



UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION

(23/May/Adp./52)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the Syllabi and Courses of Study of subject of MBA (TTM) for Master Degree Programme of Semesters Ist and IInd under the Choice Based Credit System (as given in the annexure) for the examinations to be held in the years as per the details given below:

Subject	Semester	for the examination to be held in the years
MBA (TTM)	Semester-I	December 2023, 2024 and 2025
	Semester-II	May 2024, 2025 and 2026

The Syllabi of the courses is available on the University website:
www.jammuuniversity.ac.in

Sd/-

DEAN ACADEMIC AFFAIRS

No. F. Acd/II/23/5725-5735

Dated: 27-6-2023

Copy for information and necessary action to:

1. Dean, Faculty of Business Management
2. Director/Convener, Board of Studies in Hospitality and Tourism Management
3. Sr. P.A.to the Controller of Examinations
4. All members of the Board of Studies
5. Confidential Assistant to the Controller of Examinations
6. I/C Director, Computer Centre, University of Jammu
7. Deputy Registrar/Asst. Registrar (Conf. /Exams. PG)
8. Incharge, University Website for Uploading of the notification.

Sumilashame
25/5
Deputy Registrar (Academics)

SS
24/5/23

24/5/23



**School of Hospitality and Tourism Management
Faculty of Business Studies
University of Jammu**

**Course Structure and Syllabus of
MBA (Tourism & Travel Management)
Under Choice Based Credit System (CBCS)**

Academic Year 2023 – 2024 onwards

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University of Jammu started a two year full time Master's Degree Programme in Tourism Management (MTM) in the year 2001-2002 in Department of Management Studies. On July 27, 2005, University of Jammu established Centre for Hospitality & Tourism Management (CHTM) with an objective to develop tourism professionals and promote research. In the year 2009, Centre was upgraded to the School of Hospitality & Tourism Management (SHTM) and the degree was renamed as Masters in Business Administration (Hospitality & Tourism) – MBA (HT). From the Academic Session 2023 – 24, the nomenclature of MBA (HT) has been aligned with the UGC Regulations and has been changed to MBA (Tourism & Travel Management) or MBA (TTM). SHTM today offers Under Graduate Programme, Post Graduate Programme, Ph.D. programme and also other certificate and diploma programmes.

Salient Features of the Programme

The MBA (TTM) programme is a student centric program with an objective of developing a career in tourism, travel and allied industries domestically and globally. The programme through its upgraded curriculum enables the students to become industry leaders by acquiring knowledge and skills required by the corporate world. Students who want to tread the entrepreneurial path can receive insights and impetus to become able entrepreneurs. Some of the salient features of the Programme are

1. **Experiential Learning** – The curriculum has inbuilt components of experiential field based learning. Through this the students will get ample opportunities to explore the surroundings of the real work in travel and tourism sector, understand the working of the tourism eco-system, reflect upon the learning, identify problems and propose solutions which can be beneficial for the tourism and travel industry.
2. **Industry Oriented** – In addition to equipping the students with various functional areas of management, the courses are designed to building knowledge, skills and attitude (KSA) required to be successful in tourism, travel and allied industries. Students will be provided ample opportunities to interact and learn from industry professionals through regular interactions, industry oriented workshops and related activities.
3. **Application Oriented** – Through the experiential field based learning modules, non-credit and value added courses of relevance, practical assignments, case studies, industry training and internship, the programme lays emphasis on applying the knowledge on a regular basis. Students will be provided ample opportunities to participate in various events, organize cultural and tourism related activities, engage with government officials, write articles for magazines and newspapers, and related academic activities.
4. **Entrepreneurship Oriented** – The curriculum will encourage the students to explore the industry, identify business opportunities and motivate them to take calculated risk of starting their own enterprise in future. Students will be encouraged to develop business plans, participate in various Ideathons, Hackathons and also interact with various entrepreneurs in the industry.
5. **Alumni Mentoring** – Students can get access and support from the alumni of SHTM who are either working in the corporate or have become first generation entrepreneurs in the industry for mentoring and guidance.



