom participation,
- Attendance, assignments and presentation,
- Homework
- Attitude and behavior,
- Hands-on-activities,
- Short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Field Visit	50%	It takes place at any point during the semester
2.	Report Writing	25%	Students have to submit their visit report within one week after the field visit.
3.	Viva Voce on Field Report	25%	It takes place after the submission of Field Tour Report.



## FOURTH YEAR, SEVENTH SEMESTER

Code	Course Title	C.H.	Course Type
HQ-007	Translation of Holy Quran	Non Credit	Compulsory
THM-401	General-VII: Human Resource Management	03	General
THM-402	Foundation-VIII: Event Management (Theory)	02	Foundation
THM-402(A)	Foundation-VIII: Event Management (Practical)	01	Foundation
THM-403	Foundation-IX: Food Safety and HACCP (Theory)	02	Foundation
THM-403(A)	Foundation-IX: Food Safety and HACCP (Practical)	01	Foundation
THM-404	Elective-II: Air Travel Management (Theory)	02	Elective
THM-404(A)	Elective-II: Air Travel Management (Practical)	01	Elective
THM-405	Elective-III: Tourism Planning and Development	03	Elective
THM-406	Major-XIV: Tourism / Hospitality Field Tour	01	Major
<b>Total Credit hours</b>		<b>16</b>	

PRE-REQUISITE: HQ-006

**SYLLABUS OUTLINE****سورة الزمر تا سورة ق****ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

**PRE-REQUISITE**

THM-104 Principal of Management

**LEARNING OUTCOMES**

Upon completion of this course the students will be able to have:

1. An understanding of Human resources management in the hospitality industry.
2. An understanding recruitment and selection process.
3. An understanding of the organizational culture in the hospitality industry
4. Complete understanding of the difference between job description and job specification
5. Skills to motivate the employees
6. The understanding of legal aspects in the hospitality industry

**COURSE INTRODUCTION AND OBJECTIVE**

This is a senior level course designed to provide a complete understanding of employee's management in the tourism and hospitality industry. The primary goal is to teach students the management in hotels, restaurants, and in tourism department.

**Module-1: Introduction**

- Introduction of HR in hospitality industry
- Human resource major activities
- Organizational structure of a hotel

**Module-2: Policies and Hiring Process**

- HR policies and practices in the hospitality industry
- Advertising a job
- Complete process of hiring and firing
- Recruitment and selection process
- Different theories and team building, Job description, Job specification, conducting interview
- Organizational culture and HRM
- Equal opportunities and managing diversity
- Local and international prospect in recruitment

**Module-3: Training and Development**

- Training and development
- Performance management and performance appraisal
- Reward Strategies in tourism and hospitality industry
- Employee relations, involvement and participation as one team

**Module-4: Role of Unions**

- Role of labor unions and their link in tourism industry
- Common law regarding negligent hiring and employees rights, Application, background check and interviews
- Employee motivation through quality leadership

- Effective communication and feedback
- Discuss vital aspects of human resource
- Case study, Writing a report, Presentation

### **ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### **ASSESSMENT AND EXAMINATIONS:**

<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### **RECOMMENDED TEXT BOOKS & SUGGESTED READINGS**

1. Chesser, J. W. (2017). *Human Resource Management in a Hospitality Environment*. Apple Academic Press.
2. Fonseca, D. (2016). *Human Resources Management in the Hospitality Industry (Vol. 1)*. Scitus Academics LLC.
3. Nickson, D. (2013). *Human Resource Management for the Hospitality and Tourism Industries (2nd ed.)*. Routledge.

**PRE-REQUISITE**

THM-304 Hospitality Operations

**LEARNING OUTCOMES**

Upon completion of this course the student will be able to:

1. know the kind of events organized in the market
2. know the business approach of an event
3. know the financial and budgeting to organize an event
4. know the human resource management for an event
5. know the marketing tactics of an event
6. practice and managing an event

**COURSE INTRODUCTION AND OBJECTIVES:**

This is a senior level course designed to build the overall an understanding of event management in hospitality and tourism industry. This course will give the students the complete over view to organize an event. Students will be taught the main Strategies in the event industry. They will learn about the key elements to organize a successful event.

