

UNIVERSITY OF THE PUNJAB

NOTIFICATION

It is hereby notified that the Syndicate at its meeting held on 17-12-2022 has approved the recommendations of the Academic Council made at its meeting dated 24-11-2022 regarding approval of the Syllabi and Courses of Reading for BS (04 year) Degree Program in Tourism and Hospitality Management Program at the College of Earth and Environmental Sciences w.e.f. the Academic Session, 2021.

The Syllabi and Courses of Reading for BS Tourism and Hospitality Management is attached herewith as Annexure 'A'.

Admin. Block,
Quaid-i-Azam Campus,
Lahore.
No. D/ 758 /Acad.

Sd/-
SHAHID JAVED
Registrar

Dated: 31- 01 /2023.

Copy of the above is forwarded to the following for information and further necessary action: -

1. Dean, Faculty of Geo Sciences.
2. Principal, College of Earth and Environmental Sciences.
3. Controller of Examinations
4. Director, IT for placement at the website
5. Admin Officer (Statutes)
6. Secretary to the Vice-Chancellor.
7. PS to the Registrar.
8. Assistant Syllabus.


Assistant Registrar (Academic)
for Registrar

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

Program Title: 04 Year BS Degree in Tourism and Hospitality Management

Department: College of Earth and Environmental Sciences

Faculty: Science

1. Department Mission

The mission of the College is to groom the students into responsible and honest citizens and skilled professionals trained in their respective fields to serve the nation. Character building and moral training is an integral component of student-teacher relationship. student life in the College provides the students with all possible opportunities to acquire the most dynamic personalities with leadership qualities. Academically excellent and experienced faculty members are involved in teaching and research in the CEES. Classes are regularly held, well supplemented with laboratory work and observations in the field.

2. Introduction

The College of Earth and Environmental Sciences, University of the Punjab, Lahore is presently offering multidisciplinary degree program i.e. BS, M.Sc., MS, M.Phil. and Ph.D. degree programs in the disciplines of Environmental Sciences, Applied Hydrology, Tourism & Hospitality Management, Geomatics and Occupational Health and Safety Management. The purpose of these courses is to produce graduates in these emerging disciplines with the insight and knowledge to serve the nation for attaining environmentally sustainable development in the country

Environmental changes, like desertification, silting of dam reservoirs, water logging, salinity and contamination of land as well as surface and groundwater, have created problems related to tourism. Over exploitation of resources has adversely impacted the tourism destinations and we are facing the danger of degradation and destruction of ecological infrastructure that is essential for sustainable tourism.

In Pakistan, as elsewhere in developing countries, environmental degradation is occurring due to heavy industrialization concentrated in narrow zones, specially hospitality industry.

Keeping in view the importance and the growing demands for training manpower in the emerging discipline, the College of Earth and Environmental Sciences has been established in the University of the Punjab in 2005. The new building of the College was completed in November 2008, featuring spacious rooms, moderately equipped laboratories, a library and large grounds.

3. Program Introduction

Bachelors' Science in Tourism & Hospitality Management has been designed after extensive feedback from the local and international employers of hospitality; travel and tourism industry and research work on the human resource need and requirement of the industry. Bachelors in Hospitality Management will be a four year program, covering all key areas of the hospitality management and operations, offering a vertical mobility path to Master's in Hospitality & Tourism Management. This qualification leads to employment and self-employment opportunities for the graduates. Since the industry is global and expanding with every passing day, it has twofold employment opportunities; local and international. The program will focus on optimal realization of the potential of students. It will develop and train professionally-qualified and competent hospitality professionals through a rigorous training process, which will equip the students with soft skills, technical knowledge, positive mental attitude and work ethics to serve the hospitality, travel & tourism industry internationally.

4. Program Objectives

This program will prepare students for an entry level position at management level in the international hospitality, travel and tourism industry. It covers all major management areas of the hospitality management equip them to get work ready. The curriculum has been designed with a view to imparting the knowledge, skills and abilities to the students which an employer seeks from a hospitality graduate. It also focuses on the practical implications of the cultural diversity while working in the industry in global context. This program leads students to further study of post graduation in Hospitality & Tourism Management.

5. Market Need / Rationale of the Program

The World Tourism Organization (WTO) describes the hospitality, travel, and tourism and airline industry as the fastest growing industry in the world which it is creating

millions of new career opportunities around the globe. Approximately 11% workforce of the world is directly linked with this industry.

In the wake of China Pak-Economic Corridor (CPEC) project, the hospitality, travel and tourism industry has received a great impetus for growth and development in Pakistan. It is creating millions of new career opportunities for the qualified, skilled and competent human resource for the hospitality, travel and tourism industry.

Pakistan has a youth bulge whereby about 60% youth of its total population is between the age bracket of 15 and 30 years, which indicates immense human resource potential of Pakistan. The hospitality, travel and tourism industry being dynamic and evolving with every passing day, it can absorb a huge workforce into its fold. The hospitality, travel and tourism education is the most employment-led in the world. The segments of the industry are diversified with job offerings in hotels, motels, restaurants, fast food chains, cafes, catering companies, clubs, theme parks, cruise ships, airlines etc. etc. The core philosophy of hospitality education is to provide management and vocational education and training combined with academic learning and hands-on training.

6. Admission Eligibility Criteria

A student holding HSSC (FA or F.Sc.) or equivalent with minimum 2nd division or equivalent 12 Years educations marks from any recognized institute of Pakistan. Admissions to which will be on Merit (Marks obtained in previous examination), entry test or interview or the criteria decided by the respective bodies of the university as per rules in vogue.

7. Duration of the Program

Total duration of the program will be 04 year and number of courses taught in BS degree in Tourism and Hospitality Management will be **135 credit** hours total with 08 semesters varied by 16-19 credit hrs in each semester. There shall be following 4 categories of courses offered to the students according to HEC standardized format/Scheme of studies.

8. Categorization of Courses as per HEC Recommendation and Difference

Semester	Courses	Category (Credit Hours)					Semester Load
		Compulsory	Foundation	Major	General	Elective	
1 st	06	02	01	01	02	--	17
2 nd	06	03	01	02	--	--	18
3 rd	06	01	01	04	--	--	18
4 th	05	01	01	03	--	--	15
5 th	06	01	01	02	02	--	18
6 th	07	01	02	02	02	--	18
7 th	06	--	02	01	01	02	16
8 th	04	--	01	01	--	02	15
PU	46	09	10	16	07	04	135
HEC Guidelines	40-44	09	10	13	07-08	04	124-136
Difference HEC & PU	+02	NIL	NIL	+03	NIL	NIL	NIL

9. Scheme of Studies / Semester –Wise Workload

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
Semester I					
1.	THM-101	English I (Functional English)	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent)	03
2.	THM-102	Islamic Studies /Ethics	Compulsory	--	02
3.	THM-103	Foundation I: Introduction to Tourism & Hospitality	Foundation	--	03
4.	THM-104	General I: Principles of Management	General	--	03
5.	THM-105	General II: Cultural History of Pakistan	General	--	03
6.	THM-106	Major I: Front Office Operations and Management	Major	--	03
Total Credit hrs Semester-I					17
Semester II					
7.	THM-107	English II (Communication Skills)	Compulsory	THM-101	03
8.	THM-108	Introduction to Computer	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent)	03
9.	THM-109	Mathematics	Compulsory	-do-	03
10.	THM-110	Foundation II: Pakistan – Tourist Destinations	Foundation	THM-103	03
11.	THM-111	Major II: Tourism: Concepts and Principles	Major	THM-103	03
12.	THM-112	Major III: Tourism Marketing	Major	THM-103	03
Total Credit hrs Semester-II					18
Semester III					
13.	THM-201	English III: Technical Writing and Presentation Skills	Compulsory	THM-107	03
14.	THM-202	Foundation III: Sustainable Tourism	Foundation	THM-111	03
15.	THM-203	Major IV: Heritage Management	Major	THM-105	03

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
16.	THM-204	Major V: Travels and Tour Operations	Major	THM-111	03
17.	THM-205	Major VI: Sports and Adventure Tourism	Major	THM-111	03
18.	THM-206	Major VII: Project Management	Major	THM-104	03
Total Credit hrs Semester-III:					18
Semester IV					
19.	THM-207	Pakistan Studies	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent)	02
20.	THM-208	Foundation IV: House Keeping Operation and Management	Foundation	THM-106	03
21.	THM-209	Major VIII: Culinary Arts	Major	THM-103	03
22.	THM-210	Major-XII: Tourism Hospitality Field Tour	Major	THM-110	01
23.	THM-211	Major IX: INTERNSHIP	Major	THM-206	06
Total Credit hrs Semester-IV					15
Semester V					
24.	THM-301	Statics-I	Compulsory	THM-109	03
25.	THM-302	General-III: Introduction to Archeology	General	THM-105	02+1
26.	THM-303	General-IV: Introduction to Sociology	General	THM-105	03
27.	THM-304	Foundation-V: Hospitality Operations	Foundation	THM-104	02+1
28.	THM-305	Major-X: International Relation and Tourism	Major	THM-203	03
29.	THM-306	Major-XI: Hotel Management Accounting	Major	THM-109	03
Total Credit hrs Semester-V					18
Semester VI					
30.	THM-307	Tourism Geography	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent)	03
31.	THM-308	General-V: Organizational and Consumer Behavior	General	THM-104	03

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
32.	THM-309	Foundation-VI: Food and Beverages Management	Foundation	THM-104	02+1
33.	THM-310	Foundation-VII: Environmental and Cultural Issues	Foundation	THM-305	03
34.	THM-311	Major-XII: Research Methods and Techniques	Major	THM-206	03
35.	THM-312	General-VI: Hospitality Service Centre Management	General	THM-304	02
36.	THM-313	Major-XIII: Tourism / Hospitality Field Tour	Major	THM-210	01
Total Credit hrs Semester-VI					18
Semester VII					
37.	THM-401	General-VII: Human Resource Management	General	THM-104	03
38.	THM-402	Foundation-VIII: Event Management	Foundation	THM-304	02+1
39.	THM-403	Foundation-IX: Food Safety and HACCP	Foundation	THM-309	02+1
40.	THM-404	Elective-II: Air Travel Management	Elective	THM-204	02+1
41.	THM-405	Elective-III: Tourism Planning and Development	Elective	THM-202	03
42.	THM-406	Major-XIV: Tourism / Hospitality Field Tour	Major	THM-313	01
Total Credit hrs Semester-VII					16
Semester VIII					
43.	THM-407	Elective-IV: Fundamental of Baking	Elective	THM-209	02+1
44.	THM-408	Elective-V: Conflict Resolution and Human Behavioral Management	Elective	THM-104	03
45.	THM-409	Foundation-X: Ecotourism	Foundation	THM-202	03
46.	THM-410	Major-XV: Thesis / Viva Voce Examination	Major	--	06
Total Credit hrs Semester-VIII					15
Grand Total (I+II+III+IV+V+VI+VII+VIII):					135

10. Award of Degree

04 Year BS degree will be awarded on the successful completion of courses & syllabi and research Thesis / Project / Internship with minimum required CGPA 2.5/4.00.

11. NOC from Professional Councils (if applicable)

Not Applicable

12. Faculty Strength

Degree	Area / Specialization	Total
PhD	<ol style="list-style-type: none">1. Prof. Dr. Sajid Rashid Ahmad2. Prof. Dr. Irfan Ahmad Shaikh3. Prof. Dr. Nadia Jamil4. Dr. Abdul Qadir5. Dr. Yumna Sadeef6. Dr. Muzaffar Majid Ch.7. Dr. Azhar Ali8. Dr. Sana Ashraf9. Dr. Muhammad Bilal Shakoor10. Dr. Naeem Akhtar Abbasi11. Dr. Mehwish Mumtaz12. Dr. Muhammad Awais13. Dr. Rizwan Aziz14. Dr. Muhammad Kamran	13
MS / M.Phil.	<ol style="list-style-type: none">15. Mr. Muhammad Waqar16. Ms. Anum Tariq17. Mr. Muhammad Dastgeer18. Ms. Zahra Majid	05

13. Present Student Teacher Ration in the Department

447: 18= (1:25)

14. Course Outlines Separately for Each Course

1ST YEAR, FIRST SEMESTER			
Code	Course Title	C.H.	Course Type
THM-101	English I (Functional English)	03	Compulsory
THM-102	Islamic Studies / Ethics	02	Compulsory
THM-103	Foundation I: Introduction to Tourism & Hospitality	03	Foundation
THM-104	General I: Principles of Management	03	General
THM-105	General II: Cultural History of Pakistan	03	General
THM-106	Major I: Front Office Operations and Management	03	Major
Total Credit hrs Semester-I		17	

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

On the successful completion of the course candidates will be able to:

- construct sentences using correct grammar.
- write meaningful essays and précis and comprehend written English.
- practice corrects English in speaking and writing.
- comply even complex English language texts.
- exhibit sound vocabulary and skills to use English in professional life.
- avoid common errors usually made by the learners of English as second language.
- improve their listening and reading skills in English
- communicate in written and oral English with peers and teachers
- rely less on their first languages and increase their use of English in formal and informal situations
- deep understanding of correct English structures in descriptive, narrative, and instructional texts.