Programme Outcome (PO) – MBA (TTM)

MBA in Tourism & Travel Management is the flagship programme of the School of Hospitality and Tourism Management, University of Jammu.

1. To equip the students with requisite domain knowledge in tourism and travel sector, hard and soft skills necessary to provide effective leadership.
2. To develop communication, presentation, leadership and design thinking skills enabling them to emerge as effective professionals.
3. To assist students to apply reasoning by the contextual knowledge to assess economic, social, cultural, technological, legal issues and their consequent impact on the decision making.
4. To inculcate proactive thinking and positive attitude to ensure effective leadership and performance in the dynamic business ecosystem of the tourism industry.
5. To enable the students to apply the domain knowledge through case studies, practical, industry training & internships and experiential learning modules
6. To foster entrepreneurial spirit among the students and encourage them to create their own enterprise in future aligned with the national priorities.

Course Structure

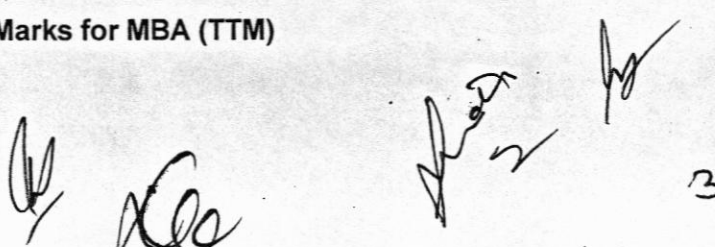
The programme is divided into four semesters. The total number of credits to be earned is 120 credits. Twenty Five (25%) of the credits are to be earned from practical / field based experiential learning / industry training and internship and other related activities.

- The student is also supposed to complete one 04 Credit Massive Open Online Course (MOOC) through the Swayam platform before the end of the Semester III. The student can enroll in the course from Semester 1 itself and has to ensure that 04 credits are earned before the end of Semester III. This is the mandatory requirement to earn the degree. (Details can be sought from Departmental Swayam Coordinator).
- The student will have to undergo a one course (Open course) of 4 credits from any other department of University of Jammu during Semester IV for completion of the MBA (TTM) degree as per the guidelines issued by the University. This is subject to amendments / modifications as per the guidelines of the University from time to time.

Semester Wise Break Up of Credits for MBA (TTM)

MBA (TTM)	L	T	P	Total
SEMESTER I	19	-	9	28
SEMESTER II	24	-	6	30
SEMESTER III	24	-	10	34
SEMESTER IV	22	1	5	28
TOTAL	89	1	30	120

Semester Wise Marks for MBA (TTM)




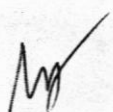
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MBA (TTM)	Total Marks
SEMESTER I	700
SEMESTER II	750
SEMESTER III	850
SEMESTER IV	700
TOTAL	3000

Course Code

PSMTTC –Post – Graduation Selective MBA (TTM) Theory Compulsory
 PSMTTE –Post – Graduation Selective MBA (TTM) Theory Elective
 PSMTDC –Post – Graduation Selective MBA (TTM) Dissertation Compulsory
 PSMTTO –Post – Graduation Selective MBA (TTM) Optional


The School also offers PSMHTO 0002 (Title: Tourism Concepts & Principles) of 4 credits as Open Choice Course for the students of other Departments during semester IV.





