

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 04 years BS 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 04 years BS Degree in Tourism and Hospitality Management under Semester System is attached herewith as Annexure 'A'.

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

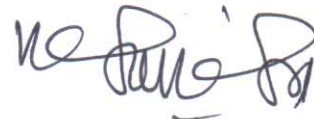
Sd/-
REGISTRAR

No. D/ 7665 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**

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

Department: College of Earth and Environmental Sciences

Faculty: Geosciences

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

4. Program Objectives

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

5. Market Need / Rationale of the Program

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

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

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

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

6. Admission Eligibility Criteria

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

7. Duration of the Program

Total duration of the program will be 04 year and number of courses taught in BS degree in Tourism and Hospitality Management will be **139 credit** hours total with 08 semesters varied by 16-19 credit hrs in each semester. There shall be following 4 categories of courses offered to the students according to HEC standardized format/Scheme of studies.

8. Categorization of Courses as per HEC Recommendation and Difference

Semester	Courses	Category (Credit Hours)					Semester Load
		Compulsory	Foundation	Major	General	Elective	
1 st	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
5 th	07	02	01	02	02	--	18
6 th	08	02	02	02	02	--	19
7 th	07	01	02	01	01	02	16
8 th	05	01	01	01	--	02	16
PU	54	17	10	16	07	04	139
HEC Guidelines	40-44	09	10	13	07-08	04	124-136
Difference HEC & PU	+10	+08	NIL	+03	NIL	NIL	+03

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
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

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
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
Semester V					
28.	HQ-05	Translation of Holy Quran	Compulsory	HQ-04	Non Credit
29.	THM-301	Statistics	Compulsory	THM-109	02+1
30.	THM-302	General-III: Introduction to Archeology	General	THM-105	02+1
31.	THM-303	General-IV: Introduction to Sociology	General	THM-105	03
32.	THM-304	Foundation-V: Hospitality Operations	Foundation	THM-104	02+1
33.	THM-305	Major-X: International Relation and Tourism	Major	THM-203	03
34.	THM-306	Major-XI: Hotel Management Accounting	Major	THM-109	03
Total Credit hrs Semester-V					18
Semester VI					
35.	HQ-06	Translation of Holy Quran	Compulsory	HQ-05	01
36.	THM-307	Tourism Geography	Compulsory	Intermediate (F.A./F.Sc. I.Com. or equivalent)	03
37.	THM-308	General-V: Organizational and Consumer Behavior	General	THM-104	03
38.	THM-309	Foundation-VI: Food and Beverages Management	Foundation	THM-104	02+1
39.	THM-310	Foundation-VII: Environmental and Cultural Issues	Foundation	THM-305	03
40.	THM-311	Major-XII: Research Methods and Techniques	Major	THM-206	03
41.	THM-312	General-VI: Hospitality Service Centre Management	General	THM-304	02
42.	THM-313	Major-XIII: Tourism / Hospitality Field Tour	Major	THM-210	01
Total Credit hrs Semester-VI					19

Sr. #	Code	Course Title	Course Type	Prerequisite	Credit Hours
Semester VII					
43.	HQ-07	Translation of Holy Quran	Compulsory	HQ-06	Non Credit
44.	THM-401	General-VII: Human Resource Management	General	THM-104	03
45.	THM-402	Foundation-VIII: Event Management	Foundation	THM-304	02+1
46.	THM-403	Foundation-IX: Food Safety and HACCP	Foundation	THM-309	02+1
47.	THM-404	Elective-II: Air Travel Management	Elective	THM-204	02+1
48.	THM-405	Elective-III: Tourism Planning and Development	Elective	THM-202	03
49.	THM-406	Major-XIV: Tourism / Hospitality Field Tour	Major	THM-313	01
Total Credit hrs Semester-VII					16
Semester VIII					
50.	HQ-08	Translation of Holy Quran	Compulsory	HQ-07	01
51.	THM-407	Elective-IV: Fundamental of Baking	Elective	THM-209	02+1
52.	THM-408	Elective-V: Conflict Resolution and Human Behavioral Management	Elective	THM-104	03
53.	THM-409	Foundation-X: Ecotourism	Foundation	THM-202	03
54.	THM-410	Major-XV: Thesis / Viva Voce Examination	Major	--	06
Total Credit hrs Semester-VIII					16
Grand Total (I+II+III+IV+V+VI+VII+VIII):					139