CONTENTS**Course Introduction & Objectives:**

This course provides individualized and small group instruction in basic reading and writing skills. The course focuses on foundational phonics skills, functional vocabulary and comprehension, as well as writing personal information, creating lists and basic computer skills. The course will ensure that candidates will communicate effectively in English language.

Module-1 Fundamentals of grammar

Parts of speech and their correct usage, sentence structure and types of sentences, Parts of speech & their correct usage, Sentence Structure and types of sentences.spelling, vocabulary. Listening skills, Speaking skills, Writing skills.

Module -2 Message Design

- Process of preparing effective business message.
- The appearance and design of business message
- Good-news and neutral messages.

Module -3 Strategies for Oral Communication.

- Strategies for successful speaking and successful listening.
- Strategies for successful informative and persuasive speaking. 18

Module -4 The Job application Process.

- The written job presentation
- The job application process-interviews and follow-up.

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 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. Howe, D.H, Kirpatrick,TA. And Kirpartrick, D.L. 2004. Oxford English for undergraduates, Karachi: Oxford University Press.
2. Kakarla, U., et al.2019. Functional English for Communication, SAGE Publications.
3. Books, C. and H. Gregson .2016. Functional Skills English Level 1 - Study & Test Practice, Coordination Group Publications Limited (CGP).
4. Banks, D. 2019. A Systemic Functional Grammar of English: A Simple Introduction, Routledge.
5. Trish Stott and Rod Revell. Revised Edition 2005.Highly Recommended - An English course for the hotel and catering industry. Oxford University Press
6. Andrew Spencer, Neil Rippington. Published 2012. Maths & English for Hospitality and Catering: Functional Skills, 1st Edition. Cengage Learning; UK Ed

PRE-REQUISITE

Intermediate: F.A/F.Sc. / I.Com or equivalent

LEARNING OUTCOMES

Following are the learning outcomes of the course:

- learning on the basic concepts and principles of Islam
- learning of concepts of Holy Qural and Uloom ul Quran

CONTENTS**A. ISLAMIC STUDIES****Introduction:**

This course is designed to provide the students with basic concepts and principles of Islam. The course also focuses on the life of Muhammad (S.A.W) and makes an introduction of tourism and hospitality reference to Islamic teachings.

Module-1 Introduction to Quranic Studies:

- Basic concepts of Quran, History of Quran, Uloom-ul-quran

Module-2 study of the selected Text from the Holy Quran:

- Verses of Surah Al-Baqara related to faith (verse No. 284-286)
- Verses of Surah Al- Hujrat related to Adab Al -Nabi (verse No:1-18)
- Verses of Surah Al- Ihzab related to Adab Al -Nabi (verse No:6, 21, 40,56,57,58)
- Verses of surah Al-Mumanoon related to characteristics of faithful (verse No: 1-11)
- Verse Surah al-Furqan related to social ethics(verse No: 63-77)
- Verses of surah Al-inam related to Ihkam (verse No:152-154)
- Verses of surah Al-saf related to tafakar, tadabar (verse No; 1-14)

Module-3 Basic concepts of Hadith:

- History of Hadith
- Kinds of Hadith
- Uloomul Hadith
- Legal position of Sunnah

Module- 4 Life of Prophet Muhammad (P.B.U.H.):

- Life of Muhammad bin Abdullah (before prophethood)
- Life of the Holy prophet (S.A.W) in Makkah
- Life of the prophet in(S.A.W) in Madina
- Basic concepts of Islamic political system
- Islamic concept of sovereignty
- Basic institutions of Government in Islam

Module-4 Tourism& Hospitality and Islamic concepts:

- Ethics of hospitality in Islam
- Ethics of food and beverages in Islam
- Ethics of Travel and travelers in Islam

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 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:

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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. Ahmad Hasan.1993, Principles of Islamic Jurisprudence. Islamic Research Institute: Islamabad: Pakistan, International Islamic University.
2. Bhatia, H. S. 1989. Studies in Islamic Law, Religion and Society. New Delhi: Deep & Deep Publications
3. Dr. Muhammad Zia-ul-Haq.2001. Introduction to Al Sharia Al Islamia. Islamabad, Pakistan: AllamaIqbal Open University
4. Mir Waliullah, .1982. Muslim Jurisprudence and the Quranic Law of Crimes. Islamic Book Service.
5. Baker, R. W. 2015. One Islam, Many Muslim Worlds: Spirituality, Identity, and Resistance Across Islamic Lands. Oxford University Press, USA.
6. Gülen, F. 2000. The messenger of God Muhammad: An analysis of the Prophet's life. Tughra Books.
7. Hall, C. M. and G. Prayag .2019. The Routledge Handbook of Halal Hospitality and Islamic Tourism, Routledge.

THM-103: INTRODUCTION TO TOURISM & HOSPITALITY (03 Credit hrs)

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

1. Characteristics of tourism.
2. Definition, understanding and exploring a variety of tourism terminology and concepts.
3. Understanding of evolving issues and trends in the tourism industry and discuss their implications for festivals and events.
4. Interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events.
5. Understanding the history and current scope of the Hospitality industry.
6. Understanding the basic structure and organization of the foodservice industry.
7. Knowledge the basics of catering operations.
8. Structure, amenities and product types available in the lodging industry.

CONTENTS

This course is designed to introduce students to the tourism and hospitality industry. Consideration is given to the concepts and vocabulary common throughout the tourism and hospitality sectors. A critical examination of the competition for resources with other industries is examined.

Module -1

Definitions, History, Scope, Types and Forms, Basis of Tourism, Limits of Tourism, Tourism Promotion. Main Global features, Time Zones and Climate.

Module -2

Travel (Air, Sea, Road), Accommodation (Hotels & Restaurants), Infrastructure, Super Structure, Composition, Related Industries, Recourses (Natural & Cultural), Activities.

Module -3

What is Hospitality industry, hospitality and tourism, characteristics of Hospitality industry, The natures of Hospitality industry, services offered by hospitality industry, relationships with other sectors of tourism Industry. Historical development in accommodation sector, accommodation classification, F&B establishment classification, Hotel guests and Types of guests, ownership and management of accommodations, management measures for Hotels.

Module – 4

Influences of hospitality industry on other establishment, working conditions in hospitality industry, service ethos. Types of establishments, key departments Hospitality structures (organizational) major Hospitality division, support departments,

Module – 5

The Hotel Development Process, The Art and Science of Opening a Hotel, Customer Relationship Management, Ownership structure of hotels. Types- Sole proprietorship, Partnership, Management Contract, Joint Venture,

Franchisee, Public Sector, Private Sector, Referral Groups/Consortium-Concept, Features, Advantages and Disadvantages.

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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- classroom participation,
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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. Boniface, Brian G., and Chris Cooper. 2005. *Worldwide Destinations: The Geography of Travel and Tourism*, 3rd Ed.
2. Brownell, Judi. 1994. "Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development." *International Journal of Hospitality Management*, Vol. 13, No. 2, pp. 101–118.
3. Burkart, A. J. and Medlik. S. 1990. *Historical Development of Tourism*. Aix-en-Provence, France: Centre des Hautes Studes Touristiques,
4. Burns, P. and Holden, A. 1995. *Tourism: A New Perspective*. New York: Prentice Hall.

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

1. Discuss and communicate the management evolution and how it will affect future managers.
2. Observe and evaluate the influence of historical forces on the current practice of management.
3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
5. Practice the process of management's four functions: planning, organizing, leading, and controlling.
6. Evaluate leadership styles to anticipate the consequences of each leadership style.

CONTENTS

Examination of management theory and provide opportunities for application of these ideas in real world situations. This examination focuses on the managerial functions of Assessing, Planning, Organizing, and Controlling. Both traditional and cutting-edge approaches are introduced and applied. Specific attention is paid throughout the course to the ethical implications of managerial action and inaction.

- Evaluate the global context for taking managerial actions of planning, organizing and controlling.
- Assess global situation, including opportunities and threats that will impact management of an organization.
- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations.
- Evaluate approaches to addressing issues of diversity.

Module I Introduction to Management and Foundation of Management:

What is management, Functions, Skills of management, Management types, Historical forces shaping management, Classical management – Scientific Management-
Bureaucratic Management – Administrative principles, Humanistic Perspective –Human Relations Movement – The Human Resource Perspective – The Behavioral Science Approach, Ethics

Module II Goal Setting & Planning:

Goals, Planning, Types of planning, Time Horizon, What is strategy, Strategic management, SWOT, Types of Strategies, From Formulation to Implementation, Fundamental of decision making, Types of decision making, Steps in decision making.

Module III Fundamental of organizing:

What is organizing, Types of organizations, Departmentalization, Division of labor.

Module IV Leading:

Nature of leadership, Leadership verses Management, Position power, Personal power, Empowerment, Behavioral approach, Contingency Approach, New Leadership Approach.

Module V Controlling:

Importance of Control, Planning & Controlling, Organization control focus, TQM, Elements of organization control, Management control system, Financial Control, Budgeting process, Trends in financial control

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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- homework
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- hands-on-activities,
- short tests, quizzes etc.

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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Jack. P. Jeffries and Banks Brown. 2003. Understanding hospitality Law 4th edition. Chips Books, Texas.
2. M. Boustiv , J. Ross, N. Geddes and W. Stewart. 1999.Hospitality and tourism law International Thomson Business press.
3. Mike Boella and Alan Pannett.2007. Principles of Hospitality Law, ,2nd edition, Cengage Learning Business Press.
4. Brownell and Judi.1994. Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development.” International Journal of Hospitality Management.

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

- Appreciation the achievements of one of the oldest civilization of the world—Indus Valley—and its relevance to today's world.
- Understanding the socio-political and religious conditions of the people.
- Developing of a background for the later developments in India.

CONTENTS

The course deals with the pre-Muslim period of Indo-Pakistan history. It deals with the Indus Valley Civilization and its landmarks and then also focuses on the origin and development of three important religions of the world: Hinduism, Jainism and Buddhism. It also discusses religion-political history and social conditions of the people of this period.

Module-1 Sources of ancient history:**Module-2 Ancient History of Indo Pak: Prehistoric period:**

- Vedic Aryans: social, political, economic and religious life
- Buddhism: Life and teachings of the Buddha
- Jainism
- Hinduism
- Achaemenian rule in Pakistan
- Alexander's invasion of Pakistan
- Mauryan dynasty: Administration of Chandragupta Maurya, Ashoka's contributions to Buddhism
- Indus-Greeks
- Scythians
- Parthians
- Kushanas: Achievements of Kanishka, Gandhara Art
- Sassanians
- White Huns
- OdiShahis (i.e. Hindu Shahis)

Module-3 Muslim History of Pakistan and India:**Arabs:**

- Early contact
- Conquests of Baluchistan, Sindh and the NWFP
- Muslim rule in Baluchistan and Sindh under the Arab Khilafat

Turks:

- Trans Khyber activities of Ghaznavids and the rise and fall of Lahore as a centre of Muslim State AD 997-1210.
- The rise of the Ghorids and the establishment of Delhi as the capital of Muslim India
- The Delhi Sultanate with Multan, Uchh and Lahore as centres in the west and Awadh and Bengal in the east AD 1150 to 1325.
- Fragmentation and Turbulence AD 1325 to 1425

Afghans:

- Lodhis
- Suris

Mughals and Post Mughals:

- Phases of establishment and transition from Sultanate to Badshahat AD 1526 to 1576
- Phase of Vibrant Mughal Society, culture and administration AD 1576 to 1707
- Decadence and decline AD 1707 to 1830
- Final stages AD 1830 to 1857

Provincial Chapter:

Every province will develop its Muslim period history accordingly

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. Abdur Rahman. 1979. The Last two Dynasties of the Sahis, Islamabad,
2. Basham, A.L. 1963. The Wonder that was India, rpt. India,.
3. Majumdar. 1960. An Advanced History of India, Part-I, London,.
4. Qureshi, I.H. (ed.). 1967. A Short History of Pakistan, Book One, Karachi,.