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COURSE STRUCTURE OF MBA (TOURISM & TRAVEL MANAGEMENT)

S.No.	Course No.	Course Title	Credits	L-T-P
SEMESTER I [TOTAL CREDITS = 28]				
1	PSMTPC101	Experiential Field Based Learning-I	6	0-0-6
2	PSMTTC102	Principles of Management	4	4-0-0
3	PSMTTC103	Tourism Concepts, Principles and Linkages	4	3-0-1
4	PSMTTC104	Hospitality Management	4	3-0-1
5	PSMTTC105	Quantitative Techniques for Business	4	4-0-0
6	PSMTTC106	Design Thinking	2	1-0-1
7	PSMTTC107	Tourism Geography	2	2-0-0
8	PSMTTC108	Business Communication	2	2-0-0
SEMESTER II [TOTAL CREDITS = 30]				
1	PSMTPC201	Experiential Field Based Learning-II	4	0-0-4
2	PSMTTC202	Travel Agency and Tour Operations	4	3-0-1
3	PSMTTC203	Tourism Marketing	4	3-0-1
4	PSMTTC204	Itinerary Preparation and Tour Packaging	4	4-0-0
5	PSMTTC205	Tourism Resources of India	4	4-0-0
6	PSMTTC206	Innovation and Entrepreneurship in Tourism	4	4-0-0
7	PSMTTC207	Accounts and Financial Management	4	4-0-0
8	PSMTTC208	Foreign Language – I	2	2-0-0
9		Non Credit Course - I*	-	
The student will have to undergo Compulsory Industry training and Internship for a period of 6 to 8 weeks after the end of second semester. The outcome of the training and internship will be evaluated in Semester III under course No. PSMTPC301				
SEMESTER III [TOTAL CREDITS = 34]				
1	PSMTPC301	Industry Training & Internship (Report+ viva voce)	6	0-0-6
2	PSMHTE302	Tourist Behavior and Marketing Research	4	3-0-1
3	PSMHTE303	Legal Aspects of Tourism	4	4-0-0
4	PSMHTE304	Human Resource Management	4	4-0-0
5	PSMTTE351	Massive Online Open Course (MOOCs) through Swayam platform	4	4-0-0
Discipline Specific Elective Courses (Any three)				
6	PSMHTE305	Tour guiding and Interpretation	4	3-0-1
7	PSMHTE306	Destination Planning and Development	4	4-0-0
8	PSMHTE307	Event Management	4	2-0-2
9	PSMHTE308	Special Interest Tourism	4	4-0-0
SEMESTER IV [TOTAL CREDITS = 28]				
1	PSMTDC401	Dissertation/ Research Project	2	0-1-1
2	PSMTTC402	Strategic Management	4	4-0-0
3	PSMTTC403	Digital Marketing	4	4-0-0
4	PSMTTC404	Life Skills and Business Etiquettes	4	4-0-0
5	PSMTPC405	Travel Media and Journalism	4	0-0-4
6	PSMTTC406	Tourism Transportation	4	4-0-0
7	PSMTTC407	Comprehensive Viva Voce	2	
8		Open Course	4	4-0-0
		Non Credit Course - II*	-	

* Refer section on Non Credit Courses for details



Examination Pattern

Theory Based Papers / Dissertation

Credits	Minor Exam	Major Exam	Total Marks
02	20 Marks	30 Marks	50 Marks
04	40 Marks	60 Marks	100 Marks

Experiential Field Based Learning / Practical

Semester	Credits	Report	Presentation / Viva	Total Marks
1	6	100 Marks	50 Marks	150 Marks
2	4	60 Marks	40 Marks	100 Marks

Industrial Training & Internship

Semester	Credits	Report	Presentation / Viva	Total Marks
3	6	100 Marks	50 Marks	150 Marks

Theory Based Papers

Minor Exam

The components of Minor exams are as follows:

Component	2 Credit Course (20 Marks)	4 Credit Course (40 Marks)
Mid Semester Test / Minor I	10	15
Assignment & Presentation / Practical Based Evaluation	5	10
Snap Test	-	5
Case Study / Practical Evaluation	5	10

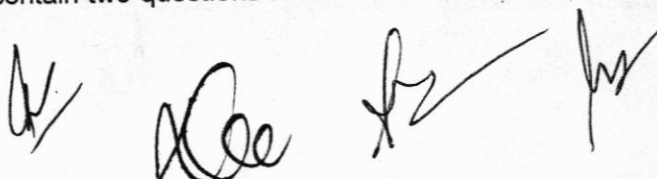
Major Exam

For 4 credit courses (60 Marks)

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e $12 \times 5 = 60$.

