

UNIVERSITY OF THE PUNJAB

NOTIFICATION

It is hereby notified that the Syndicate at its meeting held on 27-07-2023 has approved the recommendations of the Academic Council made at its meeting dated 24-05-2023 regarding approval of the Revised Syllabi and Courses of Reading for Associate Degree in Tourism and Hospitality Management under Semester System at the College of Earth and Environmental Sciences w.e.f. the Academic Session, 2021 and onward.

The Revised Syllabi and Courses of Reading for Associate Degree in Tourism and Hospitality Management under Semester System is attached herewith as Annexure 'A'.

**Admin. Block,
Quaid-i-Azam Campus,
Lahore.**

Sd/-
REGISTRAR

No. D/ 7676 /Acad.

Dated: 11 – 10 /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**

**REVISED
COURSES & SYLLABI**

Program Title: 02 Year Associate Degree in Tourism and Hospitality Management

Department: College of Earth and Environmental Sciences

Faculty: Geoscience

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, 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 two years 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 Master's in Hospitality & Tourism Management through credit transfers and 4 years honors degree.

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, F.Sc. or I.Com) or equivalent with minimum 2nd division with 12 Years educations marks from any recognized institute of Pakistan. Admissions to associate degree 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 02 year and number of courses taught in Associate degree of Tourism and Hospitality Management will be 27 with 1-3 credit hours for each course and 15 to 19 credit hours 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	07	03	01	01	02	--	17
2 nd	07	04	01	02	--	--	19
3 rd	07	02	01	04	--	--	18
4 th	06	02	01	03	--	--	16
PU	27	11	4	10	02	--	70
HEC Guidelines	22	06	04	10	02	--	66
Difference HEC & PU	+05	+05	NIL	NIL	NIL	NIL	+04

9. Scheme of Studies / Semester –Wise Workload

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
Semester I					
1.	HQ-01	Translation of Holy Quran	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent)	Non Credit
2.	THM-101	English I (Functional English)	Compulsory	--	03
3.	THM-102	Islamic Studies /Ethics	Compulsory	--	02
4.	THM-103	Foundation I: Introduction to Tourism & Hospitality	Foundation	--	03
5.	THM-104	General I: Principles of Management	General	--	03
6.	THM-105	General II: Cultural History of Pakistan	General	--	03
7.	THM-106	Major I: Front Office Operations and Management	Major	--	02+1
Total Credit hrs Semester-I					17

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
Semester II					
8.	HQ-02	Translation of Holy Quran	Compulsory	HQ-01	01
9.	THM-107	English II (Communication Skills)	Compulsory	THM-101	03
10.	THM-108	Introduction to Computer	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent	02+1
11.	THM-109	Mathematics	Compulsory	-do-	03
12.	THM-110	Foundation II: Pakistan – Tourist Destinations	Foundation	THM-103	03
13.	THM-111	Major II: Tourism: Concepts and Principles	Major	THM-103	03
14.	THM-112	Major III: Tourism Marketing	Major	THM-103	03
Total Credit hrs Semester-II					19
Semester III					
15.	HQ-03	Translation of Holy Quran	Compulsory	HQ-02	Non Credit
16.	THM-201	English III: Technical Writing and Presentation Skills	Compulsory	THM-107	03
17.	THM-202	Foundation III: Sustainable Tourism	Foundation	THM-111	03
18.	THM-203	Major IV: Heritage Management	Major	THM-105	03
19.	THM-204	Major V: Travels and Tour Operations	Major	THM-111	02+1
20.	THM-205	Major VI: Sports and Adventure Tourism	Major	THM-111	03
21.	THM-206	Major VII: Project Management	Major	THM-104	03
Total Credit hrs Semester-III:					18
Semester IV					
22.	HQ-04	Translation of Holy Quran	Compulsory	HQ-03	01
23.	THM-207	Pakistan Studies	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent	02
24.	THM-208	Foundation IV: House Keeping Operation and Management	Foundation	THM-106	02+1
25.	THM-209	Major VIII: Culinary Arts	Major	THM-103	1+02
26.	THM-210	Major-XII: Tourism Hospitality Field Tour	Major	THM-110	01
27.	THM-211	Major IX: INTERNSHIP	Major	THM-206	06
Total Credit hrs Semester-IV					16
Grand Total (I+II+III+IV):					70

10. Award of Degree

02 Year Associate degree will be awarded on the successful completion of courses & syllabi with minimum required CGPA 2.5/4.00.