THM-106 FRONT OFFICE OPERATIONS AND MANAGEMENT (03 Credit hrs)

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

The student will be able to:

- Identify the independent components of the lodging front desk/front office system.
- Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
- Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
- Explain and perform the night audit function.

CONTENTS

The essential knowledge and skills required for management in hiring front office employees and renting rooms within the hospitality industry; property management systems, reservations, yield management. After successful completion of this course, students will be able to:

1. Classify hotels in terms of their ownership, affiliation, and levels of service.
2. Describe how hotels are organized and explain how functional areas within hotels are classified.
3. Summarize front office operations during the four stages of the guest cycle.
4. Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
5. Identify typical service requests that guests make at the front desk.
6. Explain important issues in developing and managing a security program.
7. Describe the process of creating and maintaining front office accounts.
8. Identify functions and procedures related to the check-out and account settlement process.
9. Summarize the steps in the front office audit process.
10. Apply the ratios and formulas managers use to forecast room availability.
11. Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.

Module-1: Hotel Past & Present and Classification:

Historical Perspective, Market Place Consistency, Lodging Management Association, Revenue Sources, Sleeping Rooms, Meeting Function Space, Outlets/Ancillary Revenue Sources, Profit Margin, Room Cost, Food Cost, Opportunity Cost, Case Study, Hotel Sizes, Hotel Location Classification (Down Town, Resort, Airport, Suburban etc), Hotel product Types, Service Level, Target Market, hotel Rating (Star System), Case Study of Pearl Continental Hotels Pakistan .

Module-2: Care for Customer and communication:

Hotel security, Health & safety, the concept of hospitality and service, the customer care triangle, care of the customer, roles, responsibilities and attributes of a receptionist, Communication, verbal communication, non-verbal communication, written communication, visual communication, telecommunication.

Module-3: Reservations and Check in:

Sources of reservation, modes of reservation, types of reservation, methods of reservation, close outs, yield management, overbooking, control of reservation, confirming reservation and status of reservation, revision and cancellations, Registration, Room status, the check in process, walk-in or chance booking, VIP Check in, Group arrivals, Selling rooms- departure.

Module-4: Room Rate Structure:

Rate Structure, Hubbart Formula, Cost Rate Formula, Market Tolerance, Room rate Designations, Rate Measurement Averages.

Module-5: Guest Accounting and Methods of Payment:

Principles of hotel billing, Type of system, Machine billing, Property Management System, Control procedure, Night Audit, Cash Floats, Methods of Payment, Foreign Exchange, Petty cash and paid outs, rapid/speedy check outs.

Module-6: Selling Techniques:

Reception as a sales department, Purpose of selling, ABC of selling, The hotel product, Selling methods.

Module-7: The Property Management System:

Selecting The PMS, Guest Account, Guest registration Menu, Guest Accounting Menu, The Check In, Before PMS, PMS Hierarchy, PMS System Interface, The Evolution to PMS.

Industry Perspective: Technology in Hospitality

Module-8: Statistics and Reports:

Business Statistics, Key Room statistics, Occupancy reports, Guest Statistics, Operational reports, Forecasts, Financial reports.

Module-9: Practical:

Perform/Work at Front office for not less than 15 days, Field visits.

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. Peter Abbott and Sue Lewry .1999. Front Office 2nd Edition, Butterworth Heinemann.
2. Dix Colin and Baird Chris .1998. Front Office 4th Edition, Harlow Longman.
3. Sue Baker, Pam Bradley and Jeremy Huyton .2000. Principles of hotel front office operations 2nd Edition: London Cassell.
4. James A. Bardi, William Sullivan, Sheryl F. Kline .2006. Hotel front office management 4th Edition. John Wiley & Sons
5. South Asia Tourism Secretariat .2007.Front Office, SATS.

FIRST YEAR, SECOND SEMESTER

Code	Course Title	C.H.	Course Type
THM-107	English II (Communication Skills)	03	Compulsory
THM-108	Introduction to Computer	03	Compulsory
THM-109	Mathematics	03	Compulsory
THM-110	Foundation II: Pakistan – Tourist Destinations	03	Foundation
THM-111	Major II: Tourism: Concepts and Principles	03	Major
THM-112	Major III: Tourism Marketing	03	Major
Total Credit hrs Semester-II		18	

PRE-REQUISITE

THM-101: English-I (Functional English)

LEARNING OUTCOMES

Students will be able to:

1. Understand and apply knowledge of human communication and language processes as they occur across various contexts.
2. Understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.
3. Understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
4. Find, use, and evaluate primary academic writing associated with the communication discipline.
5. Develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others
6. Communicate effectively orally and in writing.

CONTENTS

This course aims to enable students to communicate clearly and with impact, by improving their verbal and non-verbal communication style, as well as enhancing interpersonal skills. Communicating effectively will soon seem effortless.

Module-1 Theory:

- Elements of effective language
- Correct use of words & expression
- Treacherous words; Translation from Urdu to English & Vice Versa

Module-2 Practical:

1. Comprehension and translation exercises.

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. Cenere, P., Gill, R., Lawson, C. and Lewis, M. 2015. Communication Skills for Business Professionals 7. Cambridge University Press.
2. Blokdyk, G. 2019. Communication Skills A Complete Guide - 2019 Edition, 5STARCOOKS.
3. Coleman, K. 2019. Effective Communication: Skills and Strategies to Effectively Speak Your Mind Without Being Misunderstood, Communication & Social Skills.

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

Upon completion of this course, students will:

- Be able to identify computer hardware and peripheral devices
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets, presentations and databases
- Distinguish the advantages and disadvantages of networks
- Experience working with email and recognize email netiquette
- Explore the Web and how to conduct research
- Identify computer risks and safety

CONTENTS

This course is designed to familiarize students with computers and their applications. It will also emphasize the use of computers and technology throughout their high school, college, and future careers. Students will learn fundamental concepts of computer hardware and software and become familiar with a variety of computer applications, including word processing, spreadsheets, databases, and multimedia presentations. Students will also investigate Internet-based applications, working with email and learning how to browse the web. Coursework also includes activities that explore social and ethical issues related to computers.

Module-1 Introduction to computer:

Definition, types and classification of computers, Hardware, Input hardware, storage hardware; processing hardware, Output hardware, Software, application software, system software, software packages, Different types of Microprocessors & other Hardware Terminology

Module-2 Use and Applications:

Application & the uses of Information Technology in the Hospitality Industry Examples of use of Computers in Front/Outlets etc, Introduction to different Computer Related terms/concepts, Introduction to different kinds of OS used in case of stand alone PC/Network, Single user/multi user OS(DOS/UNIX), Windows. File Handling Concepts under DOS/WINDOW, Concept of Computer File & its storage, Ways of maintaining Files under DOS/Windows.

Module-3 The Application of Microsoft Office:

Overall windows operation, Introduction to different windows based packages, Utilities / Application of MS-Word, Application of MS- Excel

Module-4 Useful Program:

- Adobe Photoshop. Editing photographs/Advertisement designing.
- Coral Draw. Layout and drawing.
- Macromedia Flash. Animation making/Drawing cartoons for newspapers and magazines. Graphics.
- Use of scanners.

Module-5 Introduction to Internet:

Internet, e-mail; local area network, wide area network, configurations

Module-6 Computer Application (Practical):

- Familiarize with a PC and identify the various components of a Computer.
- Identify the various Input and Output Devices.
- Introduction to Basic DOS commands.
- Introduction to Windows as an Operating System.
- Getting familiar to Windows Environment.
- Introduction to the various packages of MS-Office.
- Introduction to the Word Processor.
- MS-Word: Entering a document, Editing a Text. Inserting, replacing and deleting Characters. Saving a document. Opening an Existing Document, and changing Page Layout.
- Utilities / Application of MS-Word
- Application of MS- Excel

Module-7 Advance applications for Tourism & Hospitality:

Property management system interfaces

- Point of sale systems (pos)
- Cash accounting systems (cas), guest information systems Food & beverage management applications
- Recipe management / sales analysis Food and beverage applications
- Pos order – entry units
- Key boards and monitors , touch screen terminals
- Pos software Accounts applications
- Accounts receivable module
- Payroll module inventory module

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. Herrera, C. and D. Hajek (2019). Introduction to Computers, 2019 Edition, Independently Published.
2. Page, R., & Gamboa, R. (2018). *Essential Logic for Computer Science*. MIT Press.
3. Richard G, 2000, "Computer Simulate with Mathematics" and Spring-Verlag. Germany.
4. Long L, Long N, 2000. Fundamentals of Computer, 6th ed.
5. Courter G, Marquis A, 1999, Microsoft Office 2000, BPB Publications.

PRE-REQUISITE

Intermediate: F.A/ F.Sc. / I.Com or equivalent

LEARNING OUTCOMES:

1. Use concepts and apply techniques to the solution of problems in algebra and modeling, measurement, financial mathematics, data and statistics, and probability
2. Use mathematical skills and techniques, aided by appropriate technology, to organise information and interpret practical situations
3. Interpret and communicate mathematics in a variety of written and verbal forms, including diagrams and statistical graphs.

CONTENTS

This course is designed to promote the development of knowledge, skills and understanding in areas of mathematics that have direct application to the broad range of human activity. Students will learn to use a range of techniques and tools, in order to develop solutions to a wide variety of problems relating to their present and future needs and aspirations.

Module-1 Whole Numbers:

Reading and writing whole numbers, addition of whole numbers, subtraction of whole numbers, multiplication of whole numbers, division of whole numbers, long division, rounding whole numbers, roots and order of operations, Solving application problems.

Module-2 Multiplying and Dividing Fractions:

Basics of fractions, mixed numbers, factors, multiplication of fractions, applications of multiplication, dividing fractions, multiplication and division of mixed numbers

Module-3 Adding and Subtracting Fractions:

Adding and subtracting like fractions, Least common multiples, adding and subtracting unlike fractions, adding and subtracting mixed numbers, order relations and the order of operations.

Module-4 Decimals:

Reading and writing decimal, rounding decimals, adding decimals, subtracting decimals, multiplying decimals, dividing decimals, writing fractions as decimals.

Module-5 Ratio, Proportion and Percent:

Ratios, rates, proportions, and applications of proportions. Basics of percent, percents and fractions, The percent proportion, Identifying the parts in a percent problem, using proportions to solve percent problems, The percent equation, applications of percent, compound Interest.

Module-6 Measurement:

The English system, The metric system—length, The metric system--capacity and weight (mass), Applications of metric measurement, metric-English conversions and temperature.

Module-7 Geometry:

Basic geometric terms, angles and their relationships, Rectangles and squares, Parallelograms and trapezoids, triangles, circles, volume, Pythagorean theorem, similar triangles.

Module-8 Basic Algebra:

Signed numbers, addition and subtraction of signed numbers, order of operations, evaluating expressions and formulas, solving equations, solving equations with several steps, applications.

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
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. Anton, H, 2000, Calculus with analytical Geometry, 5th Ed., John Wiley & Sons, Reprint National Book Foundation.
2. Frank S. Budnick: Applied Mathematics for Business Economics and Social Sciences
3. Bowen: Mathematics with Applications in Management and Economic
4. Mircea, P. (2016). The best writing on mathematics.
5. Pitici, M., & Mumford, D. (2011). The best writing on mathematics 2011 (Vol. 1). Princeton University Press.

THM-110: PAKISTAN- TOURISM DESTINATIONS (03 Credit hrs)

PRE-REQUISITE

THM-103: Introduction to Tourism and Hospitality

LEARNING OUTCOMES:

After the successful completion of the course the students will be able:

1. To know about the tourism attractions of Pakistan.
2. The level of facilities required at international standards.
3. To develop various types of tourism activities according to the natural and cultural resource available in Pakistan.
4. To apply principles of ethics, cultural sensitivity, and modern business practices.
5. To demonstrate an ability to engage in collaborative actions.

CONTENTS

This course focuses on the classification of the tourism resources of Pakistan. The course further makes clarification of tourist's circuits and paths, tourist facilities. The student will get knowledge about the popular destinations in Pakistan. The course also emphasis to permeate students with an appreciation of the finite natural and cultural resources, and the importance of prudent and responsible management.