**Module-1: Introduction**

- Introduction to Events, Current market demand and organizing an event, Event: a successful business approach

**Module-2: Event Analysis**

- Relationship between Hospitality and Event Management
- Role of social, economic and political factors

**Module-3: Event Planning**

- Detailed planning of an event, Event tourism planning
- Marketing of an event
- Financial management and budget control
- Event logistic and Supplies
- Organizing a team during an event

**Module-4: Event Management**

- Time management during an event
- Suitable location for an event
- Complete analysis, Check list of venue requirements
- Complete details about guest, Food and Beverages for an event
- Farewell and follow up
- Event practical
- Writing a Report

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Ferdinand, N., &Kitchin, P. J. (2022). Events Management: An International Approach (Third ed.). SAGE Publications Ltd.
2. Conway, D. G. (2020). The Event Manager's Bible 3rd Edition: The Complete Guide to Planning and Organising a Voluntary or Public Event (3rd ed.). Robinson.
3. Parry, B., & Shone, A. (2019). Successful Event Management: A Practical Handbook (5th edition). Cengage Learning EMEA.
4. Raj, R., Walters, P., & Rashid, T. (2017). *Events management: principles and practice*. Sage.
5. Jones, M. (2017). *Sustainable event management: A practical guide*. Routledge.
6. Pielichaty, H., Els, G., Reed, I., &Mawer, V. (2017). *Events project management*. Routledge..
7. Genadinik, A. (2017). *Event Planning: Management & Marketing for Successful Events*. Createspace independent publishing platform.

**PRE-REQUISITE**

THM-304 Hospitality Operations

**LEARNING OUTCOMES**

Upon completion of this course the student will be able to:

1. know the kind of events organized in the market
2. know the business approach of an event
3. know the financial and budgeting to organize an event
4. know the human resource management for an event
5. know the marketing tactics of an event
6. practice and managing an event

**COURSE INTRODUCTION AND OBJECTIVES:**

This is a senior level course designed to build the overall an understanding of event management in hospitality and tourism industry. This course will give the students the complete over view to organize an event. Students will be taught the main Strategies in the event industry. They will learn about the key elements to organize a successful event.

**Module-1: Planning of an Event**

- Pre-planning of an event regarding demands and equipment of an event

**Module-2: Visit of Events**

- Industrial visits regarding marketing and planning of an event.

**Module-3: Organizing an Event**

- Organizing an event on pilot scale to elaborate different parts of event

**Module-4: Post Event Planning**

- Evaluate your event organized by your group draw backs of event and presenting your event on multimedia

**ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Ferdinand, N., &Kitchin, P. J. (2022). *Events Management: An International Approach* (Third ed.). SAGE Publications Ltd.
2. Conway, D. G. (2020). *The Event Manager's Bible 3rd Edition: The Complete Guide to Planning and Organising a Voluntary or Public Event* (3rd ed.). Robinson.
3. Parry, B., & Shone, A. (2019). *Successful Event Management: A Practical Handbook* (5th edition). Cengage Learning EMEA.
4. Raj, R., Walters, P., & Rashid, T. (2017). *Events management: principles and practice*. Sage.
5. Jones, M. (2017). *Sustainable event management: A practical guide*. Routledge.
6. Pielichaty, H., Els, G., Reed, I., &Mawer, V. (2017). *Events project management*. Routledge..
7. Genadinik, A. (2017). *Event Planning: Management & Marketing for Successful Events*. Createspace independent publishing platform.