NOC from Professional Councils (if applicable)

Not Applicable

11. 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 Kamran15. Dr. Muhammad Asif Javed	15
MS / M.Phil.	<ol style="list-style-type: none">16. Mr. Muhammad Waqar17. Ms. Anum Tariq18. Mr. Muhammad Dastgeer19. Ms. Zahra Majid	04

12. Present Student Teacher Ration in the Department

447: 19= (1:23)

13. Course Outlines Separately for Each Course

1ST YEAR, FIRST SEMESTER			
Code	Course Title	C.H.	Course Type
HQ-01	Translation of Holy Quran	Non Credit	Compulsory
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	02+1	Major
Total Credit hrs Semester-I		17	

PRE-REQUISITE: Intermediate: F.A/ F.Sc. / I.Com or equivalent**SYLLABUS OUTLINE**

سورة الفاتحة تا سورة آل عمران

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
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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.

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:

1. Construct sentences using correct grammar.
2. Write meaningful essays and précis and comprehend written English.
3. Practice corrects English in speaking and writing.
4. Comply even complex English language texts.
5. Exhibit sound vocabulary and skills to use English in professional life.
6. Avoid common errors usually made by the learners of English as second language.
7. 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

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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Banks, D. (2019). *A systemic functional grammar of English: A simple introduction*. Routledge.
2. Coffin, C., Donohue, J., & North, S. (2013). *Exploring English grammar: From formal to functional*. Routledge.
3. Thompson, G. (2013). *Introducing functional grammar*. Routledge.
4. Fontaine, L. (2012). *Analyzing English grammar: A systemic functional introduction*. Cambridge University Press.
5. Lock, G. (1996). *Functional English grammar: An introduction for second language teachers*. Cambridge University Press.

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:

1. learn the basic concepts and principles of Islam
2. understand the concepts of Holy Quran and Uloom ul Quran
3. Understanding of Islamic theory of Travel and Hospitality.

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 charactristes 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
- Module-4 Islamic Civilization:
- Basic concepts of Islamic political system
 - Islamic concept of sovereignty
 - Basic institutions of Government in Islam

Module-5 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

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RECOMMENDED TEXT BOOKS / SUGGESTED READINGS

1. Allain, J. (2016). MA Gazi (ed.), the Shorter Book of Muslim International Law. *Jus Gentium: J. Int'l Legal Hist.*, 1, 183.
2. Muborakshoeva, M. (2012). *Islam and Higher Education: Concepts, challenges and opportunities*. Routledge.
3. Ḥassān, Ḥ. Ḥ., & Ḥassān, Ḥ. Ḥ. (2010). *An Introduction to the study of Islamic Law*. Adam Publishers.
4. An-Na'im Na, A. A. (2009). *Islam and the secular state*. Harvard University Press.
5. Waliullah, M. (2006). *Muslim Jurisprudence and the Qur'anic Law of Crimes*. Adam Pub..
6. Kelsay, J. (2007). *Arguing the just war in Islam*. Harvard University Press.
7. Kennedy-Day, K. (2003). *Books of definition in Islamic philosophy: The limits of words*. Routledge.