For 2 credit courses (30 Marks)

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts.

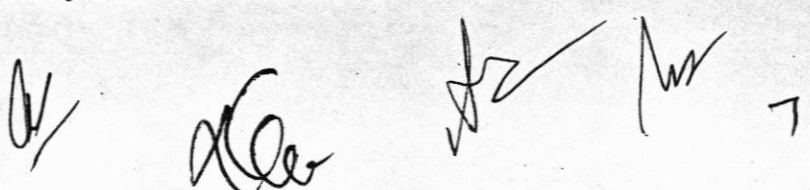


Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. all questions carry equal marks i.e 7.5 ($7.5 \times 4 = 30$).

Non Credit Courses

In addition to the credit based courses, the course curriculum of MBA (TTM) also includes Non Credit Courses which shall be offered in Semester II and Semester IV of the program. The objective of the non-credit courses is to provide knowledge and skills which are relevant to the tourism, travel and allied industries. Through these courses, the students will get an opportunity to learn from industry professionals / policy makers from government / specialized trainers. The Department Affairs Committee (DAC) of the department in consultation with the students will identify need based courses that will be offered to the students. One or more than one course shall be offered to the students. Courses / Workshops / any other activity which will be fee-based, the students who opt for the same will have to bear an additional cost over and above the programme fees. Some of the indicative courses that are proposed to be offered include

1. **Industry-Interface Programme/ Workshop** – The objective of this course will be to invite industry professionals to the University of Jammu. This will help the students to get an exposure on contemporary trends in the industry and also will help them in training and placements
2. **Workshop on MS-Office / Industry Oriented Software's like PMS, CRS, Amedus** - The objective of this course will be to provide skill based training on various software that are used in the industry.
3. **Leadership Development Programme** – The objective of this course will be to provide exposure in any specific special interest tourism activity (e.g. adventure tourism, rural tourism) and take the students to various national level institutes / universities for cross cultural and leadership orientation. Any field based activity can also be included as part of this course.
4. **Alumni Mentoring Programme** – The objective of this course is to connect each student of the programme with any one alumni who is serving in the corporate or is an entrepreneur. Students will be expected to interact and learn from the alumni through volunteer work / real time projects which will enable them to learn the finer aspects of working in the industry.
5. **Employment Orientation Course** – The objective of this course will be to enable to students to learn the skills which will help them to effectively participate in the employment / placement process.
6. **Banking and Foreign Exchange Management/ Accounting** – The objective of this course will be to provide real life experience of interacting with the banking system and also learn about the finer aspects of foreign exchange, which will help them in their careers.
7. **Student Exchange with various Universities across the country** – The objective of this course will be to provide an opportunity to learn with the students of other Universities in the UT / region or country. This will provide them an understanding of cross cultural issues and gain knowledge about other regions of the country.
8. **Any other need-based contemporary Issue to be decided by the DAC**



SEMESTER 1

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UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Semester : I (First)	Course Credits : 6 (L-T-P: 0-0-6)
Course Code : PSMTPC101	Maximum Marks : 150
Course Title : Experiential Field Based Learning-I	

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

Course Objective

The objective of this paper is to enable the students to develop and relate theory to practice. The course also provides extensive exposure to the various practical domains/aspects of tourism and travel industry.

Course Outcomes

- CO1:** To explain the organization structure, departments of hotel and also describe the working of travel agency.
CO2: To identify the various cultural and heritage resources.
CO3: To apply the process of organization of an event.