**PRE-REQUISITE**

THM-309 Food and Beverages Management

**LEARNING OUTCOMES:**

On completion of the course the students will be able to:

1. Provide a comprehensive overview of the application of HACCP principles for the development of HACCP based systems within food businesses.
2. Examine the role of good hygiene practices as a foundation for HACCP based food safety management systems
3. Consider the design and management requirements associated with the application of HACCP based food safety management systems in food businesses.
4. Enhance the skills required for the assessment of HACCP based food safety management systems.
5. Evaluate hazards and critical control points to create a HACCP plan

**COURSE INTRODUCTION AND OBJECTIVES**

This course aims to develop the skills required for promoting and advising on the use of HACCP based food safety management systems, for assessing the integrity and effectiveness of such systems and actions to be considered where audit identifies deficiencies or failures in the food safety management system.

**Module-1: Introduction**

- Background and current status of HACCP,
- Basics of food safety using the HACCP system,
- Presenting the core knowledge,
- Skills and abilities that retail foodservice employees need to prevent accidental or deliberate food contamination

**Module-2: HACCP system**

- Structure and preventive approach to design a food safety management system
- Principles of HACCP
- Benefits and limitations of HACCP

**Module-3: Hazard analysis**

- Systematic and detailed approach to Hazard analysis
- The HACCP structure and documentation format
- Preparation and implementation of HACCP Plan

**Module-4: Scope of HACCP**

- Purpose and scope of assessing HACCP with in food industry
- Food safety and food defense standard operating procedures
- Verification and keeping records of HACCP activities

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS

1. M.K. Mukundan, (2017). Food Safety for Food Business Operators: Food Safety and HACCP., 1<sup>st</sup> Ed., Independently Published.
2. Jeffrey T. B., (2017). FSMA and Food Safety Systems: Understanding and Implementing the Rules. 1<sup>st</sup> Ed., John Wiley & Sons Ltd.
3. Yasmine M., HUUB L., (2014). Food Safety Management: A Practical Guide for the Food Industry. 1<sup>st</sup> Ed., Elsevier Inc.
4. Ronald F. C., (2008). Food Safety- Managing with the HACCP system. 2<sup>nd</sup> Ed., American Hotel & Lodging Educational institute.
5. Tara P. (2011). HACCP Food Safety Employee Manual. 1<sup>st</sup> Ed., Prentice Hall.
6. Arduser L., D. R. Brown., (2005), HACCP & Sanitation in Restaurants and Food Service Operations, Atlantic Publishing Company (FL).

## **THM-403(A): FOOD SAFETY AND HACCP (PRACTICAL) (01 Credit hr)**

### **PRE-REQUISITE**

THM-309 Food and Beverages Management

### **LEARNING OUTCOMES:**

On completion of the course the students will be able to:

- To provide a comprehensive overview of the application of HACCP principles for the development of HACCP based systems within food businesses.
- To examine the role of good hygiene practices as a basic courses for HACCP based food safety management systems
- To consider the design and management requirements associated with the application of HACCP based food safety management systems in food businesses.
- To enhance the skills required for the assessment of HACCP based food safety management systems.
- Evaluate hazards and critical control points to create a HACCP plan

### **CONTENTS:**

This course aims to develop the skills required for promoting and advising on the use of HACCP based food safety management systems, for assessing the integrity and effectiveness of such systems and actions to be considered where audit identifies deficiencies or failures in the food safety management system.

#### **Module-1:Introduction**

- Background and status of HACCP, basics of food safety using the HACCP system.
- Presenting the core knowledge, skills, and abilities that retail foodservice employees need to prevent accidental or deliberate food contamination.

#### **Module-2:HACCP system**

- Structure and preventive approach to design a food safety management system.
- Principles of HACCP, Benefits, and limitations of HACCP.

#### **Module-3:Hazard analysis**

- Systematic and detailed approach to Hazard analysis.
- HACCP structure & documentation format, Preparation, implementation of HACCP Plan.

#### **Module-4:Scope of HACCP**

- Purpose and scope of assessing HACCP within food industry, food safety and food defense.
- Standard operating procedures, verification and keeping records of HACCP activities.