Module-1 Tourism in General:

History and development of tourism in Pakistan. Tourism at Glance, Types of resources, Classification of resources, National and provincial tourism bodies, Tourist paths, Tourism circuits, Tourist facilities and services.

Module-2 Natural Resources:

Natural Tourism resources in Pakistan-Tourist pattern and potential with relation to varied landforms (mountains, deserts, beaches, & islands), water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based, water based and air based tourist activities. National Parks and Natural Reserves in Pakistan.

Module-3 Cultural Heritage Resources:

Muslim, Buddhist, Sikh, Hindu, Socio cultural resources - Important fairs and festivals
Manmade resources: Adventure sports – museums, zoo, theaters, Commercial attractions
-Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation. Gastronomic tourism. Module-4 Neotourism:

Emerging Tourism Destinations: Ecotourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism, CEPEC and benefits to Tourism Industry

Module-5 Popular Tourist destinations:

Hill Stations: Murree, Ziarat, Naran, Kaghan, Galliyat, Study of Hill Station attractions and their environment, Case studies of Swat valley, Hunza valley and Galliyat.

Module-7 Practical/Visits:

Visits to tourist destinations and preparation of visit 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. Tahir Jahangir.2004. A Travel Companion to the Northern Areas of Pakistan Karachi, Oxford University Press.
2. Mock Johan .2002. Trekking in the Karakoram &Hindukush, onely Planet walking guide, 2nd Edition.
3. Siddiqui, Z .1988.Tourism marketing.Pakistan in UK's context.

PRE-REQUISITE

THM-103: Introduction to Tourism and Hospitality Management

LEARNING OUTCOMES:

1. Knowledge and understanding of tourism and hospitality with emphasis on its available resources (Natural and Cultural), infrastructure and superstructure
2. Management, marketing and business skills
3. Evaluate critically, from a strategic perspective
4. Communication skills
5. Practical, innovative, demonstrative and employment related skills
6. Integrate subject specific knowledge and transferable skills to develop a specialist in depth, conduct a research investigation, and effectively report the findings.
7. Computer and Information Management Technology Skills

CONTENTS

This course aims at identifying the student with the different types of concepts their importance, strategies and success stories (Case studies). It also aims at identifying students with the proper plans and critical analysis for best management and operations practices to achieve sustainable development.

1. Explain the main concepts of tourism practices.
2. Outline the principle historical changes that have occurred in tourism and its significant impact on current tourism practices.
3. To apply a significant analytical, creative and conceptual skills.
4. Plan, Manage and implement the concepts in tourism practices.

Module-1:

Introduction to Tourism, Definitions of Tourism, Concepts of Tourism: Cultural Tourism, Eco-Tourism, Community Based Tourism, Sustainable Tourism, Green Tourism, Pro-poor Tourism, Responsible Tourism, Public Private Partnership.

Module-2:

Cultural Tourism, Concept & Definition, Principles of Cultural Tourism, Case Study (Cultural Tourism)

Module-3:

Community Based Tourism, Concept & Definition, Principles of Community Based Tourism, Case Study (Community Based Tourism)

Module-4:

Eco-Tourism & Green Tourism, Concept & Definition, Principles of Green Tourism, Case Study (Eco & Green Tourism)

Module-5:

Pro-Poor Tourism, Concept & Definition, Principles of Eco-Tourism, Case Study (Pro-Poor Tourism)

Module-6:

Responsible Tourism, Concept & Definition, Principles of Responsible Tourism, Case Study (Responsible Tourism)

Module-7:

Other concepts

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. Cooper, C. Fletcher, J. Gilbert, D. and Wanhill, S. 2002. Tourism Principles and Practice, Longman, UK
2. Dittmer, P. 1998. Hospitality Industry, Third Edition, Wiley and Sons
3. Burns, Peter M. and Andrew Holden. 1995. Tourism: A New Perspective. New York: Prentice Hall,.

PRE-REQUISITE

THM-103: Introduction to Tourism and Hospitality Management

LEARNING OUTCOMES:

Knowledge and understanding of:

- The role of marketing in tourism strategy development.
- Destination marketing management: demand and supply issues, attractiveness and competitiveness.
- Theory, formulation and implementation of market driven strategies and plans for a tourism organizations.
- Marketing mix strategies and tactics for tourism.
- Understanding of strategic marketing frameworks, concepts, and methods to different types of tourism organizations.
- To evaluate customer-life time value and assist tourism organizations to deliver excellent tourism experiences.
- To discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

CONTENTS

This course will provide knowledge of models, concepts, tools and techniques necessary to undertake strategic marketing and management decisions in the field of tourism. The objective of the course is to focus on developing analytical skills in the formulation and implementation of market driven strategies and plans for an organization. Strategic marketing is the process of creating satisfied customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through innovation. Therefore the course will cover current developments in marketing and management theory and practice. After having successfully completed the course, students will be able to master the following skills: provide insight into the role of marketing in tourism strategy development at the highest levels of an organization; apply strategic marketing frameworks, concepts, and methods to different types of tourism organizations; evaluate customer-life time value; assist tourism organizations to deliver excellent tourism experiences; discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

Module-I Marketing:

What is marketing, The Core Concepts, Needs, Wants & Demands, Products (Goods, Services, & Ideas), Exchange & Transactions, Relationship network, Markets, Marketers & Prospects, Marketing Management, Company orientation toward marketplace.

Winning Markets through Market- Oriented Strategic Planning:

The Nature of High Performance Business, Organization & Organizational Culture , Corporate & Division Level Strategic Planning – Defining the Corporate Mission – Establishing Strategic Business Units – Assigning Resources to each SBU.

Scanning Marketing Environment:

Analyzing Needs & Trends in the Macro Environment, Identifying & Responding to the Major Macro environment Forces, Macro Forces - Demographic - Economic – Natural – Political – Legal Social – Cultural.

Module-II Market Segments, selecting market targets and Developing marketing strategies:

Market segmentation, Levels of market segmentation, Pattern of market segmentation, Market segmentation procedure, Bases for segmentation consumer markets, Bases for segmenting business markets, Requirements for effect segmentation, Evaluating target markets.

Developing New Products:

Challenges in new product development, Effective organizational arrangements, Managing the new product development process – Idea generation – Idea screening – Concept development and testing – Marketing

strategy development – Business analysis – Product development – Market testing – Commercialization The Consumer Adoption Process

Managing life Cycle Strategies:

The Product life cycle – Demand/ Technology life cycle – Stages in the product life cycle – Product Category, Product for, Product and branding life cycle, Marketing strategies throughout the plc, Market evaluation.

Module-III Managing service businesses and product support services:

The nature and classification of services, Characteristics of services and their marketing implications – Intangibility – Inseparability – Variability – Perishability.

Managing Advertisement, Sale Promotion and Public Relations:

Designing the sales forces – sale force objectives – Sale force strategy – Sale force structure – Sale force size – Sale force compensation, Managing the sales force – Recruiting and selecting sales representatives – Training sales representatives - Motivating sales Representatives – Evaluating sales Representatives, Principles of personal selling – Sales Professionalism – Negotiation – Relationship marketing.

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 BOOKS:

1. David Meerman Scot .2018.The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 2nd Edition
2. J. Christopher Holloway 2009.Marketing for Tourism.
3. Stephen F. Witt and LuizMoutinho.2000.Tourism marketing and management handbook
4. Doris S. Davidoff and Philip G. Davidoff and .Kotler.2013.Marketing For Hospitality and Tourism.
5. Stowe Shoemaker and Margaret Shaw. 2018. Marketing, Essentials in Hospitality and Tourism: Foundations and Practices.

SECOND YEAR, THIRD SEMESTER

Code	Course Title	C.H.	Course Type
THM-201	English III: Technical Writing and Presentation Skills	03	Compulsory
THM-202	Foundation III: Sustainable Tourism	03	Foundation
THM-203	Major IV: Heritage Management	03	Major
THM-204	Major V: Travels and Tour Operations	03	Major
THM-205	Major VI: Sports and Adventure Tourism	03	Major
THM-206	Major VII: Project Management	03	Major
Total Credit hrs Semester-III		18	

THM-201 ENGLISH III-Technical Writing and Presentation Skills (03 Credit hrs)

PRE-REQUISITE

THM-107 English-II (Communication Skills)

LEARNING OUTCOMES:

Students will be able to:

1. Identify and select many types of writing frequently required in a variety of careers,
2. Practice audience analysis and develop effective communication strategies for a variety of audiences,
3. Demonstrate writing the effective communication principles encouraged by professional writers
4. Achieve a greater awareness of the importance of selecting and integrating graphics with written communication,
5. Improve their ability to differentiate among and to use facts, inferences and judgments.

CONTENTS

This course aims to enable students to write and present with impact, by improving their writing and presentation style, as well as enhancing interpersonal skills.

Module -1:

- Grammar review
- Vocabulary Development
- Pronunciation
- Drills
- The psychology of effective communication
- Principle of communication psychology

Module- 2

- Presentation
- Report writing
- The need for business report
- Informational report
- Analytical reports
- Writing headings and sub-headings
- Using visual aid
- Proof reading
- Presentations

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. Smith-Worthington, D., & Jefferson, S. 2010. Technical writing for success. Cengage Learning.
2. Greenlaw, R. (Ed.). 2012. Technical Writing, Presentational Skills, and Online Communication: Professional Tools and Insights: Professional Tools and Insights. IGI Global.
3. Karten, N. 2010. Presentation Skills for Technical Professionals: Achieving Excellence, IT Governance Limited.

PRE-REQUISITE

THM-111 Tourism Concepts and Principles

LEARNING OUTCOMES:

After Completion of this course the students will be able to

1. Understand the philosophy, scope and principles of sustainable development, differentiate sustainable versus non-sustainable practices in tourism developments along with identifying challenges, weaknesses, and strengths of sustainable tourism within different geo-cultural contexts.
2. Recognize socio-cultural, environmental and economic impacts of tourism at the individual, community, and greater society levels identify strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach.
3. Evaluate and monitor indicators of community development recognize different types of niche tourism activities (e.g., volunteer tourism; agri-tourism) with the capacity to foster sustainable community development and improve student's analytical and critical thinking as well as their communication skills.

CONTENTS

This course introduces the concepts and principles associated with sustainable tourism development, emphasizing on their implications for management and planning purposes. Topics to be addressed include: concept, justification and evolution of sustainable development; socio-cultural, economic, and environmental dimensions of sustainable tourism; positive and negative impacts of tourism development; and principles conducive to sustainable tourism planning and community development. Given that each case of tourism development is unique, examples from the U.S. and around the world will be used to examine and discuss issues and practices of sustainable tourism development within different geo-cultural contexts. This course adopts the

Problem-Based Learning format, which promotes and enhances students' analytical skills, problem solving skill and team working skills.

Module-1:

An Overview of Sustainability and Development

Module-2:

Introduction to Sustainable Tourism Historical Background, sustainable tourism: concepts and objectives, Key Issues in Sustainable Tourism, critique of Current thinking in Sustainable Tourism.

Module-3:

Dimensions of Sustainable Tourism Sustainable Tourism Management: The Socio-cultural Dimension, The Environmental Dimension, The Economic Dimension, Major Indicators of Sustainable Tourism

Module-4:

Strategies for Sustainability: Selected strategies for achieving sustainability, feasibility studies, project formulation, getting the framework right: policy and planning, organizing for sustainability: institutional issues.

Module-5:

The Key Actors in Sustainable Tourism: The Public Actors, the Industry (tour operators/hoteliers), the Voluntary Sector, the Host Community, the Media, the Tourist, the NGOs/INGs.

Module-6:

Sustainable Tourism in Different Geographical Locations: Coastal Areas and the Sea, Rural Areas, Urban Areas, Mountainous Regions, Islands, Wetlands, Deserts.

Module-7:

Sustainable Tourism & Cultural Heritage: Culture & its preservation, culture as a tourism attraction, the impacts of tourism, Eco-tourism and parallels to cultural heritage tourism, industry responses to sustainable tourism, the realities of industry structure, role for development cooperation programs.

Module-8:

Global Sustainable Tourism Criteria: Sustainability and Tourism Policies, Tourism and Sustainable Development Goals (SGDs).

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. World Tourism Organization.2002. Guide for local authorities on developing sustainable tourism. Madrid: WTO.
2. Cooper, C.1993. Tourism: Principle and Practices. Pitman Publishing: London.