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

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:

1. Understand issues and trends in the tourism industry.
2. Understand Interrelationship of the different sectors of the tourism industry and evaluate their role in supporting events.
3. Understanding the history and current scope of the Hospitality industry.
4. Understanding the basic structure and organization of the foodservice industry.
5. Knowledge the basics of catering operations.
6. Learn 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, and Road),
- Accommodation (Hotels & Restaurants)
- Infrastructure, Super Structure, Composition, Related Industries
- Recourses (Natural & Cultural), Activities

Module -3

- 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
- 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

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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Decrop, A., Correia, A., Fyall, A., & Kozak, M. (2021). *Sustainable and Collaborative Tourism in a Digital World*. Goodfellow Publishers, Limited.
2. Thirumaran, K., Klimkeit, D., & Tang, C. M. (Eds.). (2021). *Service Excellence in Tourism and Hospitality: Insights from Asia*. Springer Nature.
3. Westcott, M., & Bird, G. (2016). *Introduction to Tourism and Hospitality in BC*. Campus Manitoba
4. Boniface, B., & Cooper, C. (2010). *Worldwide destinations casebook*. Routledge.
5. Burkart, A. J., & Medlik, S. (1990). Historical development of tourism. *Historical development of tourism*.

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:

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.

Module I Introduction to Management and Foundation of Management:

- Introduction of 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 and Planning
- Types of planning
- Time Horizon
- Strategy, Strategic management, SWOT, Types of Strategies
- Fundamental of decision making, Types of decision making, Steps in decision making.

Module III Fundamental of organizing:

- 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,
- Elements of organization control, Management control system, Financial Control, Budgeting process, Trends in financial control

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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Morden, T. (2017). *Principles of management*. Routledge.
2. Koontz, H. (2010). *Essentials of management*. Tata McGraw-Hill Education.
3. Robbins, S. P., Coulter, M., & Vohra, N. (2009). *Introduction to Management and Organizations. Management 10th Edition. Pearson Education: Publishing Prentice Hall Publications, 2-21.*
4. Barth, S. C., & Hayes, D. K. (2006). *Hospitality law: managing legal issues in the hospitality industry*. John Wiley & Sons.
5. Bateman, T. S., & Snell, S. (2002). *Management: Competing in the new era*. Irwin Professional Publishing.

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:

1. Appreciate the achievements of one of the oldest civilization of the world—Indus Valley—and its relevance to today's world.
2. Understand the socio-political and religious conditions of the people.
3. Develop a background for the later developments in Pakistan.

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:

- Primary Resources: archeological sites, artifacts
- Secondary Resources : books , stories

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, Uchch 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

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- 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. Ahmed, M. (2014). *Ancient Pakistan - An Archaeological History: Volume V: The End of the Harappan Civilization, and the Aftermath*. Createspace Independent Pub.
2. Wynbrandt, J. (2009). *A Brief History of Pakistan*. Infobase Publishing
3. Rehman, A. (1979). *The last two dynasties of the Śāhis:(an analysis of their history, archaeology, coinage and palaeography)*.
4. Basham, A. L., & Rizvi, S. A. A. (1956). *The wonder that was India* (p. 300). London: Sidgwick and Jackson.
5. Majumdar, R. C., Raychaudhuri, H. C., & Datta, K. (1950). *An advanced history of India*. Macmillan and Co. Limited.
6. Qureshi, I. H. (1967). *A short history of Pakistan*.

THM-106 FRONT OFFICE OPERATIONS AND MANAGEMENT (Theory) (02 Credit hrs)

PRE-REQUISITE

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

LEARNING OUTCOMES:

The student will be able to:

1. Identify the independent components of the lodging front desk/front office system.
2. Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
3. Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
4. 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.

Module-1: Hotel History, Concepts and Classification:

- Historical Perspective, Market Place Consistency, Lodging Management Association
- 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

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.
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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Bardi, J. A. (2021). Hotel-Front-Office-Management.
2. Abbott, P., & Lewry, S. (2010). *Front office*. Taylor & Francis.
3. South Asia Tourism Secretariat, (2007).Front Office, SATS.
4. Huyton, J., Baker, S., & Bradley, P. (2001). Principles of hotel front office operations.
5. Dix C., and Baird C., (1998). Front Office 4th Edition, Harlow Longman.