### **TEACHING – LEARNING STRATEGIES**

- Lecture Based Examination
- Presentation/ Seminars
- Class Discussion
- Quizzes

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after midterm assessment. It includes:

- Classroom Participation
- Attendance, Assignments, and Presentation
- Homework
- Attitude and Behavior
- Hands-on-Activities
- Short Tests, Quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXTBOOKS & SUGGESTED READINGS

1. Motarjemi, Y., & Lelieveld, H. (Eds.). (2013). Food safety management: a practical guide for the food industry. Academic Press.
2. Barach, J. T. (2016). FSMA and food safety systems: Understanding and implementing the rules. John Wiley & Sons.
3. Paster, T. (2007). The HACCP food safety employee manual. John Wiley & Sons.
4. Arduser, L., & Brown, D. R. (2005). HACCP and Sanitation in Restaurants and Food Service Operations. Atlantic Publishing Company.

**PRE-REQUISITE**

THM-204 Travels and Tour Operations

**LEARNING OUTCOMES:**

Upon completion of this course the student should:

1. Be able to understand the evolution of travel agency business in the world
2. Be able to understand the business opportunities in travel agency and tour operation
3. Be familiar with the operational areas of travel agency and tour operation
4. Be able know the procedures for starting a travel agency and tour operation

**COURSE INTRODUCTION AND OBJECTIVES**

The course aims is to give an understanding about the evolution of travel agency business in the world; understand the business opportunities in travel agency and tour operation, be familiar with the operational areas of travel agency and tour operation, know the procedures for starting a travel agency and tour operation

**Module-1: Travel Trade-Historical Perspectives**

- Introduction, Origin of travel agency business
- Thomas cook and its origin
- Establishment of modern travel agency
- Travel innovation

**Module-2: Travel Agency-A Retailing Point of tourism**

- Whole-sale travel agency
- Retail travel agency

**Module-3: Types of Travel agencies**

- Full service agency, commercial agency, implant agency, Group/Incentive agency, online travel agency

**Module-4: Roles of Service and Travel agency**

- Travel agency operations, operations as service, travel agency and tour operations

**Module-5: Linkage and Integration in Travel Trade**

- Meaning of linkage and integration, consolidation of market
- Horizontal integration, vertical integration

**Module-6: Changing Scenario of Travel Trade**

- Factor Influencing travel business
- Pro-active role of travel trade association
- Demands for air travel

**Module-7: Setting up a Travel Agency**

- Selection of office premises, technological gadgets, paid-up capital, accounts management

**Module-8: Diversification of Travel Agency**

- Significance of diversification, diversification strategies, concentric diversification, conglomerate diversification

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Graham, A., & Dobruszkes, F. (Eds.). (2019). *Air Transport—A Tourism Perspective*. Elsevier.
2. Halpern, N., & Graham, A. (2018). *Introduction to The Routledge Companion to Air Transport Management* (pp. 1-8). Routledge.
3. Cook, G. N., & Billig, B. G. (2017). *Airline operations and management: a management textbook*. Routledge.

**PRE-REQUISITE**

THM-204 Travels and Tour Operations

**LEARNING OUTCOMES:**

Upon completing this course students will be able to:

- Explain the basic laws and conventions governing air transport
- Recognize the civil aviation global framework and air transportation main actors
- Assess the respective roles and functions of civil aviation authorities, airlines, airports and ANSPs
- Describe aviation technological innovations and best practices
- Demonstrate more effective management and presentation skills
- Apply leadership principles and practices

**COURSE INTRODUCTION AND OBJECTIVES**

The course aims is to give an understanding about the evolution of travel agency business in the world; understand the business opportunities in travel agency and tour operation, be familiar with the operational areas of travel agency and tour operation, know the procedures for starting a travel agency and tour operation