During the first semester, the school organizes 6-8 visits in the following mentioned domains / area for initially exposing the students with the various domains/ aspects of the tourism and travel industry. This course shall sensitize the students to the following fields:

1. **HOTEL VISIT:** This is the familiarization visit to a hotel or any other accommodation. The students will get to know the various departments, organizational structure and practical working of the hotel/ hospitality industry.
2. **DESTINATION** (One- day/ Destination Familiarization Visits): This visit provides knowledge to the students related to a tourism destination, which will further enhance their skills and knowledge towards destination planning and development.
3. **EVENT:** The students in this domain are required to organize an event like world tourism day, etc. to get the practical understanding of the organization of the events.
4. **AIRPORT/ RAILWAY STATION/ BUS STAND:** The visit of the students at airport/ railway station/ bus stand will familiarize them with the working of these.
5. **HERITAGE/ CULTURAL RESOURCE:** The visit provides knowledge to the students about the various heritage/ cultural resources like museums, local fairs and festivals.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Experiential Field Based Learning-I Course Code : PSMTTC101

6. **TRAVEL AGENCY:** This is the familiarization visit to a travel agency. The students will get the first-hand exposure about the various departments, organizational structure of the travel agency.

The DAC shall prepare the calendar of the visits during the semester, equally divided across the semester weeks. Due procedure of the field visit shall be followed seeking appropriate approvals from the concerned authorities.

Scheme of Evaluation

Following deliverables are expected

- During the visit, the students are required to document the visit in any of form viz. article, pictures, documentary, vlogs, newspaper article or any other form as approved by the concerned teacher
- The student will have to make an oral presentation on each of the visit along with a report within the stipulated period as decided by the teacher concerned.
- After completing all the planned visits, the students have to submit the completed final report. The report must be submitted in the school on the date decided by the DAC.
- There will be a end term viva-voce on this course, in presence of an expert from industry to be nominated by DAC

There will be no end term examination in this course and the evaluation shall be done on the basis of internal assessment.

S.No.			Maximum Marks
1	Participation	5 Marks / Activity	30
2	Oral Presentation / Learnings	10 Marks / Activity	60
3	Documentation / Final Report		30
4	Viva –Voce		30



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Principles of Management	
Semester : I (First)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : PSMTTC102	Maximum Marks : 100
	Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

Course Objective

This course has been designed to familiarize the students with concepts, processes and current issues related to management. The course also aims to develop managerial attitude among the learners.

Course Outcomes

- CO1:** To understand the concept and evolution of management.
CO2: To apply the managerial roles and skills, with special attention to managerial responsibility.
CO3: To explain the fundamental principles of organizing and recognize various types of organization structure.
CO4: To examine the current and future trends in the functions of direction and controlling.
CO5: To relate the theories with the practice in the business.

Unit 1

Management - Meaning, Evolution, Process and Functions; Development of Management Thought; Levels of management; Importance of Management Skills, Planning - Meaning, Process, Nature, Importance and Steps, Types of plans, Essentials of effective Planning; Management by Objectives (MBO)- Features, Process & Benefits.

Unit 2

Corporate social responsibility; Ethics - Concept and Need; Values - Concept, Factors in Value Formation; Decision making - Meaning, Types, Process, Effective Decision Making; Organization- Meaning, Features, Importance, Types; Organizational Structure –Types of Structures, Factors affecting Organization Structure, Span of Management, Factors Affecting Span of Management; Delegation of Authority: Steps, Principles of Delegation; Decentralization: Meaning, Factors determining degree of Decentralization.

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Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Principles of Management Course Code : PSMTTC102

Unit 3

Direction- Meaning, Importance and Principles, Direction & Supervision; Organization Culture; Organization Change; Staffing- Factors affecting Staffing, Performance Appraisal; Controlling- Meaning, Types of Control, Management by Exception, Control Techniques.