THM-106 FRONT OFFICE OPERATIONS AND MANAGEMENT(PRACTICAL) (01 Credit hr)

PRE-REQUISITE

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

LEARNING OUTCOMES:

The student will be able to:

1. Identify the independent components of the lodging front desk/front office system.
2. Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
3. Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
4. 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.

Module-1: 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-2: Statistics and Reports

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

Module-3: 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. Bardi, J. A. (2021). *Hotel-Front-Office-Management*.
2. Abbott, P., & Lewry, S. (2010). *Front office*. Taylor & Francis.
3. South Asia Tourism Secretariat, (2007). *Front Office*, SATS.
4. Huyton, J., Baker, S., & Bradley, P. (2001). *Principles of hotel front office operations*.
5. Dix C., and Baird C., (1998). *Front Office 4th Edition*, Harlow Longman.

FIRST YEAR, SECOND SEMESTER

Code	Course Title	C.H.	Course Type
HQ-02	Translation of Holy Quran	01	Compulsory
THM-107	English II (Communication Skills)	03	Compulsory
THM-108	Introduction to Computer	02+1	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		19	

PRE-REQUISITE: HQ-01

COURSE OUTLINE

سورة النساء سورة الانعام

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

PRE-REQUISITE

THM-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:

Elements of effective language

Module-2 :

Correct use of words & expression

Module-3:

Treacherous words; Translation from Urdu to English & Vice Versa

Module-4

Comprehension and translation exercises.

Module-5

Oral communication activities

Module-5

Creative 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
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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Cenere, P., Gill, R., Lawson, C., & Lewis, M. (2015). *Communication Skills for Business Professionals 7*. Cambridge University Press.
2. Thill, J. V., Bovée, C. L., & Cross, A. (2013). *Excellence in business communication* (p. 672). New York: Pearson.
3. Murphy, H. A., Hildebrandt, H. W., & Thomas, J. P. (1997). *Effective business communications*.

PRE-REQUISITE

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

LEARNING OUTCOMES:

Upon completion of this course, students will:

1. Be able to identify computer hardware and peripheral devices
2. Be familiar with software applications
3. Understand file management
4. Accomplish creating basic documents, worksheets, presentations and databases
5. Distinguish the advantages and disadvantages of networks
6. Experience working with email and recognize email netiquette
7. Explore the Web and how to conduct research
8. 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.

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

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- 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. Thomas, C., Fraga-Lamas, P., & Fernández-Caramés, T. M. (Eds.). (2020). *Computer Security Threats*. BoD–Books on Demand.
2. Bakare, J., & Orji, C. T. (2019). Effects of reciprocal peer tutoring and direct learning environment on sophomores' academic achievement in electronic and computer fundamentals. *Education and Information Technologies*.
3. Page, R., & Gamboa, R. (2018). *Essential Logic for Computer Science*. MIT Press.
4. Richard G., (2000), "Computer Simulate with Mathematics" and Spring-Verlag. Germany.
5. Long L., Long N., (2000). *Fundamentals of Computer*, 6th Ed.

THM-108: INTRODUCTION TO COMPUTER (PRACTICAL) (01Credit hr)

PRE-REQUISITE

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

LEARNING OUTCOMES:

Upon completion of this course, students will:

1. Be able to identify computer hardware and peripheral devices
2. Be familiar with software applications
3. Understand file management
4. Accomplish creating basic documents, worksheets, presentations and databases
5. Distinguish the advantages and disadvantages of networks
6. Experience working with email and recognize email netiquette
7. Explore the Web and how to conduct research
8. 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.