**Module 1: Aviation law and regulation**

- Introduction
- Air law
- Aviation law
- International air law
- International convention law
- Sovereignty of territorial airspace
- Chicago Convention 1944
- Freedoms of the air
- The International Civil Aviation Organization (ICAO)
- Warsaw Convention 1929
- Montreal Convention 1999
- Differences between the Warsaw and Montreal conventions
- International carriage by air
- Globalization of aviation

**Module 2: The Airport-Airline Relationship**

- Introduction
- The Contemporary Airport-Airline Relationship
- Airport perspectives on the airport-airline relationship
- Airline perspectives on the airport-airline relationship

**Module 3: Airline Business Model**

- Introduction
- Airline Business models
- The FSNC Response
- Strategic alliances
- Non-aligned carriers
- Airline Failure

## Module 4: Airline Pricing Strategies

- Introduction
- Pricing
- Revenue Management
- Point-to-Point Revenue Management
- Connecting passenger revenue Management
- Other revenue management considerations

### ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Graham, A., & Dobruszkes, F. (Eds.). (2019). *Air Transport—A Tourism Perspective*. Elsevier.
2. Halpern, N., & Graham, A. (2018). *Introduction to The Routledge Companion to Air Transport Management* (pp. 1-8). Routledge.
3. Cook, G. N., & Billig, B. G. (2017). *Airline operations and management: a management textbook*. Routledge.



**PRE-REQUISITE**

THM-202 Sustainable Tourism

**LEARNING OUTCOMES:**

Upon completion of this course the student should:

1. Be able to understand the theories of developments
2. Be able to critically evaluate new forms of tourism
3. Be able to understand the benefits and professional status of tourism development
4. Be able to apply the knowledge of a variety of interpretations and approaches of development, in a number of case studies.
5. Be able to apply knowledge of sustainable development to management practices.
6. Be able to understand the sound professional practice in the development of management of sustainable opportunities.

**COURSE INTRODUCTION AND OBJECTIVES**

The course has been designed for the students to enable them meet the existing global challenges of achieving a sustainable growth in a competitive environment of Tourism industry.

**Module-1: Introduction**

- Tourism as a multidisciplinary subject, tourism planning and geographical imagination, Planning, Development.

**Module-2: Globalization**

- Tourism in a shrinking world, uneven an unequal development
- Development and global change
- Development and third world

**Module-3: Power and Tourism**

- Power play, the political economy of third world tourism
- Tourism as a domination, alternative critiques for alternative tourism

**Module-4: Development and Sustainability**

- Mass tourism and the origins of new forms of tourism, Resulting problems and rise of new forms of tourism
- The principles of sustainability
- The tools of sustainability

**Module-5: Socio-Environmental Development**

- New socio-environmental movements,
- Environmentalism and new forms of tourism,
- Environmentalism and power

**Module-6: Industrialization**

- Trade and tourism, size and structure of tourism industry
- Redefining development and sustainability

**Module-7: Governance, Government and Tourism**

- The politics of tourism, Globalization and the politics of external influences
- Sustainable tourism as political discourse.

## Module-8: Climate change and Development

- Mitigating the impact of tourism on climate
- The de-growth agenda, adapting the new agenda of development

### ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Topler, J. P. (2021). Review of the book entitled Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations edited by Marko Koščak and Tony O'Rourke. *Tims. Acta: naučničasopisza sport, turizam i velnes*, 15(1).
2. Edgell, D. L. (2019). *Managing sustainable tourism: A legacy for the future*. Routledge.
3. Dmitriyevna., (2015). *Tourism and Hotel Development*.

**PRE-REQUISITE**

THM-313 Tourism/Hospitality Field Tour

**LEARNING OUTCOMES**

This course emphasizes on the practical aspects of a visit. Students will be visiting the real world hotels/restaurants/ tourist places to gain the real world experience. Details will be submitted in the form of a tour report.