3. Diaz Benavides.2001. The sustainability of International Tourism in Developing countries. In UNLDC ed. Tourism in the Least Developed Countries. Geneva: UNLDC.
4. Dwyer, Forsyth and Rao. 2000. The price competitiveness of travel and tourism: a comparison of 19 destinations. Tourism Management.
5. Dwyer, Forsyth, and Spurr. 2004. Evaluating tourism's economic effects: new and old approaches. Tourism Management.

PRE-REQUISITE

THM-105: Cultural History of Pakistan and THM-110 Pakistan Tourist Destination

LEARNING OUTCOMES:

1. To give an intellectual framework for understanding the definitions, concepts and philosophies surrounding heritage tourism and its management.
2. To some key issues in heritage tourism including, sustainability, benefits and negative impacts, public interest and the different types of heritage tourism.
3. To an understanding of heritage tourism in terms of different contexts - for example in relation to urban, rural and site-specific environments.
4. To an intellectual framework in order to understand the consumption of heritage tourism products and activities.

CONTENTS

In this there is a shift from managing the heritage resources for tourism to managing the tourism processes, venues and products in terms of how tourists make use of and 'consume' heritage. The module will encourage you, the student, to look at the growth of the tourism industry and how it has affected the heritage, museum and art gallery sector. It takes account of the opportunities and threats posed by tourism to the 'heritage industry' and consider international and national policies, charters and legislation regarding heritage tourism.

Module-1 General Introduction:

Definitions, historical background, scope and importance of Cultural Resource Management.

Module-2 Cultural Heritage Management: theories and methods:

Provides a theoretical framework and examines issues of evaluation, legislation, and communication to foster global responsibility and present integrative approaches to managing heritage.

Module-3 Cultural Heritage Documentation and Presentation:

Deals with the approaches and techniques used for the identification, documentation, interpretation and presentation of cultural heritage sites and materials. The module takes critical approaches to the ideas of heritage and to the interpretation of heritage resources. Site inspections will expose students to contemporary professional practice in the field as well as to the experience of being "heritage consumers". Assignments will enable practice in applying the techniques to real situations.

Module-4 Heritage Tourism:

Defining heritage tourism and understanding the links between heritage and tourism histories of heritage tourism management, the development of heritage tourism organizations and agencies, key issues and the different types of heritage tourism, heritage tourism development as a process, planning and management.

Module-5 Cultural Heritage Planning and Development:

Explores practical approaches and methods to heritage development and planning with emphasis on the integration of related disciplines to attain environmentally sound and socially responsible preservation, management and development initiatives.

Module-6 The Museums:

Covers various modules that deal with the museum philosophy, policy, function, and structure. Topics like code of conduct and professional standards in museums, collection management, museum documentation, and computerization of museum records, exhibition policies, museum environment and its control. Methods and standards in the treatment of museum artifacts are specially emphasized in this module. Role and services are also covered.

Module-7 Preventive Conservation:

Covers all aspects of the storage and display of artifacts e.g. museums, disaster plans, monitoring and controlling the storage and display environment, storage materials etc. The module focuses on issues related to preventive conservation such as disaster planning, conservation policies, collections survey, building envelopes and zonation, storage systems, odour tests, and stable storage materials. Students will take an environmental monitoring project and collection condition survey as Module of this course.

Module-8 Conservation Projects Management:

Looks at collections management and condition surveys, and at the commissioning, planning and management of conservation projects. History of structures, survey techniques and report writing, assessment and diagnosis of structural failure, repair techniques: philosophy and technology, maintenance programmes, environmental control and monitoring, case studies: structural problems in selected building types.

Module-9 Information Technology in Heritage Management:

Provides the students with the basic theory and principles of various types of information technologies, including database management systems, GIS etc. The course focuses on the application of these techniques in the documentation, conservation and management of cultural heritage.

Module-10 Special Topics in Cultural Heritage Management & Tourism Resources Management:

To be decided by the course instructor subject to the department approval, Aims at explaining the main aspects related to managing tourism resources including balancing tourism supply and demand, government tourism administration, role of private sector and NGOs, tourism impacts, human and financial resources, and public awareness.

Module-11 Tourism and Local Community:

Emphasis is placed on the study and analysis of the interaction processes between local community and the tourism activities in the various cultural, social and economic aspects, as well as the impact of such interaction on the change processes produced by the tourism industry among local people.

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. Phyllis Mauch Messenger and George S. Smith. 2016. Cultural Heritage Management.
2. Peter Howard. 2000. Heritage: Management, Interpretation, Identity .
3. Bob Mekercher and Hilary Du Cros. 2008. Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management.
4. Herb Stovel. 2013. Risk Preparedness: A Management Manual for World Cultural Heritage.
5. Bernard M. Feilden and Jukka Jokilehto. 2000. Management Guidelines for World Cultural Heritage Sites.

PRE-REQUISITE

THM-111: Tourism Concepts and Principles

LEARNING OUTCOMES:

1. The students will gain necessary skills in travel management.
2. They will increase their knowledge and practice in packaging tours.
3. They will adopt the travel system and have competence for implementation.
4. Knowledge and skills of tourism operations industry
5. Understanding legal aspects in tour and travel operations.
6. Knowledge of the tour operations industry, skills of tour operators' products, skills essential in the administration and management of tour operations as a business
7. Knowledge of the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping,
8. Understanding different types of tour operators as well as basic types of organizational structures, Identify tour distribution channels, Evaluate the significance of business plan for tour operators
9. Understanding the ways in destination research, development, and supply negotiations, Device and develop tour itinerary planning, costing and pricing of a tour.
10. Understanding the three major function of tour operations; pre-tour operation, tour execution, and post-tour phase, administration of tour operation and its environment

CONTENTS

The course exposes students to knowledge on the operations and management of tour and travel segments of the tourism industry. It equips them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

Module-I Introduction to Travel and Tourism:

Concept of Travel and tourism, Nature and features of Tourism as an industry, Travel Trade Meaning and definition of travel agency and tour operator, Travel trade-an historical perspective, Types of travel agency and tour operator business, Destination company-functions, Distinction between wholesale travel agency and tour operator business, Integration and linkages in the travel agency business, Role and Contribution of travel companies in the growth and development of tourism, Travel Trade- the Changing Environment.

Module-II Organizational Structure and Functions of Travel Agency Business:

How to start a Travel Business, Choice of Travel Agency Ownership, Organization structure and Working of Travel Agency and Tour Operator, Travel Agency- MNCs meaning and Benefits, Procedure for the approval from Government of Pakistan , Functions of travel companies.

Module-III Itinerary Development:

Introduction, Meaning and Definition, Types of Itineraries, How to Develop an effective Itinerary, Reference tools for Itinerary Preparation, Step- by- Step procedures.

Module-IV Tour Packaging Management:

Concept, Origin and Development of Tour packaging, Types of Tour Package, Components of a standard package Tours, Tour Package- Pre information

Module-V Tour Costing and Pricing:

Defining the concept of cost, Tour Cost- a focus on cost effectiveness, Components of tour cost, Fixed and variable costs, Direct and indirect costs, Factors affecting the Tour Cost, Costing a tour package, Cost sheet- meaning and significance, Procedure for Cost determination, Calculation of tour price, Factors affecting the tour pricing, Significance of profit margin, Pricing strategies for package tours. Module-VI Public sector Tourism Enterprises and Tour Packaging Business: Public sector Undertaking, Government involvement in Tourism Operations, Major Tourism Enterprises in Public Sector, Equipping the office, filling system, building a Tour company, success prescriptions, prepare for failure then concentrate on success.

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
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. Negi and Jagmohan .1998. Travel Agency and Tour Operation: Concepts and Principles, Kanishka, New Delhi
2. Yale and Pat .1995. The Business of Tour Operations, London: Longman Group
3. Webster and Susan .1993. Group Travel Operating Procedures (2ndEd.).Van Nostrand Reinhold.

PRE-REQUISITE

THM-111: Tourism Concept and Principles

LEARNING OUTCOMES:

The students will be able to:

1. Develop a sport tourism concept plan and/or research paper to implement and organize within an organization or for an organization.
2. Develop and present a cross-border sport tourism plan or a sport & adventure plan to organize and implement.

CONTENTS

Sport Tourism refers to vacations that include playing, or watching competitive or non-competitive sports or participating in recreation or leisure activities. While adventure tourism means to enjoy wilderness of mountains, beaches, deserts and forest etc. Topics covered in this course include: sport/adventure industries, politics in sport, sport/adventure marketing, and sport facility operation. Sports and adventure has become a major demand generator for many countries around the world and consequently the growth and status of this phenomenon is a major aspect of this course. The process of creating proposals and bids for sport/adventure events will also be discussed.

1. Discuss the relationship between sports and adventure tourism
2. Identify the major sports/ adventure venues and events.
3. Discuss issues and initiatives related to sports tourism in Canada and internationally
4. Understand how government agencies and private sector groups work together to foster the growth of sport and adventure events and activities
5. Identify the steps used to promote major sport and adventure events

Module-I Introduction Sport and Tourism:

Sport and tourism: Globalization, mobility and identity

Sport and tourism in a global world

Sport and contemporary mobility

Culture and identity.

Module-2 Activity:

Globalization and the mobility of elite competitors

Spectatorship and spectator experiences

Recreational sport and serious leisure

Module-3 People:

Authentic experiences

Temporary sport migrants

Transnationalism, migration and diaspora

Module-4 Place:

Modern landscapes and retro parks

Place attachment

Sport and place competition

Globalization, mobility and identity: Building theoretical informed insights into the study of sport and tourism

Adventure Tourism

Module-5

Introduction/ Basic Concepts, Definitions, historical background, hard and soft adventures.

Module-6

Classification of Adventures, Land, water/ aqua and aerial adventures

Module-7

Major Adventure Activities and skills, Mountaineering, Trekking, Mountain Biking, Skiing, Diving, White Water Rafting, Surfing, Swimming, Ballooning, Parachuting, Paragliding.

Module-8

Organizations/ Clubs working for Adventure Tourism in Pakistan, Famous Adventure Destinations of Pakistan, Potential Adventure Destinations of Pakistan.

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. John Swarbrooke, Colin Beard, Suzanne Leckie and Gill Pomfret .2003.Adventure Tourism: The New Frontier.
2. R. Buckley. 2006.Adventure Tourism.
3. Ralf Buckley Professor . 2009.Adventure Tourism Management.
4. Peter Varley, Steve Taylor and Tony Johnson .2012. Adventure Tourism: Meaning, Experience and Education.

PRE-REQUISITE

THM-104: Principles of Management

LEARNING OUTCOMES:

1. Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise.
2. Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management.
3. Demonstrate effective project execution and control techniques that result in successful projects.
4. Conduct project closure activities and obtain formal project acceptance.
5. Demonstrate a strong working knowledge of ethics and professional responsibility.
6. Demonstrate effective organizational leadership and change skills for managing projects, project teams, and stakeholders

CONTENTS

The course trains in the basic principles of project management, including concepts from the initiating, planning, executing, monitoring & controlling, and closing process groups. Introduce fundamentals of project management knowledge areas, integration, scope, time, cost, quality, human resources, communications, risk, procurement, and stakeholder management. The objectives are:

1. Understand key concepts of project management and project lifecycle
2. Begin to develop project planning skills
3. Practice the key stages of managing projects
4. Develop increased awareness of available resources to further develop project management skills
5. Consider how to apply new knowledge to their own projects and set realistic goals for moving forwards

Module-I

Introduction to Project Management, Organizational Capability, Leading and Managing Project Teams, Project Selection and Prioritization.

Module-II

Stakeholder Analysis & Communications Planning, Scope Planning, Chartering, Scheduling, Resourcing and Budgeting Projects.

Module-III

Project Risk Management, Project Quality & Kick-off, Project Supply Chain Management, Determining Project Progress & Results, Finishing the Project and Realizing the Benefits.

Module-IV

Reviewing the Project Lifecycle, Large Scale & Iconic and Public Sector Projects, Events as Projects, Triple Bottom Line Sustainability, Community Consultation & Engagement, Industry Speaker.

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. Singh, H. and Williams, P.S., 2021. A Guide to the Project Management Body of Knowledge: PMBOK (®) Guide. Project Management Institute
2. Berkun, S., 2005. The art of project management (pp. I-XII). O'reilly
3. Verzuh, E., 2015. The fast forward MBA in project management. John Wiley & Sons
4. Kerzner, H., 2017. Project management: a systems approach to planning, scheduling, and controlling. John Wiley & Sons.