Module-1 Computer Application

- 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-2 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

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

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2. Bakare, J., & Orji, C. T. (2019). Effects of reciprocal peer tutoring and direct learning environment on sophomores' academic achievement in electronic and computer fundamentals. *Education and Information Technologies*.
3. Page, R., & Gamboa, R. (2018). *Essential Logic for Computer Science*. MIT Press.
4. Richard G., (2000), "Computer Simulate with Mathematics" and Spring-Verlag. Germany.
5. Long L., Long N., (2000). *Fundamentals of Computer*, 6th Ed.

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
- percent 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

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

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

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Lang, S. (2013). *Complex analysis* (Vol. 103). Springer Science & Business Media.
2. Garrity, T. A. (2002). *All the mathematics you missed: but need to know for graduate school*. Cambridge University Press.
3. Salzman, S. A., Miller, C. D., & Clendenen, G. (1990). *Mathematics for business*. Scott, Foresman. Hassett, B., McKernan, J., Starr, J., & Vakil, R. (Eds.). (2013). *A Celebration of Algebraic Geometry* (Vol. 18). American Mathematical Soc
4. Anton, H. (1989). *Calculus with Analytical Geometry: Late Trigonometry Version*.

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 and the level of facilities required at international standards.
2. To develop various types of tourism activities according to the natural and cultural resource available in Pakistan.
3. To apply principles of ethics, cultural sensitivity, and modern business practices.
4. 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
- 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
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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. Jahangir, T. (2004). *A Travel Companion to the Northern Areas of Pakistan*. Oxford University Press, USA.
2. Mock, J., & O'Neil, K. (2002). *Trekking in the Karakoram & Hindukush*. Lonely planet publications.
3. Siddiqui, Z. (1988). *Tourism Marketing: Pakistan in UK's Context*. Z. Siddiqui.

PRE-REQUISITE

THM-103: Introduction to Tourism and Hospitality Management

LEARNING OUTCOMES:

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

1. understand of tourism and hospitality with emphasis on its available resources (Natural and Cultural), infrastructure and superstructure
2. know management, marketing and business skills
3. Evaluate critically, from a strategic perspective
4. Practice innovative, demonstrative and employment related skills
5. Integrate subject specific knowledge and transferable skills to develop a specialist in depth, conduct a research investigation, and effectively report the findings.
6. Understand 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 identifying students with the proper plans and critical analysis for best management and operations practices to achieve sustainable development.

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
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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. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2017). *Tourism: Principles and practice*. Pearson UK.
2. Dittmer, P. (1998). *Hospitality Industry*, Third Edition, Wiley and Sons
3. Burns, P. M., & Holden, A. (1995). *Tourism: A new perspective*. Financial Times/Prentice Hall.

PRE-REQUISITE

THM-103: Introduction to Tourism and Hospitality Management

LEARNING OUTCOMES:

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

1. Understand the role of marketing in tourism strategy development.
2. Understand destination marketing management: demand and supply issues, attractiveness and competitiveness.
3. Understand theory, formulation and implementation of market driven strategies and plans for a tourism organizations.
4. Understand marketing mix strategies and tactics for tourism.
5. Understand strategic marketing frameworks, concepts, and methods to different types of tourism organizations.
6. Evaluate customer-life time value and assist tourism organizations to deliver excellent tourism experiences.
7. 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.

Module-I Marketing Introduction:

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

Module-II 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

Module-III: 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-IV 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

Module-V 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

Module-VI 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 place
- Market evaluation

Module-VII Managing service businesses and product support services

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

Module VIII 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. Scott, D. M. (2020). *The new rules of marketing and PR: How to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly*. John Wiley & Sons.
2. Kotler, P., Makens, J. C., Bowen, J. T., & Baloglu, S. (2018). *Marketing for hospitality and tourism*. Pearson Education.
3. Shoemaker, S., & Shaw, M. (2008). *Marketing essentials in hospitality and tourism: Foundations and practices*. Upper Saddle River, NJ: Pearson/Prentice Hall.
4. Holloway, J. C. (2004). *Marketing for tourism*. Pearson education.
5. Witt, S. F., & Moutinho, L. (1989). *Tourism marketing and management handbook*. Prentice Hall.