10. Award of Degree

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

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
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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 characteristics of faithful (verse No: 1-11)
- Verse Surah al-Furqan related to social ethics(verse No: 63-77)
- Verses of surah Al-inam related to Ihkam (verse No:152-154)
- Verses of surah Al-saf related to tafakar, tadabar (verse No; 1-14)

Module-3 Basic concepts of Hadith:

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

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

- Life of Muhammad bin Abdullah (before prophethood)
 - Life of the Holy prophet (S.A.W) in Makkah
 - Life of the prophet in(S.A.W) in Madina
- 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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- attitude and behavior,
- hands-on-activities,
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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. 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

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. 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

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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. 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.

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

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- 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. 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:

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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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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

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

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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.

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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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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

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

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
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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*.

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:

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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
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. 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

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

ASSESSMENT AND EXAMINATIONS:

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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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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.

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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- homework
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- 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. 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/hoteliers),
- The Voluntary Sector,
- The Host Community,
- The Media, the Tourist, the NGOs/INGs.

Module-6: Sustainable Tourism in Different Geographical Locations:

Coastal Areas and the Sea, Rural Areas, Urban Areas, Mountainous Regions, Islands, Wetlands, Deserts.

Module-7: Sustainable Tourism & Cultural Heritage:

- Culture & its preservation, culture as a tourism attraction
- The impacts of tourism
- Eco-tourism and parallels to cultural heritage tourism
- Industry responses to sustainable tourism
- The realities of industry structure
- Role for development cooperation programs

Module-8: Global Sustainable Tourism Criteria:

- Sustainability and Tourism Policies
- Tourism and Sustainable Development Goals (SDGs).

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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

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:

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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*.

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

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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. 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 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

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- homework
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- short tests, quizzes etc.

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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,
- 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. 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

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. 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,
- 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

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
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.

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
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. 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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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-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.

PRE-REQUISITE

THM-206 Project Management

LEARNING OUTCOMES:

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

ASSESSMENT AND EXAMINATIONS:

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

THIRD YEAR, FIFTH SEMESTER

Code	Course Title	C.H.	Course Type
HQ-05	Translation of Holy Quran	Compulsory	Non Credit
THM 301	Statistics	Compulsory	02+1
THM-302	General-III: Introduction to Archeology	General	02+01
THM-303	General-IV: Introduction to Sociology	General	03
THM-304	Foundation-V: Hospitality Operations	Foundation	02+01
THM-305	Major-X: International Relation and Tourism	Major	03
THM-306	Major-XI: Hotel Management Accounting	Major	03
Total Credit Hours			18

PRE-REQUISITE: HQ-04 Translation of Holy Quran

COURSE OUTLINE

سورة مريم تا سورة الفرقان

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

PRE-REQUISITE

THM-109 Mathematics

COURSE OUTCOMES:

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

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

COURSE INTRODUCTION AND OBJECTIVES:**Syllabus Outline**

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

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

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

Module-2 Statistical Analysis of Data

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

Module-3 Frequency Analysis

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

Module-4 Correlation and Regression

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

Module-5 Hypothesis Testing

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

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

THM 301: STATISTICAL METHODS (LAB) (01 credit hr)

PRE-REQUISITE: F.Sc. or equivalent

LEARNING OUTCOMES:

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

SYLLABUS OUTLINE

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

PRACTICAL

Module-1 Statistical Analysis of Hydrological Data

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

Module-2 Probability Distributions

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

Module-3 Frequency Analyses

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

Module-4 Software Packages for Statistics

Statistical Analysis using MS Excel

Introduction to R- Programming for Statistical analysis of Hydrological data

Introduction to MATLAB- Programming for Statistical analysis of Hydrological data

TEACHING – LEARNING STRATEGIES

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

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

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

PRE-REQUISITE

THM-105 Cultural History of Pakistan

LEARNING OUTCOMES:

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

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

COURSE INTRODUCTION AND OBJECTIVES:

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

Module-1 Introduction:

- Definitions and Terminologies in Archaeology

Module-2: Aims and Objectives

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

Module-3: History and Development

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

Module-4: Archeology and Tourism

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

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

PRE-REQUISITE

THM-105 Cultural History of Pakistan

LEARNING OUTCOMES:

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

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

COURSE INTRODUCTION AND OBJECTIVES:

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

Module-1:

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

Module-2:

- Visit to Archaeological Sites, Monuments and Museums

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

PRE-REQUISITE:

THM-105: Cultural History of Pakistan

LEARNING OUTCOMES:

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

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

COURSE INTRODUCTION & OBJECTIVES:

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

Module-1: Introduction

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

Module – 2: Sociological Approach to Tourism

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

Module –3: Tourism System and the Individual

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

Module-4: Culture and Society

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

Module- 5: Social Group and Social Stratification

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

Module – 6: Tourism and Social Institutions:

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

Module – 7: Tourism and Social Change

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS

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

PRE-REQUISITE

THM-104 Principles of Management

LEARNING OUTCOMES:

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

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

COURSE INTRODUCTION & OBJECTIVES:

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

Module -1: Lodging- Yesterday and Today

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

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

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

Module -3: Food Service

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

Module -4: Competitive Forces in Food Service

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

Module -5: Operations: Rooms

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

Module -6: Operations; Housekeeping, Engineering and Security

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

Module -7: Marketing and Associated Activities

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

Module-8: Financial control and Information Management

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

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

THM-304: HOSPITALITY OPERATIONS (PRACTICAL) (01 Credit hrs)

PRE-REQUISITE

THM-104 Principles of Management

LEARNING OUTCOMES:

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

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

COURSE INTRODUCTION & OBJECTIVES:

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

Module -1:

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

Module -2:

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

Module -3:

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

Module -4:

- Report writing and presentation of project management.

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

PRE-REQUISIT

THM-203 Heritage Management

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module 1: Introduction

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

Module 2: Culture and Society

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

Module 3: Planning and Development

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

Module 4: Analysis

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-109 Mathematics

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module 1: Introduction

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

Module 2: Types of Accounting

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

Module 3: Statement of Accounts

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

Module 4: Reports Financial Statements

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

Module 5: Analysis of Financial Reports

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

THIRD YEAR, SIXTH SEMESTER

Code	Course Title	C.H.	Course Type
HQ-06	Translation of Holy Quran	01	Compulsory
THM-307	Tourism Geography	03	Compulsory
THM-308	Organizational and Consumer Behavior	03	General
THM-309	Food and Beverages Management	02+01	Foundation
THM-310	Environmental and Cultural Issues	03	Foundation
THM-311	Research Methods and Techniques	03	Major
THM-312	Hospitality Service Centre Management	02	General
THM-313	Tourism/Hospitality Field Tour	01	Major
Total Credit hours		19	

PRE-REQUISITE: HQ-05 Translation of Holy Quran

COURSE OUTLINE

سورة الشعرا تا سورة ص

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

PRE-REQUISITE

THM-204 Travel and Tour Operation

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVE

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

Module -I: Introduction

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

Module –II: Geography of the World

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

Module -III: General Geographical Features

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

Module –IV: Geography and Environment

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

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

PRE-REQUISITE:

THM-304 Hospitality Operations

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES:

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

Module I: Introduction

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

Module II: Basic Human Processes:

- Perception and Learning, Individual Differences: Personality and Abilities

Module III: The Individual in the Organization

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

Module IV: Group Process

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

Module V: Influencing Others

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

Module VI: Organizational Processes

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-103 Introduction to Tourism and Hospitality

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module-1 Introduction

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

Module-2 Services

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

Module-3 Menu

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

Module-4 Record Keeping

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

Module-5 Restaurant Management

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

Module-6 Sales and Marketing

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

THM-309 FOOD AND BEVERAGES MANAGEMENT (PRACTICAL) (01 Credit hr)

PRE-REQUISITE

THM-103 Introduction to Tourism and Hospitality

LEARNING OUTCOMES

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

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

CONTENTS

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

Module -1 Introduction

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

Module -2 Menu

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

Module -3 Record Keeping

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

Module-4 Restaurant Management

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

TEACHING – LEARNING STRATEGIES

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXTBOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-305 International Relation and Tourism