**COURSE INTRODUCTION AND OBJECTIVES**

Introduction to Tourism and hospitality Field Trip, How to conduct a Tour, Pre-Planning for a tour, Organizing a tour, SWOT analysis, PEST analysis, Conducting a survey, How to write a report, Presentation skills.

1. To visit the real world with the real world experience
2. To understand tour operations
3. To understand budget making and tourists handling

**ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- Classroom participation,
- Attendance, assignments and presentation,
- Homework
- Attitude and behavior,
- Hands-on-activities,
- Short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Field Visit	50%	It takes place at any point during the semester
2.	Report Writing	25%	Students have to submit their visit report within one week after the field visit.
3.	Viva Voce on Field Report	25%	It takes place after the submission of Field Tour Report.

**FOURTH YEAR, EIGHT SEMESTER**

<b>Code</b>	<b>Course Title</b>	<b>C.H.</b>	<b>Course Type</b>
HQ-008	Translation of Holy Quran	01	Compulsory
THM-407	Fundamental of Baking (Theory)	02	Elective
THM-407(A)	Fundamental of Baking (Practical)	01	Elective
THM-408	Conflict Resolution and Human Behavioral Management	03	Elective
THM-409	Ecotourism	03	Foundation
THM-410	Thesis/Viva Voce Examination	06	Major
<b>Total credit hours</b>		<b>16</b>	

PRE-REQUISITE: HQ-007

**SYLLABUS OUTLINE****سورة الزاريات تا سورة الناس****ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

**ASSESSMENT AND EXAMINATIONS:**

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

**PRE-REQUISITE**

THM-209 Culinary Arts

**LEARNING OUTCOMES**

A graduate of this major should be able to:

1. Demonstrate core concepts in baking theory and methodology through hands-on development and sensory analysis of American and European style baking and pastry products.
2. Illustrate advanced classical and contemporary pastry and confectionery techniques in the planning, development, execution, and evaluation of products, menus, and creative presentations.
3. Research and distinguish effective restaurant and patisserie operations including sustainable facilities, equipment, and evolving technologies.
4. Employ leadership and supervision concepts with an emphasis on communication, cultural diversity, and positive guest relations.

**COURSE INTRODUCTION AND OBJECTIVES**

Preparing students to be baking and pastry professionals through hands-on experience and the development of competency based skills while emphasizing management and creativity.

**Module 1: Introduction**

- History of Bakery and Confectionery - Present Trends - Prospects - Nutrition facts of Bakery & Confectionery goods

**Module 2: Raw materials used in Bakery**

- Flour - Types of flour - Flour characteristics - Water - Sources - Functions - Usage of Water; Salt - Role of Salt, Yeast, Yeast Production
- Enzymes - their functions in dough
- Sugar and Milk - Properties and Role of milk and Sugar in Bakery

**Module-3: Leavening agents**

- What are leavening agents? - Different Leavening agents - their functions in Baking Industry

**Module-4: Setting materials - types - their function in baking**

- Cocoa and Chocolate, Bakery unit operations including mixing - fermentation - Proofing - baking.

**Module-5: Biscuits**

- Ingredients - Types of biscuits - Processing of biscuits - faults & Remedies
- Cream crackers, soda crackers, wafer biscuits & matzos, puff biscuits
- Hard sweet, Semi Sweet and Garibaldi fruit sandwich biscuit
- Short dough biscuits, Wafers

**Module-6: Cakes - types**

- Ingredients - Processing of cakes - Problems - Remedies
- Pizza and pastries - their ingredients and Processing

### Module 7: Setting up of a Bakery Unit

- Bakery equipment required - types - Selection – Maintenance - Bakery norms and Standards

### Module 8: Basic technical considerations of confectionery

- Types of confectionery
- TSS, pH, Acidity and ERH - Quality and standards/Regulations to be followed in the Bakery Industry and packaging requirements
- Quality and standards/regulations to be followed in the confectionery Industry and packaging requirements

### ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after midterm assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- Short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Marilyn M., (2016). A Beginners Guide to Baking Bread. The Urban Homemaker.
2. Friberg, B. (2014). *professional pastry chef*. Van Nostrand Reinhold Co
3. E. Miller.,(2014). Enjoy Yeast Breads. Utah State University Extension.USU.