SECOND YEAR, THIRD SEMESTER

Code	Course Title	C.H.	Course Type
HQ-03	Translation of Holy Quran	Non Credit	Compulsory
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	02+1	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	

PRE-REQUISITE: HQ-02 Translation of Holy Quran**COURSE OUTLINE**

سورة الاعراف تا سورة يونس

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

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

Module-2:

- The psychology of effective communication
- Principle of communication psychology

Module- 3

- Presentation
- Report writing
- The need for business report
- Informational report
- Analytical reports

Module- 4

- Writing headings and sub-headings
- Using visual aid
- Proof reading
- Presentations

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

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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. Blokdyk, G. (2019). *Communication Skills A Complete Guide - 2019 Edition*, 5STARCook.
2. Coleman, K. (2019). *Effective Communication: Skills and Strategies to Effectively Speak Your Mind Without Being Misunderstood*, Communication & Social Skills
3. Cenere, P., Gill, R., Lawson, C. and Lewis, M. (2015). *Communication Skills for Business Professionals 7*. Cambridge University Press.
4. Langan, J. (2013). *College writing skills with readings*. Tata McGraw-Hill Education.
5. Langan, J., & Winstanley, S. (2002). *English skills with readings*. McGraw-Hill.

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.

Module-1: Introduction of Sustainability:

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/hoteliars),
- 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).

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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
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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. Cooper, C. (2008). *Tourism: Principles and practice*. Pearson education.
2. Dwyer, L., Forsyth, P., & Spurr, R. (2004). Evaluating tourism's economic effects: new and old approaches. *Tourism management*, 25(3), 307-317.
3. Diaz-Benavides, D. A. V. I. D. (2001). The sustainability of international tourism in developing countries. *Tourism in the least developed countries*. Geneva: UNLDC.
4. Dwyer, L., Forsyth, P., & Rao, P. (2000). The price competitiveness of travel and tourism: a comparison of 19 destinations. *Tourism management*, 21(1), 9-22.

PRE-REQUISITE

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

LEARNING OUTCOMES:

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

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

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.

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:

- Practical approaches and methods to heritage development and planning

Module-6 The Museums:

- The museum philosophy, policy, function, and structure.
- 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.

Module-7 Preventive Conservation:

- The storage and display of artifacts e.g. museums, disaster plans, monitoring and controlling the storage and display environment, storage materials etc.
- Preventive conservation such as disaster planning, conservation policies, collections survey, building envelopes and zonation, storage systems, tests, and stable storage materials.

Module-8 Conservation Projects Management:

- 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 programmers, environmental control and monitoring,
- Case studies: structural problems in selected building types.

Module-9 Information Technology in Heritage Management:

- Basic theory and principles of various types of information technologies, including database management systems, GIS etc.
- The application of these techniques in the documentation, conservation and management of cultural heritage.

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:

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. Feilden, B. M., & Jokilehto, J. (2019). Management guidelines for world cultural heritage sites. 1998. *Historic Cities: Issues in Urban Conservation*, 8, 425.
2. Messenger, P. M., & Smith, G. S. (2010). *Cultural Heritage Management. A Global Perspective Series*.
3. Howard, P. (2003). *Heritage: management, interpretation, identity*. Bloomsbury Publishing.
4. McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.
5. Stovel, H. (1998). *Risk preparedness: a management manual for world cultural heritage*.