Unit 4

Motivation- Concept, Characteristics, Motivation Theories- Maslow's Need Hierarchy, Herzberg's Motivation Hygiene Theory, McClelland Alderfer's ERG Theory, Carrot and stick approach of motivation, Need Theory, McGregor's Theory of XYZ, Contingency approach of Motivation; Leadership - Styles & Theories - Charismatic leadership Theory, Trait Theory, Behavioral Theory, Situational Theory.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Koontz, H., & Weihrich, H. (2015). *Essentials of Management: An International, Innovation, and Leadership Perspective*. McGraw-Hill Education.
- Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (1996). *Administration*. Pearson Educación.
- Weirich, H., Cannice, M. V., & Koontz, H. (2008). *Management: A global and entrepreneurial perspective*. New Delhi.
- Prasad, L.M. (2013). *Principles and Practices of Management*. Sultan Chand & Sons.



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Concept, Principles and Linkages	
Semester : I (First)	Course Credits : 4 (L-T-P: 3-0-1)
Course Code : PSMTTC103	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

Course Objective

This course has been designed to familiarize the students with tourism concepts, principles and its linkages with various organizations of Tourism Industry, its impacts and to understand the various other elements of the industry. The course also introduces learner to tourism growth and development. It also discusses the emerging trends in tourism industry and also appreciates the future of tourism.

Course Outcomes

CO1: To understand the key concepts of travel and tourism, types and forms of tourism and the theories of tourism system.

CO2: To describe the nature of different tourism products and provide insights into the process of developing and managing various tourism products

CO3: To understand the concept of tourism demand and supply, and the impacts of tourism development

CO4: To identify different stakeholders and relevant agencies in the tourism industry and assess their role in tourism development and planning.

Unit 1

Concept of Tourism - Definition, Approaches and evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Travel Deterrence; Tourism Systems-Elements and Kinds, Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC)-Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preference.

Unit 2

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Elements, Components (Tourist Destinations and Attractions); Operating

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Tourism Concept, Principles and Linkages Course Code : PSMTTC103

Sectors of the Tourism Industry and their linkages; Mass tourism, Sustainable Tourism, Alternate tourism: Eco, Green, Farm, Rural; Special Interest Tourism- Heritage, Cultural, Religious, Adventure, Health, Wildlife and Sports Tourism; Emerging Tourism Paradigms- Culinary, Dark, Doom, Space, Border and Avitourism.

Unit 3

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations; Tourism Demand and Supply – introduction, meaning, factors affecting demand; Determinants of supply; Tourism Circuits – concept, importance and types.

Unit 4

Tourism Organizations-Role and Function of Tourism Organisations, WTO, ICAO, PATA, UFTAA, ASTA, FHRAI, IATO, TAAI, AAI, ITDC & JKTDC; Stakeholders in Tourism Development; Tourism Planning- Planning Process, Levels of Tourism Planning, Importance of Planning; Emerging Trends in Tourism.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
	End Term Examination		60 Marks
B	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Swain, S.K. and Mishra, J.M. (2012). *Tourism Principles and Practices*. Oxford Publication.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Oxford University Press.
- Goeldner, C.R and Ritchie, J.R (2012). *Tourism – Principles, Practices and Philosophies*, John Wiley & Sons, Inc.
- Venu Vasudevan, Vijayakumar B and by Saroop Roy B.R (2017). *An Introduction to the Business of Tourism*. Sage Publications
- Sharma, S. (2021). *Introduction to tourism*. SAGE Publications.
- Dileep, M.R. (2019). *TOURISM: Concepts, Theory and Practice*. I K International Pvt Ltd.



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Hospitality Management	
Semester : I (First)	Course Credits : 4 (L-T-P: 3-0-1)
Course Code : PSMTTC104	Maximum Marks : 100
Internal : 40 Marks End Term: 60 Marks	

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

Course Objective

This course has been designed to introduce the students to the basics of hospitality sector and also familiarize them with the modern concepts of the industry.

Course Outcome

CO1: To understand the basic concepts in hospitality industry.

CO2: To describe with role and function of different departments in the hotel.

CO3: To discuss the latest trends in hospitality industry.