LEARNING OURCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module-1 Introduction

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

Module-2 Environment and Tourism

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

Module-3 Environment and Sustainability

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

Module-4 Landscapes of tourism:

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

Module-5 Tourism and urban life:

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

Module-6 Environmental and cultural tourism resources:

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-206 Project Management

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module-1: Introduction

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

Module-2: Literature Review

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

Module-3: Methodology

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

Module-4: Research Report Writing

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

ASSIGNMENTS–TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

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

PRE-REQUISITE

THM-304 Hospitality Operations

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module-1:

Introduction, The metamorphosis of service

Module-2:

The nature of service, service quality

Module-3:

Understanding and engaging customers

Module-4:

Service vision, service design, service encounter

Module-5:

Service Marketing: Managing customer's experiences and relationships.

Module-6:

Service Guarantees, Service Failure, Service recovery

Module-7:

Managing and engaging employees in service organizations.

Module-8:

Leadership for service organization.

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-507 Tourism / Hospitality Field Tour

LEARNING OUTCOMES

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

COURSE INTRODUCTION AND OBJECTIVES

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

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

FOURTH YEAR, SEVENTH SEMESTER

Code	Course Title	C.H.	Course Type
HQ-07	Translation of Holy Quran	Non Credit	Compulsory
THM-401	Human Resource Management	03	General
THM-402	Event Management	02+01	Foundation
THM-403	Food Safety and HACCP	02+01	Foundation
THM-404	Air Travel Management	02+01	Elective
THM-405	Tourism Planning and Development	03	Elective
THM-406	Tourism/Hospitality Field Tour	01	Major
Total Credit hours		16	

PRE-REQUISITE: HQ-06 Translation of Holy Quran**COURSE OUTLINE**

سورة الزمر تا سورة ق

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
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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

THM-104 Principal of Management

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVE

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

Module-1: Introduction

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

Module-2: Policies and Hiring Process

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

Module-3: Training and Development

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

Module-4: Role of Unions

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

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

PRE-REQUISITE

THM-304 Hospitality Operations

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES:

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

Module-1**Introduction**

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

Module-2,

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

Module-3**Event Planning**

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

Module-4**Event Management**

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

- Event practical
- Writing a Report

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
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RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-304 Hospitality Operations

LEARNING OUTCOMES

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

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

COURSE INTRODUCTION AND OBJECTIVES:

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

Module-1: Planning of an Event

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

Module-2: Visit of Events

- Industrial visits regarding marketing and planning of an event.

Module-3: Organizing an Event

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

Module-4: Post Event Planning

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
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RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-309 Food and Beverages Management

LEARNING OUTCOMES:

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module-1

Introduction

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

Module-2

HACCP system

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

Module-3

Hazard analysis

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

Module-4

Scope of HACCP

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS

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

PRE-REQUISITE

THM-309 Food and Beverages Management

LEARNING OUTCOMES:

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

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

CONTENTS:

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

Module -1 Introduction

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

Module -2 HACCP system

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

Module -3 Hazard analysis

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

Module -4 Scope of HACCP

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

TEACHING – LEARNING STRATEGIES

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXTBOOKS & SUGGESTED READINGS

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

PRE-REQUISITE

THM-204 Travels and Tour Operations

LEARNING OUTCOMES:

Upon completion of this course the student should:

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

COURSE INTRODUCTION AND OBJECTIVES

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

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

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

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

- Whole-sale travel agency
- Retail travel agency

Module-3**Types of Travel agencies**

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

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

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

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

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

Module-6

Changing Scenario of Travel Trade

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

Module-7

Setting up a Travel Agency

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

Module-8

Diversification of Travel Agency

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-204 Travels and Tour Operations

LEARNING OUTCOMES:

Upon completing this course students will be able to:

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module 1: Aviation law and regulation

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

Module 2: The Airport-Airline Relationship

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

Module 3: Airline Business Model

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

Module 4: Airline Pricing Strategies

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-202 Sustainable Tourism

LEARNING OUTCOMES:

Upon completion of this course the student should:

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module-1

Introduction

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

Module-2

Globalization

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

Module-3

Power and Tourism

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

Module-4

Development and Sustainability

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

Module-5

Socio-Environmental Development

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

- Environmentalism and power

Module-6

Industrialization

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

Module-7

Governance, Government and Tourism

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

Module-8

Climate change and Development

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-313 Tourism/Hospitality Field Tour

LEARNING OUTCOMES

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

COURSE INTRODUCTION AND OBJECTIVES

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

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

FOURTH YEAR, EIGHT SEMESTER

Code	Course Title	C.H.	Course Type
HQ-08	Translation of Holy Quran	01	Compulsory
THM-407	Fundamental of Baking	02+01	Elective
THM-408	Conflict Resolution and Human Behavioral Management	03	Elective
THM-409	Ecotourism	03	Foundation
THM-410	Thesis/Viva Voce Examination	06	Major
Total credit hours		16	

PRE-REQUISITE: HQ-07

COURSE OUTLINE

سورة الذريات تا سورة الناس

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

PRE-REQUISITE

THM-209 Culinary Arts

LEARNING OUTCOMES

A graduate of this major should be able to:

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module 1:**Introduction:**

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

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

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

Module3:**Leavening agents**

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

Module4:**Setting materials - types - their function in baking**

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

Module5:**Biscuits**

- Ingredients - Types of biscuits - Processing of biscuits - faults & Remedies
- Cream crackers, soda crackers, wafer biscuits & matzos, puff biscuits

- Hard sweet, Semi Sweet and Garibaldi fruit sandwich biscuit
- Short dough biscuits, Wafers

Module 6:

Cakes - types

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

Module 7

Setting up of a Bakery Unit

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

Module 8

Basic technical considerations of confectionery

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-209 Culinary Arts

LEARNING OUTCOMES

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

CONTENTS:

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

Module -1 Introduction:

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

Module -2 Raw materials used in Bakery

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

Module -3 Leavening agents & Bakery Products:

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

Module -4 Biscuits & Cakes

- Biscuits - Processing of biscuits - faults & Remedies, Cream crackers, soda crackers, wafer biscuits & matzos, puff biscuits, hard sweet, Semi Sweet, sandwich biscuit
- Processing of cakes, Problems, Remedies & pastries ingredients & Processing

- Bakery equipment required - types - Selection – Maintenance - Bakery norms.

TEACHING – LEARNING STRATEGIES

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXTBOOKS & SUGGESTED READINGS:

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

THM-408 CONFLICT RESOLUTION AND HUMAN BEHAVIORAL MANAGEMENT (03 Credit hr)

PRE-REQUISITE

THM-401 Human Resource Management

LEARNING OUTCOMES

The student will be able to

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module 1: Introduction

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

Module 2: Fostering Creativity and Innovations

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

Module3: Managing Issues

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

Module4: Decision Making

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

Module5: Motivation and Engagements:

- Motivation, changing perspective of motivation, Trust and engagement

Module 6: Communicating with others:

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

Module 7: Team Work

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

Module 8: Managing Conflicts:

- Behaving during conflicts, effectiveness of conflicts strategies for Negotiations

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

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

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

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

PRE-REQUISITE

THM-310 Environmental and Cultural Issues

LEARNING OUTCOMES:

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

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

COURSE INTRODUCTION AND OBJECTIVES

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

Module-1**Introduction**

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

Module-2**Principles of Tourism**

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

Module-3**Ecotourism Products**

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

Module-4**Ecotourism Planning**

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

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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

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

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
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. Fennell, D. A. (2020). *Ecotourism*. Routledge.
2. Blumstein, D. T., Geffroy, B., Samia, D. S., & Bessa, E. (2017). Ecotourism's promise and Peril. *Springer Int. Publ. DOI, 10, 978-3*.
3. Wegner, A. (2010). Ecotourism and environmental sustainability: Principles and practice. *International Journal of Contemporary Hospitality Management*.
4. Weaver, D. (2008). *Ecotourism*. 2nd Ed., Wiley & Sons.

SYLLABUS OUTLINE

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

MODULE AIM

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

LEARNING OUTCOMES

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

Assessment Strategies

- Quality of Thesis
- Viva Voce Examination

Distribution of Marks

- Thesis and viva voce: 100%

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

As suggested by the supervisor