THM-204: TRAVEL AND TOUR OPERATIONS (THEORY) (02 Credit hrs)

PRE-REQUISITE

THM-111: Tourism Concepts and Principles

LEARNING OUTCOMES:

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

1. Gain necessary skills in travel management.
2. Increase their knowledge and practice in packaging tours.
3. Adopt the travel system and have competence for implementation.
4. Understand 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
5. Understand the ways in destination research, development, and supply negotiations, Device and develop tour itinerary planning, costing and pricing of a tour.
6. Understand 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

Module-VI Public sector Tourism Enterprises and Tour Packaging Business:

- Public sector Undertaking
- Government involvement in Tourism Operations
- Major Tourism Enterprises in Public Sector

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
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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Negi, J., & Manohar, G. (1997). *Travel Agency and Tour Operation: Concepts and Principles*. Kanishka Publishers.
2. Yale, P. (1995). *The business of tour operations*. Addison Wesley Longman Ltd.
3. Webster, S. (1993). *Group travel operating procedures*. John Wiley & Sons Incorporated.

THM-204: TRAVEL AND TOUR OPERATIONS (PRACTICAL) (01 Credit hr)

PRE-REQUISITE

THM-111: Tourism Concepts and Principles

LEARNING OUTCOMES:

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

1. Gain necessary skills in travel management.
2. Increase their knowledge and practice in packaging tours.
3. Adopt the travel system and have competence for implementation.
4. Understand 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
5. Understand the ways in destination research, development, and supply negotiations, Device and develop tour itinerary planning, costing and pricing of a tour.
6. Understand 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 Tour Business Planning:

- 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
- 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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- homework
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ASSESSMENT AND EXAMINATIONS:

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1. Negi, J., & Manohar, G. (1997). *Travel Agency and Tour Operation: Concepts and Principles*. Kanishka Publishers.
2. Yale, P. (1995). *The business of tour operations*. Addison Wesley Longman Ltd.
3. Webster, S. (1993). *Group travel operating procedures*. John Wiley & Sons Incorporated.

PRE-REQUISITE

THM-111: Tourism Concept and Principles

LEARNING OUTCOMES:

After Completion of this course 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.
3. Understand how government agencies and private sector groups work together to foster the growth of sport and adventure events and activities
4. Identify the steps used to promote major sport and adventure events

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

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

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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. Bajracharya, R. K. (2021). Adventure Tourism: The new frontier: A Critical Review. *Journal of Tourism and Himalayan Adventures*, 3(1), 96-99.
2. Taylor, S., Varley, P., & Johnston, T. (Eds.). (2013). *Adventure tourism: Meaning, experience and learning* (Vol. 36). Routledge.
3. Buckley, R. (2011). *Adventure tourism management*. Routledge
4. Buckley, R. (2006). *Adventure tourism*. Cabi.

PRE-REQUISITE

THM-104: Principles of Management

LEARNING OUTCOMES:

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

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.

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

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

ASSESSMENT AND EXAMINATIONS:

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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. Hartley, S. (2020). *Project Management: A practical guide to planning and managing projects*. Routledge.
2. Kuster, J. (2015). *Project management handbook*. Springer-Verlag Berlin Heidelberg.
3. Newton, R. (2013). *The Project Management Book: How to Manage Your Projects To Deliver Outstanding Results*. Pearson UK.
4. Cleland, D. I., & Gareis, R. (2006). *Global project management handbook: Planning, organizing, and controlling international projects*. McGraw-Hill Education.
5. Baars, W., Harmsen, H., Kramer, R., Sesink, L., & van Zundert, J. (2006). *Project management handbook. Data Archiving and Networked Services, The Hague*.

SECOND YEAR, FOURTH SEMESTER

Code	Course Title	C.H.	Course Type
HQ-04	Translation of Holy Quran	01	Compulsory
THM-207	Pakistan Studies	02	Compulsory
THM-208	Foundation IV: House Keeping Operation and Management	02+1	Foundation
THM-209	Major VIII: Culinary Arts	01+2	Major
THM-210	Major IX: Tourism Hospitality Field Tour	01	Major
THM-211	Major IX: INTERNSHIP	06	Major
Total Credit hrs Semester-IV		16	

PRE-REQUISITE: HQ-03 Translation of Holy Quran**COURSE OUTLINE**

سورة هود تا سورة الكهف

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

ASSESSMENT AND EXAMINATIONS:

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

PRE-REQUISITE

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

LEARNING OUTCOMES

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

1. know 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. Understand National Ethics; Culture and Civil Rights (Constitution of Pakistan) and Codes of Ethics and Codes of Conduct (provided by Pakistan Engineering Council).
3. Understand 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 McLeod, D. (2016). *India and Pakistan: friends, rivals or enemies?*. Routledge.
- 2 Pande, A. (2011). *Explaining Pakistan's foreign policy: escaping India*. Routledge.
- 3 Zaidi, S. A. (2005). *Issues in Pakistan's economy*. OUP Catalogue.
- 4 Jalal, A. (2002). *Self and sovereignty: Individual and community in South Asian Islam since 1850*. Routledge.
- 5 Rabbni, M. I., & Sayyid, M. A. (1995). *An Introduction to Pakistan Studies*. Caravan Book House.

THM-208: HOUSE KEEPING OPERATION AND MANAGEMENT (THEORY) (02 Credit hrs)

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. 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
- 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 & SchedulesCleaning publicarea-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:

- Cleaning, Bed making and Dusting procedures

Module- 5 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 activities of linen room

Module-6 Health and safety Management:

- Health and safety Management, health, safety and security risks for guest
- Prevention of fire and First aid
- Key and lock management, lost and found management

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. Branson, J. C. (1988). *Hotel, hostel and hospital housekeeping* (p. 307). London: Edward Arnold: Hodder & Stoughton.
2. B.K. Chakravarti, (2018). *Housekeeping Management in Hotels* Anita Banerjee.
3. Alam, M. (2016). *Housekeeping Manual*, DTH Hazara University.

THM-208: HOUSE KEEPING OPERATION AND MANAGEMENT (PRACTICAL) (01 Credit hr)

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. The course's overall objective is to prepare the student for the management career in the hospitality field.

Module-1: 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
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3. Alam, M. (2016). *Housekeeping Manual*, DTH Hazara University.

PRE-REQUISITE

THM-103 Introduction to Tourism and Hospitality

LEARNING OUTCOMES:

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

1. 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.
2. Estimates, 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.
3. 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.
4. 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.
5. 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.

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,
- Professional cook, food and nutrition, 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.

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
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RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Child, J., Bertholle, L., & Beck, S. (2014). 31. From Mastering the Art of French Cooking. In *Books That Cook* (pp. 218-224). New York University Press.
2. Hallam, E. (2004). *Food Technology*. Nelson Thornes.
3. Brown, D. R. (2003). *The restaurant manager's handbook: How to set up, operate, and manage a financially successful food service operation* (Vol. 1). Atlantic Publishing Company.
4. Dendy, D. A., & Dobraszczyk, B. J. (2001). *Cereals and cereal products: chemistry and technology*. Boom Koninklijke Uitgevers.
5. Barham, P. (2001). *The science of cooking*. Springer-Verlag GmbH.
6. Tull, A. (1997). *Food and nutrition*. Oxford University Press, USA.

PRE-REQUISITE

THM-103 Introduction to Tourism and Hospitality

LEARNING OUTCOMES:

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

1. 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.
2. Estimates, 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.
3. 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.
4. 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.
5. 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.

Module-I:

- Hors d' Oeuvres,
- 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
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2. Hallam, E. (2004). *Food Technology*. Nelson Thornes.
3. Brown, D. R. (2003). *The restaurant manager's handbook: How to set up, operate, and manage a financially successful food service operation* (Vol. 1). Atlantic Publishing Company.
4. Dendy, D. A., & Dobraszczyk, B. J. (2001). *Cereals and cereal products: chemistry and technology*. Boom Koninklijke Uitgevers.
5. Barham, P. (2001). *The science of cooking*. Springer-Verlag GmbH.
6. Tull, A. (1997). *Food and nutrition*. Oxford University Press, USA.

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