Unit 1

Concept, overview and historical development of hotel industry - International and Indian perspective; Defining the term-Hotel, types and characteristics; Hotels organizational structure of Hotel-Small, Medium and Large; Departments of a hotel and their functions; Linkages & integrations in hotel industry; International hotel regulation; Ethical dilemmas in hospitality; Star categorization of Hotels; Latest Hospitality Trends.

Unit 2

Front office operations: Introduction; Competencies of front office Personnel; Functions of front office at the arrival & departure of the guest; Front office procedure for emergencies; Guest History; Budgeting and yield management; Types of rooms and rates offered in Hotels; Guest Relations Executive.

Unit 3

House-keeping: Layout of housekeeping department; Competencies of a housekeeping professional; Duties of an Executive Housekeeper; Duties of a Room Attendant- Rules on a guest floor, The Maids Cart, Procedure for cleaning room & bathroom; Public Area Management and Service.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Hospitality Management Course Code : PSMTTC104

Unit 4

Food & Beverage (F&B) department and its types; Types of equipments used in F&B services & production; Functional catering and its types; Departments of a kitchen; Menu: definition, characteristics, Classification of menus, menu planning- process; Types of services; Understanding Guest Service.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Andrews, S. (2007). *Introduction to tourism and hospitality industry*. Tata McGraw-Hill.
- Andrews, S. (2013). *Hotel front office: A training manual*. Tata McGraw-Hill Education.
- Andrews, S. (2009). *Hotel housekeeping management*.
- Andrews, S. (2013). *Food and beverage service: A training manual*. Tata McGraw-Hill Education.
- Tewari, Jatashankar (2016). *Hotel Front Office: Operations and Management*, Oxford Higher Education
- Raghubalan, G., Raghubalan, S. (2015) *Hotel Housekeeping: Operations and Management*, Oxford University Press



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Quantitative Techniques for Business	
Semester : I (First)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : PSMTTC105	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

Course Objective

The objective of this course is to familiarize and appraise the learners with various statistical techniques and methods which will help in developing business strategies.

Course Outcomes

CO1: To understand the statistical methods and its relevance in tourism.

CO2: To learn statistical techniques for forecasting and estimation in different business scenarios.

CO3: To understand various research sampling designs and techniques for managerial decision making.

Unit 1

Statistics and its Relevance; Data – Types, Sources; Measures of Central Tendency – Mean, Median, Mode; Measures of Dispersion – Range, Quartile Deviation, Standard Deviation, Coefficient of Variation; Skewness and Kurtosis – Karl Pearson, Bowley and Kelly's coefficient.

Unit 2

Correlation Analysis – Significance, Types; Methods of Correlation - Karl Pearson coefficient, Spearman's Rank Correlation; Coefficient of Determination; Regression Analysis – Meaning, Simple and Multiple Regression, Estimating regression equations (Y on X and X on Y).

Unit 3

Time series Analysis – components of time series, importance of components of time series in tourism, methods of least squares, Moving average method, Measurement of Seasonal Variation.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester – I
Course Title : Quantitative Techniques for Business Course Code : PSMTTC105

Unit 4

Sampling – Probability and Non-Probability sampling methods; Hypothesis Testing – Procedure; Level of significance; Student t-distribution; Chi- square Distribution; Analysis of variance (one-way only).

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- *Business Statistics*, J K Sharma, Pearson Education
- *Fundamentals of Statistics*, S C Gupta, Himalaya Publishing House
- *Statistical Methods*, S P Gupta, Sultan Chand
- *Statistics for Management*, Levin and Rubin, Pearson Education



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Design Thinking	
Semester : I (First)	Course Credits : 2 (L-T-P: 1-0-1)
Course Code : PSMTTC106	Maximum Marks : 50 Internal : 20 Marks End Term: 30 Marks

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

Course Objectives

To Inculcate the fundamental concepts of design thinking and develop the students as a good designer by imparting creativity and problem solving ability. They will also learn to conceive, conceptualize, design and demonstrate innovative ideas using prototypes