## **THM-407(A): FUNDAMENTALS OF BAKING (PRACTICAL) (01 Credit hr)**

### **PRE-REQUISITE**

THM-209 Culinary Arts

### **LEARNING OUTCOMES**

- Demonstrate core concepts in baking theory and methodology through hands-on development and sensory analysis of American and European style baking and pastry products.
- Illustrate advanced classical and contemporary pastry and confectionery techniques in the planning, development, execution, and evaluation of products, menus, and creative presentations.
- Research and distinguish effective restaurant and patisserie operations including sustainable facilities, equipment, and evolving technologies.
- Employ leadership and supervision concepts with an emphasis on communication, cultural diversity, and positive guest relations.

### **CONTENTS:**

Preparing students to be baking and pastry professionals through hands-on experience and the development of competency-based skills while emphasizing management and creativity. To know concepts and methodology of baking. To provide knowledge about confectionery techniques. To be able to prepare bakery products.

#### **Module-1 Introduction**

- History of Bakery and Confectionery - Present Trends
- Prospects - Nutrition facts of Bakery & Confectionery goods

#### **Module-2 Raw materials used in Bakery**

- Flour - Types of flour - Flour characteristics
- Water - Sources - Functions - Usage of Water; Salt - Role of Salt, Yeast, Yeast Production
- Enzymes - their functions in dough 4. Sugar and Milk - Properties and Role of milk and Sugar in Bakery

#### **Module-3 Leavening agents & Bakery Products**

- Leavening agents - Different Leavening agents - their functions in Baking Industry,
- Cocoa and Chocolate 8. Bakery unit operations including mixing - fermentation - Proofing - baking.

#### **Module-4 Biscuits & Cakes**

- Biscuits - Processing of biscuits - faults & Remedies, Cream crackers, soda crackers, wafer biscuits & matzos, puff biscuits, hard sweet, Semi Sweet, sandwich biscuit
- Processing of cakes, Problems, Remedies & pastries ingredients & Processing
- Bakery equipment required - types - Selection - Maintenance - Bakery norms.



## TEACHING – LEARNING STRATEGIES

- Lecture Based Examination
- Presentation/ Seminars
- Class Discussion
- Quizzes

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after midterm assessment. It includes:

- Classroom Participation
- Attendance, Assignments, and Presentation
- Homework
- Attitude and Behavior
- Hands-on-Activities
- Short Tests, Quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

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3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXTBOOKS & SUGGESTED READINGS:

1. Bo Friberg, Amy Kemp Friberg.2018. The Professional Pastry Chef.4<sup>th</sup> Edition.John Wiley & Sons.Incorporation.
2. Marilyn Moll.2016. A Beginners Guide to Baking Bread.The Urban Homemaker.
3. Elna Miller. 2014. Enjoy Yeast Breads. Utah State University Extension.USU.

# THM-408 CONFLICT RESOLUTION AND HUMAN BEHAVIORAL MANAGEMENT

(03 Credit hr)

## PRE-REQUISITE

THM-401 Human Resource Management

## LEARNING OUTCOMES

The student will be able to

1. Understand the basic issues that affect behavior
2. Understand, manage and change their own behavior, as well as influence the behavior of others.
3. Understand the sense of motivational behavior during a conflict
4. Understanding core behavior principles

## COURSE INTRODUCTION AND OBJECTIVES

Organizational behavior is not just a field study, it's a practical discipline that enables us to act effectively and responsibly

### **Module 1: Introduction**

- Organizational behavior as a way of thinking and acting
- The roots of organizational behavior, more recent development in organizations