SECOND YEAR, FOURTH SEMESTER

Code	Course Title	C.H.	Course Type
THM-207	Pakistan Studies	02	Compulsory
THM-208	Foundation IV: House Keeping Operation and Management	03	Foundation
THM-209	Major VIII: Culinary Arts	03	Major
THM-210	Major IX: Tourism Hospitality Field Tour	01	Major
THM-211	Major IX: INTERNSHIP	06	Major
Total Credit hrs Semester-IV		15	

PRE-REQUISITE

Intermediate: F.A/F.Sc. / I.Com or equivalent

LEARNING OUTCOMES

1. Basic knowledge of the events leading up to the creation of Pakistan; unfolding events to describe why Pakistan is what it is today, possible threats and opportunities facing Pakistan.
2. Understanding of National Ethics; Culture and Civil Rights (Constitution of Pakistan) and Codes of Ethics and Codes of Conduct (provided by Pakistan Engineering Council).
3. Understanding about geo-political, cultural, constitutional and current issues prevailing in Pakistan.

CONTENTS

The course provides a complete knowledge of Pakistan movement. The course also focuses on the culture, people, geographical features, constitution evaluation, and contemporary issue of the country. The main objective of the course is to enhance students' knowledge about geo-political, cultural, constitutional and current issues prevailing in Pakistan.

Module-1 Historical Perspective

- Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah.
- Factors leading to Muslim separatism
- People and Land
- Indus Civilization
- Muslim advent
- Location and Geo-Physical features.

Module-2 Government and Politics in Pakistan

- Political and constitutional phases:
 - a. 1947-58
 - b. 1958-71
 - c. 1971-77
 - d. 1977-88
 - e. 1988-99
 - f. 1999 onward

Module-3 Contemporary Pakistan

- Economic institutions and issues
- Society and social structure
- Ethnicity
- Foreign policy of Pakistan and challenges
- Futuristic outlook of Pakistan

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 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. S.M. Burke and Lawrence Ziring. Pakistan's Foreign policy: An Historical analysis. Karachi: Oxford University Press, 1993.
2. Mehmood, Safdar. Pakistan Political Roots & Development. Lahore, 1994.
3. Ziring, Lawrence. Enigma of Political Development. Kent England: WmDawson& sons Ltd, 1980.
4. Zahid, Ansar. History & Culture of Sindh. Karachi: Royal Book Company, 1980.
5. Afzal, M. Rafique. Political Parties in Pakistan, Vol.I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.
6. Sayeed, Khalid Bin. The Political System of Pakistan. Boston: Houghton Mifflin, 1967.
7. Aziz, K.K. Party, Politics in Pakistan, Islamabad: National Commission on Historical and Cultural Research, 1976.
8. Haq, Noor ul. Making of Pakistan: The Military Perspective. Islamabad: National Commission on Historical and Cultural Research, 1993.
9. Lyon, S. M. (2019). Political Kinship in Pakistan: Descent, Marriage, and Government Stability. Lexington Books.
10. McCartney, M., & Zaidi, S. A. (Eds.). (2019). New Perspectives on Pakistan's Political Economy: State, Class and Social Change. Cambridge University Press.

THM-208: HOUSE KEEPING OPERATION AND MANAGEMENT

PRE-REQUISITE

THM-106: Front Office, Operations and Management

LEARNING OUTCOMES:

Through the study to be carried out with the use of visual aids and on site visits, the student will become capable to:

1. Demonstrate an understanding of Room division management and housekeeping department
2. Demonstrate the complete knowledge of organizational structure of housekeeping
3. Demonstrate the whole procedure of housekeeping
4. Demonstrate effective skills to manage employees
5. Demonstrate the relationship between environment and housekeeping department

CONTENTS

To give the students practical knowledge and supervisory duties of day to day procedures of housekeeping department. Acquaintance of different types of equipment and their uses. Cleaning of windows, floors and bathrooms, Bed making. Polishing of different types of articles. Cleaning and polishing of metals, brass, silver, copper. Cleaning of public areas. Overall cleaning of various types of rooms and bathrooms. Use of various machines used by the house keeping department. First Aid Procedures as dealt in theory. The objectives of this course are to help students understand, organize and perform effectively the operations of the rooms division of a hotel. The course's overall objective is to prepare the student for the management career in the hospitality field.

Module-1 Introduction:

The Housekeeper and the organization of the department, Housekeeping terminologies, Routine methods of work, Housekeeping department-Hierarchy, Duties & responsibilities of housekeeping staff, attributes of housekeeping employees, Planning and organizing the duties. Islam and Housekeeping, Types of Rooms & suites, Various status of Rooms, Amenities provided in standard, superior & deluxe rooms, facilities, supplies and amenities, Items provided on request.

Module-2 Hotel Housekeeping in Hotels:

Importance and Functions, Liaison with other departments, Types of Rooms Classification, Room supplies, Related documentation procedures. Hotel facilities and services, leisure link facilities in hotel. Star rating standards and housekeeping.

Module-3 Cleaning Procedures:

Cleaning agents. Equipment's classification, Principles of Cleaning, Selection of Cleaning material, Types of cleaning and cleaning procedures. Cleaning Schedules, Daily, weekly & Spring Cleaning, Morning & evening service, Second service, Daily cleaning in a Department room Planning a weekly cleaning schedule, Public area cleaning methods & Schedules Cleaning public area-cleaning methods-cleaning agents-cleaning equipment's and standards-pests, pest control and waste disposal-laundry, dry cleaning and stain removal contract cleaning. Green housekeeping.

Module-4 Room Preparation:

Bed making-Types of service, Laundry-Type & Machines used, key and key control, Pest control, Linen room-classification & layout

Module-5 Furnishing& Budgeting:

Different types of floors and wall covering, Carpet, curtains types, cushions, blankets, Furniture used in room, Interior décor. Room Interiors-Ceramics, Glass, Metals and Sanitary- Textile and Floral arts- Interior decoration- Lighting, Heating, Ventilation and Flowers. Budgeting and expenditures, control and practice, material classification and housekeeping inventory.

Module- 6 Laundry and linen room management:

laundry , Efficacy of On-Premises Laundry Operations, Planning and Pre-Engineering, Floor Plan Layout and Size, Major Equipment Requirements, material, chemicals and equipment , Staffing, washing cycles, dry cleaning, Linen, classification of hotel linen, Linen room, requirements of linen room, organizing activates of linen room.

Module-7 Health and safety Management:

Health and safety Management, health, safety and security risks for guest, Prevention of fire and First aid. PEST challenges in hotel, Key and lock management, lost and found management.

Modle-6 Demonstrate and Practice:

- Practical work will be conducted in the inhouse labs and the student will be given exposure to the industry.
- Basic steps and skills required for setting up trolleys and floors pantry Know forms.
- Registration and records maintenance, Supervisory work.
- Cleaning of rooms and bathrooms during departure, stay-on and others with emphasis on key tasks and correct sequence
- Practice bed making, care-upkeep of carpets, dusting-wiping-cleaning of surfaces
- Learn skills for polishing floors, metal, wood and other surfaces.

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. Holder and Stoughton .2017.Branson, Lennox; Hotel, Hostel and Hospital housekeeping
2. BK Chakravarti .2018.Housekeeping Management in Hotels Anita Banerjee.,
3. Alam, M. 2016.Housekeeping Manual, DTH Hazara University.

PRE-REQUISITE

THM-103 Introduction to Tourism and Hospitality

LEARNING OUTCOMES:

- To apply the latest modes of working, in order to master the various existing culinary techniques in national and international cookery, as well as in traditional and contemporary cuisine.
- To estimate, manage resources and calculate costs, taking into consideration all necessary factors, from purchasing of basic resources, working with suppliers through to the final product, making use of strategic, administrative and marketing concepts.
- To be able to manage a working team, making the best of their potential and supervising the activities of kitchen aids and auxiliaries, acquiring the necessary competence to solve different problems which may arise in the area of work, as well as the efficient use of time, space and human and material resources within the kitchen.
- To plan and carry out efficient leadership for the best preparation and elaboration of foods, observing always the safety and hygiene regulations in the work place and following the instructions of a qualified professional.
- To acquire the knowledge which will allow you to conserve and handle different food resources, and to design and produce menus to meet the quality standards of each area of the market.

COURSE INTRODUCTION AND OBJECTIVES:

Food is fundamental to life. Not only does it feed our bodies, but it is often the centerpiece for family gatherings and social functions. In this course, students learn all about food, including food culture, food history, food safety, and current food trends. They also learn about the food service industry and prepare some culinary dishes. Through hands-on activities and in-depth study of the culinary arts field, this course helps students to enhance their cooking skills and gives them the opportunity to explore careers in the food industry.

1. Discuss the history and development of the food service industry.
2. Describe the major accomplishments of famous chefs from history.
3. Summarize the influence of historical entrepreneurs in the food service industry in the United States.
4. Analyze how current trends in society affect the food service industry.
5. Explain how taste and smell combine to give foods their flavors.
6. List physical, psychological, cultural, and environmental influences on food likes and dislikes.
7. Discuss global food diversity.
8. Explain the basics of safety in culinary arts.
9. Identify safety hazards in the food service workplace.
10. Explain the basics of sanitation in a professional kitchen.
11. Discuss procedures for cleaning commercial kitchen equipment.

12. Identify various moist and dry cookery methods.
13. Identify levels of training required for food service and culinary arts occupations.

Module-I Introduction:

Aims & Objectives of cooking food, Introduction to Safety, maintaining personal hygiene, hazards and Risks, History and development of cooking, the kitchen brigade, what is a professional cook, food and nutrition's, the food guide pyramid, food contamination, Food and Beverage system. Health & Safety regulations, hazards in work place, emergencies in work place, communication skills, security procedures, team work, waste management, pest control, storage and stock control.

Module-II Introduction to Hygiene and Sanitation:

Hygiene, Sanitation, meaning, uses in hotel industry. Importance of hygiene and sanitation in catering industry. Personal hygiene for staff members in the production areas in preparing food or coming in touch with food and beverages. Personal hygiene for staff coming in touch with guests.

Module-III Basic concepts:

Foundation Ingredients- fats, oils and their uses. Raising agents - Flavoring and Seasonings, sweetening agents, Thickening agents. Knife and Knife skills, kitchen terminologies.

Module-IV Preparation concepts:

Preparation of Ingredients – Washing, peeling, Scrapping, cutting of vegetables, method of mixing foods, methods of cooking foods. Sauce meaning, uses, points to be observed when preparing recipe for mother sauces, Names and derivatives of mother sauce.

Module-V Menu concepts:

Menu and types of menu, Basic Stocks types, Soups and its types, Rice and types of rice, Egg dishes, pasta and cooking methods of pasta, Fish course, Poultry, key preparation techniques for poultry, Introduction to vegetables and cooking techniques.

Module-VI (Practical's):

Hors d' Oeuvers, appetizers and starters, salads, cold sauces, Introduction to desserts. (Preparation of 6 recipes from each course)

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. Anita Tull .1996. Food and Nutrition, Oxford University Press.
2. Douglas Robert Brown .2003. The Restaurant Manager's Handbook, Atlantic Publishing Company.
3. David A. V. Dendy .2001. Cereals and Cereal Products, Springer.
4. Eleanor Hallam .2005. Food Technology, Nelson Thornes.
5. Peter Barham .2001. The Science of Cooking, Springer.
6. Julia Child, LouisetteBertholle and Simone Beck .2001. Mastering the Art of French Cooking, Knopf Publishing Group.

THM-210 TOURISM/HOSPITALITY FIELD TOUR (01 Credit hrs)

PRE-REQUISITE

THM-110 Travel and Tour Operations

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.

THM-211 INTERNSHIP

(06 Credit hrs)

PRE-REQUISITE

THM-206 Project Management

LEARNING OUTCOMES:

Students will be trained to carry out and conduct extensive research work / fieldwork, analyze data and present in the form of thesis / internship report.