### **Module 2: Fostering Creativity and Innovations**

- Characteristics of creative individuals
- Conceptual skills and abilities
- Creativity as behavior, enhancing creativity

### **Module 3: Managing Issues**

- Symptoms of stress
- Stress inventory sources of stress
- The consequences and cost of stress
- Sources of stress on the job

### **Module 4: Decision Making**

- Generating alternatives
- Models of decision making
- Techniques of assisting to make decision

### **Module 5: Motivation and Engagements:**

- Motivation, changing perspective of motivation, Trust and engagement

### **Module 6: Communicating with others:**

- Communicating effectively with others, improving interpersonal communication, specialized forms of communications, exploring diversity and intercultural communication

## Module 7: Team Work

- Assessing team performance, getting to know your team, team effectiveness

## Module 8: Managing Conflicts:

- Behaving during conflicts, effectiveness of conflicts strategies for Negotiations

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after midterm assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- Short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
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3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Sapolsky, R. M. (2017). *Behave: The biology of humans at our best and worst*. Penguin.
2. Maria K., (2016) .*The Conflict Game*.
3. Susan R., (2012).*Conflict Management for Managers: Resolving Workplace, Client and Policy repute*.
4. Deutsch, M., Coleman, P. T., & Marcus, E. C. (Eds.). (2011). *The handbook of conflict resolution: Theory and practice*. John Wiley & Sons.

**PRE-REQUISITE**

THM-310 Environmental and Cultural Issues

**LEARNING OUTCOMES:**

Upon completion of this course the student should be able to:

1. Understand the theories of ecotourism experience
2. Critically evaluate ecotourism business operations and planning contexts
3. Understand the benefits and professional status of ecotourism
4. Apply the knowledge of a variety of interpretations and approaches to ecotourism, in a number of case studies.
5. Apply knowledge of sustainable ecotourism to management practices.
6. Understand the sound professional practice in the development of management of ecotourism opportunities.

**COURSE INTRODUCTION AND OBJECTIVES**

The course has been designed for the students to enable them meet the existing global challenges of achieving a sustainable growth in a competitive environment of Tourism industry.

**Module-1: Introduction**

- Introduction and general overview, Context and definitions of Ecotourism
- Types of Ecotourism

**Module-2: Principles of Tourism**

- Alternative and mass tourism
- Principles and philosophies of Ecotourism
- Ecotourism Resources
- Protected areas in ecotourism

**Module-3: Ecotourism Products**

- Identifying and describing ecotourism products
- Components of Ecotourism
- Impacts of Ecotourism
- Resources required for Eco and Urban Tourism, Ecotourism practices

**Module-4: Ecotourism Planning**

- Environmental and ecological Impacts of ecotourism
- Ecotourism Markets, Clients, and Motivation, Community based ecotourism
- Ecotourism Developments, Developing an Ecotourism product
- Ecotourism in the national and Global context

## ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
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3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Fennell, D. A. (2020). *Ecotourism*. Routledge.
2. Blumstein, D. T., Geffroy, B., Samia, D. S., & Bessa, E. (2017). Ecotourism's promise and Peril. *Springer Int. Publ. DOI, 10, 978-3*.
3. Wegner, A. (2010). Ecotourism and environmental sustainability: Principles and practice. *International Journal of Contemporary Hospitality Management*.
4. Weaver, D. (2008). *Ecotourism*. 2<sup>nd</sup> Ed., Wiley & Sons.

**SYLLABUS OUTLINE**

Research work includes original research work, data collection, data analysis and compilation in the form of thesis.

**MODULE AIM**

To acquaint the students with the practical understanding of research and thesis writing according to the proper format.

**LEARNING OUTCOMES**

Students will be trained to carry out and conduct extensive research work, process and analyze the data and present it in the form of thesis.

**Assessment Strategies**

- Quality of Thesis
- Viva Voce Examination

**Distribution of Marks**

- Thesis and viva voce: 100%

**RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:**

As suggested by the supervisor