ASSESSMENT AND EXAMINATIONS:

- Quality of thesis / Internship Report
- 100% (06 credit hrs weightage) for Thesis / Internship Report and Viva Voce Examination

THIRD YEAR, FIFTH SEMESTER

Code	Course Title	C.H.	Course Type
THM 301	Statics –I	Compulsory	03
THM-302	General-III: Introduction to Archeology	General	02+01
THM-303	General-IV: Introduction to Sociology	General	03
THM-304	Foundation-V: Hospitality Operations	Foundation	02+01
THM-305	Major-X: International Relation and Tourism	Major	03
THM-306	Major-XI: Hotel Management Accounting	Major	03
Total Credit Hours			18

PRE-REQUISITE

THM-109 Mathematics

COURSE OUTCOMES:

- Students will be able to calculate and apply most measures of central tendency.
- Students will be able to apply discrete and continuous probability distributions to most business problems.
- Students will perform test of hypothesis and calculate confidence interval for a population.
- Students will be able to compute most of the results of bivariate and multivariate correlation and regression

COURSE INTRODUCTION AND OBJECTIVES:

This course focuses on the development of skills for performing statistical computations and analyzing data. Topics include measures of central tendency and variation; probability concepts, rules and distribution; normal and sampling distributions; hypothesis tests; and descriptive and inferential methods in regression correlations, and price indexes.

1. How to calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.
2. How to apply discrete and continuous probability distributions to various business problems.
3. Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.

Module 1: Introduction:

Basic Definitions and Concepts, Presentation of Data

Module 2: Descriptive Statistics:

Three Popular Data Displays, Measures of Central Location/ Central tendency Measures of Variability, Relative Position of Data, The Empirical Rule and Chebyshev's

Module 3: Basic Concepts of Probability:

Sample Spaces, Events, and Their Probabilities, Complements, Intersections, and Unions. Conditional Probability and Independent Events

Module 4: Variables:

Discrete Random Variables: Random Variables, Probability Distributions for Discrete Random Variables. The Binomial Distribution.

Continuous Random Variables: Continuous Random Variables, The Standard Normal Distribution , Probability Computations for General Normal Random Variables, Areas of Tails of Distributions.

Module 6: Sampling Distributions:

The Mean and Standard Deviation of the Sample Mean The Sampling Distribution of the Sample Mean The Sample Proportion

Module 8: Testing Hypotheses:

The Elements of Hypothesis Testing, Large Sample Tests for a Population Mean The Observed Significance of a Test, Small Sample Tests for a Population Mean Large Sample Tests for a Population Proportion

Module 9: Correlation and Regression:

Linear Relationships Between Variables, The Linear Correlation Coefficient Modelling Linear Relationships with Randomness Present, The Least Squares Regression Line, Statistical Inferences About?, Determination, Estimation and Prediction.

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. G C Beri .2017. Business Statistics (With CD) 3rd Edition.
2. Amir D. Aczel .2018.Complete Business Statistics 7th Edition.
3. Rao.2013. A First Course in Probability and Statistics.
4. Waller D L .2017.Statistics for Business Edition English,

PRE-REQUISITE

THM-105 Cultural History of Pakistan

LEARNING OUTCOMES:

- By the end of this course, you should be able to do the following:
- Define archaeology and its relevant role in reconstructing the past.
- Exhibit an understanding of the development of the discipline
- Demonstrate knowledge about basic archaeological techniques and methods
- 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. This course will provide an introductory exploration of archaeological theory, method and practice.

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

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) .

Module-5 Practical:

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

Visit to Archaeological Sites, Monuments and Museums

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. Agrawal, D.P. Ghosh, A. (eds.) 1973. Radiocarbon and Indian Archaeology, Bombay,
2. Aitkin, M.J. 1990 Science-based Dating in Archaeology. , Longman, London
3. Bowman, S.G.E. 1990. Radiocarbon Dating, the British Museum publication, London.

PRE-REQUISITE:

THM-105: Cultural History of Pakistan

LEARNING OUTCOMES:

- Students can 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.
- Students 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.
- Students can 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.
- Students will be able to 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 such as culture, socialization, norms, race, gender and social class, to understand how social forces shape our behaviour. This course encourages students to recognize that diverse opinions exist in a pluralistic society.

1. This course pays special attention to classical social theories of Durkheim, Marx and Weber. Twentieth-century perspectives such as symbolic interaction, conflict theory, structural functionalism and feminist theories are also considered.
2. To know the importance of social interaction to enhance tourism management.
3. To evaluate the importance of social activities related to tourism events.
4. To study different NGOs working for the development of tourism.
5. To study socio-economical impacts of tourism

Module-1: Introduction

Understanding Sociology, Sociology: Definition, nature and scope, Sociology as a Science, Society and community, kind of community, Characteristics of community, differentiate 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 log, 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

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. Apostolopoulos, Y., Leivadi, S & Yiannakis, A., (eds.) 2000, *The Sociology of Tourism: Theoretical and Empirical Investigations*, Routledge, London and New York.
2. Vidya Bhushan and Sachdeva, D.R., 1992. *An Introduction to Sociology*, Kitab Mahal, Allahabad.
3. Srinivas, M.N. 1987. *Social Change in Modern India*, Orient Longman, New Delhi.
4. Veena das (Ed.), 2006. *Handbook of Indian Sociology*, Oxford University Press, New Delhi.

THM304 HOSPITALITY OPERATIONS

PRE-REQUISITE

THM-104 Principles of Management

LEARNING OUTCOMES:

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

- 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.
- 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.
- 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.
- 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.

The Objectives of the course are:

1. Discuss and analyze the key factors responsible for the growth and development of hospitality and tourism.
2. Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.
3. Discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.
4. Identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.
5. Discuss the importance of effective leadership and management, and the characteristics of effective leaders in the hospitality industry.

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.

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. Michael J. O'Fallon, Denney G. Rutherford .2010. Hotel Management and Operations 5th edition. John Wiley & Sons.
2. Jack D. Ninemeier and David K. Hayes .2006. Hotel Operations Management 2nd edition Persons.
3. John R. Walker .2004. Introduction to Hospitality Management 3rd Edition. Pearson.
4. Suzanne Weissinger .2000. Hotel and Motel Operations 2nd edition. Delmar-Thomson Learning.
5. John Cousins, David Foskett, and Cailein Gillespie .2006. Food and beverage Management 2nd edition. Person.

PRE-REQUISIT

THM-203 Heritage Management

LEARNING OUTCOMES

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

- Know the cultural values of different societies.
- Evaluate the economic impacts of international tourist.
- Position tourism as an ‘economic growth factor.
- Positively link increasing effectiveness of national tourism with improvement in associated industries.
- Demonstrate the relationship between a country’s position on the world stage and national tourism activities.
- Plan and implement tourism Strategies confidently within both domestic and international contexts.
- 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.

1. To understand the challenges for international tourists in various regions.
2. To indicate the opportunities which tourism meets in different regions set-up.
3. To understand the importance of international relations for sustainability of tourism.
4. To understand economic impacts related to import leakage and export leakage.

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. Laurent Bordeau, Maria Gravari Barbas, Mike Robinson, 2017. World Heritage Sites and Tourism: Global and Local Relations, 1st Ed., Routledge
2. Patricia Ordonez de Pablos, Zeyar Myo Aung, 2017. Tourism and Opportunities for Economic Development in Asia. 1st Ed., IGI Global
3. Ateljevic, J. and Stephen, J., 2009. Tourism and Entrepreneurship: International Perspectives (Advances in Tourism Research Series).1st Ed., Butterworth-Heinemann
4. Reisinger, Y. 2009. International Tourism: Cultures and Behavior. 1st Ed., Butterworth-Heinemann.
5. Cooper, C. 2008. Tourism: Principles and Practice. 4th Ed., Financial Times Management.
6. Arjun Kumar Bhatia, 2001. International Tourism Management, Revised Ed., 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.

1. To understand basic concepts of accounting
2. To understand different types of accounting
3. To understand importance of accounting in hospitality
4. To understand accounts maintenance at basic supervisory and managerial level
5. To apply financial accounting in different departments of hotel sector

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. Cote, R., CPA, CCP. 2018. Hotel and Restaurant Accounting. 8th Ed., Educational Inst of the Amer Hotel.
2. Cote, R. 2012. Accounting for Hospitality Managers. 5th Ed., Amer Hotel & Motel Assn.
3. Surender Singh., 2017. Management Accounting. Eastern Economy Ed. PHI Learning Private Limited.
4. Michael Chibili. 2016. Basic Management Accounting For Hospitality Industry , 2nd Ed. Tylor and Francis Group
5. Raymond S. Schmidgall, James W. Damitio, 2015. Hospitality Industry Financial Accounting, AHLEI.

THIRD YEAR, SIXTH SEMESTER

Code	Course Title	C.H.	Course Type
THM-307	Tourism Geography	03	Compulsory
THM-308	Organizational and Consumer Behavior	03	General
THM-309	Food and Beverages Management	02+01	Foundation
THM-310	Environmental and Cultural Issues	03	Foundation
THM-311	Research Methods and Techniques	03	Major
THM-312	Hospitality Service Centre Management	02	General
THM-313	Tourism/Hospitality Field Tour	01	Major
Total Credit hours		18	

THM-307 TOURISM GEOGRAPHY

PRE-REQUISITE

THM-204 Travel and Tour Operation

LEARNING OUTCOMES

- Appreciate the role of geography in tourism development.
- Skills to read and interpret topographical maps and photographs.
- Knowledge and skills to delineate the impact of tourism on the environment.

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.

The course will place emphasis on the economic, environmental and social impacts of tourism. At the conclusion of the course, all students should be able to:

1. Understand and describe spatial patterns of international and domestic tourism.
2. Determine the impact of leisure travel on communities.
3. Calculate the economic impact of tourism on geographic areas.
4. Identify tourist attractions of regional, national, and world significance.
5. Consider of comparisons and contrasts between geographic patterns of business and leisure travel.
6. Identify tourism actors and career opportunities in tourism.

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, Geography and the study of Tourism? 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. what is 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. Williams, S., & Lew, A. A. (2014). *Tourism geography: Critical understandings of place, space and experience*. Routledge.
2. Gren, M. G., & Huijbens, E. H. (2019). *Tourism geography in and of the Anthropocene*. In *A research agenda for tourism geographies*. Edward Elgar Publishing.
3. Stephen, W. (2009). *Tourism Geography: A New Synthesis*. Taylor & Francis.
4. Lew, A., Hall, C. M., & Timothy, D. J. (2008). *World geography of travel and tourism: A regional approach*. Butterworth-Heinemann.
5. Brian G. Boniface and Chris Cooper; *Worldwide Destinations, The geography of travel and tourism* Elsevier Butterworth-Heinemann Linacre House, Jordan Hill, Oxford, Burlington.
6. Sharma Anil Dr; *Tourism Management* Maxford Books Dehli-92
7. Williams Stephen; *Tourism Geography* published 1998 by Routledge 11 New Fetter Lane, London .

8. Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
9. Williams, Stephen: Tourism geography, Routledge, 1998.
10. Steves, Rick: Rick Steves' Switzerland, Avalon Travel Publishing, 2006.
11. McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
12. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
Sinha, P.C. Tourism Geography, Anmol Publication
13. International Atlas, Penguin Publication and DK Publications 10. Internet search.

THM-308 ORGANIZATIONAL AND CONSUMER BEHAVIOR (03 Credit hrs)

PRE-REQUISITE:

THM-304 Hospitality Operations

LEARNING OUTCOMES

- . Understanding of human behavior in the workplace
- .Analyzation and approach various organizational situations.
- . Skills and analytic concepts to improve organizational relationships and effectiveness.
- .understanding of worldwide organizational behavior improvement

COURSE INRODUCTION AND OBJECTIVES:

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture. Class sessions and assignments are intended to help participants acquire skills and analytic concepts to improve organizational relationships and effectiveness.

1. To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
2. To obtain frameworks and tools to effectively analyze and approach various organizational situations.
3. To integrate course materials with your own workplace experiences.
4. To reflect upon students own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.

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. Schiffman L.Consumer Behavior 12Edition.2019.Springer.
2. Anderson D L.Orgnizational Development.2019.Sage.
3. Solomom M R.Consumer Behaviour:Buying,Having,and Being.2020.Prentice
4. Senior B. Orgnizational Change 6th Edition.2020.prentice.

THM-309 FOOD AND BEVERAGES MANAGEMENT (02 +01 Credit hrs)

PRE-REQUISITE

THM-103 Introduction to Tourism and Hospitality

LEARNING OUTCOMES

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

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

1. The primary goal of the course is to help students become competent in the study and application of food and beverage management.
2. To understand different sections of food and beverages division of hotel.
3. To understand operations in food and beverages department.
4. To understand services and management of employees accounts and supplies.

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,

Practical

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.

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. Jack D. Ninemeier, 2015. Management of Food and Beverage Operations, 6th Ed., American Hotel & Lodging Educational Institute.
2. Jack D. Ninemeier, 2018. Planning and Control for Food and Beverage Operations, 9th Ed., American Hotel & Lodging Educational Institute.
3. Ronald F. Cichy, Philip J. Hickey, 2017. Managing Service in Food and Beverage Operations, 5th Ed., American Hotel & Lodging Educational Institute.

4. Gerald W. Lattin, Thomas W. Lattin, James E. Lattin, 2014. The lodging and Food Service Industry, 8th Ed., American Hotel & Lodging Educational Institute.
5. Ronald F. Cichy, Lendal H. Kotschevar, 2010. Managing Beverage Operations, 2nd Ed., American Hotel & Lodging Educational Institute.
6. Parvinder S. Bali, 2014. Food Production Operations, 2nd Ed., Oxford University Press.
7. Mahendra Singh Negi, 2016. Training Manual for Food and Beverage Services 1st Ed., I.K. International Publishing House Pvt Ltd.
8. Edgar D' Souza, 2011. Food & Beverage: A Practical Guide, 1st Ed., Rupa & Co.
9. Sudhir Andrews, 2013. Food and Beverage Service: A Training Manual, 3rd Ed., McGraw Hill Education (India) Pvt. Ltd.
10. Clement Ojugo, 2010. Practical Food and Beverage Cost Control. 2nd Ed., Delmar, Cenagae Learning.
11. Hotelier Tanji, 2014. Food & Beverage Service Training Manual with 225 SOP. 1st Ed., Createspace independent Pub.

PRE-REQUISITE

THM-305 International Relation and Tourism

LEARNING OURCOMES

This is a senior level course designed to build a deeper understanding of environmental and cultural issues in tourism. This course will give the students an overview of various cultures, traditions and environment of different societies. Upon completion of this course the student will be able

- to know about the challenges faced due to environmental negligence
- to know the importance of various cultures and traditions
- to understand the relationship between hosts and guests, and the role of the tourist as an agent for cultural change.
- to outline how basic social-cultural principles relate to global community-oriented tourism.
- to identify opportunities and threats within international tourism.
- to understand the psychology of travel motivations and tourist typologies.
- to 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.

1. To understand the environmental and cultural impacts on tourism
2. .To know the importance of various cultures and traditions
3. .To understand relationship between host and local communities
4. . To understand the psychology of travel motivations and tourist typologies.

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. Alexander, D. 2017. **Natural disasters**. Taylor and Francis, USA.
2. Mason, P. 2016. **Tourism impacts, planning and management**. 3rd Ed., Taylor and Francis, New York, USA.
3. Holden, A. and Fennell, D. 2012. **The Routledge Handbook of Tourism and the Environment**. Routledge.
4. Briassoulis, H. and Straaten, J.V.D. 2010. **Tourism and the Environment: Regional, Economic, Cultural, and Policy Issues**. 2ndEd., Springer.
5. Holden, A. 2008. **Environment and Tourism**. 2nd Ed., Routledge.

THM-311 RESEARCH METHODS AND TECHNIQUES (03 Credit hrs)

PRE-REQUISITE

THM-206 Project Management

LEARNING OUTCOMES

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

- Use research methods to solve problems
- Evaluate research related problems to determine the base problem and identify alternative solutions.
- Use qualitative and quantitative methods for analysis.
- Know the role of research in Tourism Management.
- Know research concept in a multidisciplinary context.
- 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.

1. .To understand different types of research
2. .To understand different tools and methods of research
3. To know the importance of research in tourism and hospitality sectors

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. 2017. **Research Methods for Leisure and Tourism**. 5th Ed., Financial Times Management.
2. Vasant, P., Kalaivanthan, M. 2017. **Handbook of research on holistic optimization techniques in the hospitality, tourism and travel industry**. IGI Global Publishers USA.
3. [Faulkner](#), H.W., [Faulkner](#), B. and [Fredline](#), L. 2003. **Aspects of Tourism, Progressing Tourism Research**. 1st Ed., Multilingual Matters.
4. Finn, M. 2000. **Research Methods for Leisure and Tourism Data Collection, Analysis and Interpretation**. 1st Ed., Longman Pub Group.

THM-312 HOSPITALITY SERVICE CENTRE MANAGEMENT (03 Credit hrs)

PRE-REQUISITE

THM-304 Hospitality Operations

LEARNING OUTCOMES

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

- Organizational behavior of service centres
- Differentiation between products and services.
- Use qualitative and quantitative methods for decision making.
- 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 .

1. Understanding services and services centers
2. Implementing different strategies to manage service centers
3. Enhance service qualities to increase guest comfort level
4. Enhance probability

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. Dorothy M.Chase, Johny Sue Reynolds .2013.**Hospitality Services.**
2. Johny sue Reynolds.2004.**Hospitality Services:Food and Lodging.**
3. Eric Laws. 2003. **Improving Tourism and Hospitality Services.**

THM-313 TOURISM/HOSPITALITY FIELD TOUR (01 Credit hrs)**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
THM-401	Human Resource Management	03	General
THM-402	Event Management	02+01	Foundation
THM-403	Food Safety and HACCP	02+01	Foundation
THM-404	Air Travel Management	02+01	Elective
THM-405	Tourism Planning and Development	03	Elective
THM-406	Tourism/Hospitality Field Tour	01	Major
Total Credit hours		16	

Pre-Requisite

THM-104 Principal of Management

Learning Outcomes

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

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

CORUSE 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 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:

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. Jerald Chesser. 2017. **Human Resource management in a Hospitality Environment**. 1st Ed., Apple Academic Press.
2. Nickso, D. 2013. **Human Resource Management for the Hospitality and Tourism Industries**. 2nd Ed., Routledge.
3. Delphina Fonseca. 2016. **Human Resources Management in the Hospitality Industry**. 1st Ed., Scitus Academics LLC.

PRE-REQUISITE

THM-304 Hospitality Operations

LEARNING OUTCOMES:

Upon completion of this course the student will:

- Be able to know the kind of events organized in the market
- Be able to know the business approach of an event
- Be able to know the financial and budgeting to organize an event
- Be able to know the human resource management for an event
- Be able to know the marketing tactics of an event
- Be able to practice 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. Razaq Raj, Tahir Rashid, Paul Walters, 2017. **Events Management Principles and practice**, 3rd Ed., Sage Publications Ltd.
2. Meegan Jones, 2014. **Sustainable Event Management A Practical Guide**, 2nd Ed., Routledge.
3. Hanya Pielichalty, Georgiana Els, Ian Reed, Vanessa Mawer, 2017. **Events Project Management**. 1st Routledge.
4. Alex Genadinik, 2015. **Event Planning: Management & Marketing for Successful Events**. 1st Ed., Createspace independent Publishing Platform.
5. Nicole Ferdinand & Paul J. Kitchin, 2017. **Events Management: An International Approach** 2nd Ed., Sage Publications Ltd.
6. Conwy, D.G., 2009. **The Event Manager's Bible: The Complete Guide to Planning and Organizing a Voluntary or Public Event**. 3rd Ed., How to Books.
7. Shone, A. and Parry, B., 2004. **Successful Event Management: A Practical Handbook**. 3rd Ed., Cengage Learning EMEA.
8. Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I., 2010. **Events Management**. 3rd Ed., Wiley & Sons.

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 foundation 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

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

PRE-REQUISITE

THM-204 Travels and Tour Operations

LEARNING OUTCOMES:

Upon completion of this course the student should:

- Be able to understand the evolution of travel agency business in the world
- Be able to understand the business opportunities in travel agency and tour operation
- Be familiar with the operational areas of travel agency and tour operation
- 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

At the end of this course, the students will be able to

1. Understand the significance of travel agency and tour operation business;
2. Know the current trends and practices in the tourism and travel trade sector; and
3. Develop adequate knowledge and skills applicable to travel industry.

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. Gerald N. Cool & Bruce G. Billing. 2017. Airline Operations and Management. Routledge.
2. Nigel Helpert & Anne Graham. 2020. The Routledge Companion to Air transport Management. Routledge.
3. Anne Graham, Frederic Dobruszkes. 2019. Air Transport-A Tourism Perspective. Elsevier.

PRE-REQUISITE

THM-202 Sustainable Tourism

LEARNING OUTCOMES:

Upon completion of this course the student should:

- Be able to understand the theories of developments
- Be able to critically evaluate new forms of tourism
- Be able to understand the benefits and professional status of tourism development
- Be able to apply the knowledge of a variety of interpretations and approaches of development, in a number of case studies.
- Be able to apply knowledge of sustainable development to management practices.
- 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. Dmitriyevna.2015.Tourism and Hotel Development.
2. O'Rourke.2020.Ethical and Responsible Tourism:Managing Sustainability in Local Tourism Destinations.
3. [Edgell Sr.](#).2020.Managing Sustainable Tourism:A Legacy for the Future.3rd Edition.

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

Code	Course Title	C.H.	Course Type
THM-407	Fundamental of Baking	02+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
Total credit hours		15	

THM-407 Fundamentals of Baking (02+ 01 Credit hr)

PRE-REQUISITE

THM-209 Culinary Arts

Learning Outcomes

A graduate of this major should be able to:

- 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.

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.

1. To know concepts and methodology of baking
2. To provide knowledge about confectionery techniques
3. 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 - What are leavening agents? - Different Leavening agents - their functions in Baking Industry,

Module 4:

Setting materials - types - their function in baking; Cocoa and Chocolate 8. Bakery unit operations including mixing - fermentation - Proofing - baking.

Module5:

Biscuits

Ingredients - Types of biscuits - Processing of biscuits - faults & Remedies 11. Cream crackers, soda crackers, wafer biscuits & matzos, puff biscuits 12. Hard sweet, Semi Sweet and Garibaldi fruit sandwich biscuit 13. Short dough biscuits, Wafers.

Module 6:

Cakes - types

Ingredients - Processing of cakes - Problems - Remedies 15. 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 17. Types of confectionery.

Module 8

Basic technical considerations 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

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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
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. Bo Friberg, Amy Kemp Friberg.2018. **The Professional Pastry Chef**.4th Edition.John Wiley & Sons.Inc
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

- Understand the basic issues that affect behavior
- Understand, manage and change their own behavior, as well as influence the behavior of others.
- Understand the sense of motivational behavior during a conflict
- 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

1. To help students develop understanding of the basic issues that affect behavior
2. To understand the value of analyzing management problem
3. To understand core behavioral principles on which personal, interpersonal and public leadership skills are based.
4. To help foster competency in critical management and leadership skills.

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

Module3:

Managing Issues

Symptoms of stress, stress inventory sources of stress, the consequences and cost o stress, sources of stress on the job.

Module4:

Decision Making

Generating alternatives, models of decision making, techniques of assisting to make decision

Module5:

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

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- 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
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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. Robert Sapolsky. 2017. **Behave: The Biology of Human at Our Best and Worst.** Wilson Literary Science.
2. Maria Konnikova.2016.**The Conflict Game**
3. Susan Raines.2012.**Conflict Management for Managers: Resolving Workplace, Client and Policy repute.**
4. Morton Deutsch, Peter T.Coleman, Eric C. Marcus.2000.**The Handbook of Conflict Resolution: Theory and Practice.**

PRE-REQUISITE

THM-310 Environmental and Cultural Issues

LEARNING OUTCOMES:

Upon completion of this course the student should:

- Be able to understand the theories of ecotourism experience
- Be able to critically evaluate ecotourism business operations and planning contexts
- Be able to understand the benefits and professional status of ecotourism
- Be able to apply the knowledge of a variety of interpretations and approaches to ecotourism, in a number of case studies.
- Be able to apply knowledge of sustainable ecotourism to management practices.
- Be able to 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, Field Trip, Report writing.

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. Blumstein, D., Geffroy, B., Samia, D.S.M., Bessa, E. 2017. **Ecotourism's promise and peril.** Springer
2. Fennell, D.A., 2014. **Ecotourism.** 4th Ed., Routledge.
3. Hill, J. and Gale, T. 2009. **Ecotourism and Environmental Sustainability: Principles and Practice.** 1st Ed., Shgate Publishing Limited.
4. Weaver, D. 2008. **Ecotourism.** 2nd 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%

Books Recommended:

As suggested by the supervisor