Course Outcomes

CO1: Demonstrate the critical theories of design, systems thinking, and design methodologies

CO2: Produce great designs, be a more effective engineer, and communicate with high emotional and intellectual impact

CO3: Understand the diverse methods employed in design thinking and establish a workable design thinking framework to use in their practices

CO4: Conceive, organize, lead and implement projects in interdisciplinary domain and address social concerns with innovative approaches

Unit 1

Design process: Traditional design, Design thinking, Existing sample design projects, Study on designs around us, Compositions/structure of a design, Innovative design: Breaking of patterns, Reframe existing design problems, Principles of creativity Empathy: Customer Needs, Insight-leaving from the lives of others/standing on the shoes of others, Observation

Unit 2

Design team-Team formation, Conceptualization: Visual thinking, Drawing/sketching, New concept thinking, Patents and Intellectual Property, Concept Generation Methodologies, Concept Selection, Concept Testing, Opportunity identification Prototyping: Principles of prototyping, Prototyping technologies, Prototype using simple things, Wooden model, Clay model, 3D printing; Experimenting/testing.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester – I
Course Title : Design Thinking Course Code : PSMTTC106

Unit 3

Sustainable product design, Ergonomics, Semantics, Entrepreneurship/business ideas, Product Data Specification, Establishing target specifications, Setting the final specifications. Design projects for teams.

Scheme of Examination

		Time	Marks
A	Internal Assessment		20 Marks
	Minor I / Mid Semester Test	1 ½ Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study / Practical Evaluation		5
B	End Term Examination		30 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. all questions carry equal marks i.e 7.5 (7.5*4 = 30).		

Suggested Readings

- Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Ltd.
- Idris Mootee, Design Thinking for Strategic Innovation, 2013, John Wiley & Sons Inc



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Geography	
Semester : I (First)	Course Credits : 2 (L-T-P: 2-0-0)
Course Code : PSMTTC107	Maximum Marks : 50
Internal : 20 Marks End Term: 30 Marks	

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

Course Objectives

This course has been designed to familiarize the students with the application of geography in context of to tourism

Course Outcomes

CO1: Understand the fundamental concepts of geography and its relevance in context of travel and tourism industry.

CO2: To identify and understand the various geographical features in context of India

CO3: Understand the fundamental physical and political features and aspects of major continents of the world

Unit 1

Importance of Geography in Tourism; Earth in Space – Rotation and Revolution; Representations of Earth – Earth Shape and Size, Latitude and Longitude, Altitude and its implications; Great Circles, Parallels and Meridians, International Date Line, Time Zones; World Continents and Oceans; Climatic Regions of the World.

Unit 2

Geography of India – States and Territories, International Borders; Physiographic Regions – Mountain Ranges, Plateaus, Deserts, Coastal Areas, Islands; Major Rivers and Lakes in India; Wetlands in India; Climatic Regions of India, Transportation Network with Major Airports and Ports.

Unit 3

Geography of World – Fundamental physical and political geography of Asia, Europe, Australia, North America, South America

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Tourism Geography Course Code : PSMTTC107

Scheme of Examination

		Time	Marks
A	Internal Assessment		20 Marks
	Minor I / Mid Semester Test	1 ½ Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study / Practical Evaluation		5
B	End Term Examination		30 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. all questions carry equal marks i.e 7.5 (7.5*4 = 30).		

Suggested Readings

- Williams, S., & Lew, A. A. (2014). Tourism geography: Critical understandings of place, space and experience. Routledge.
- Page, S. J., & Hall, C. M. (2014). The geography of tourism and recreation: Environment, place and space. Routledge.
- Brian G. Boniface, Chris Cooper, Robyn Cooper (2012) Worldwide Destinations: The Geography of Travel and Tourism, Routledge.
- World and Indian Atlas
- Lonely Planet Series
- World Atlas

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UNIVERSITY OF JAMMU

Masters Degree Program

Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Business Communication	
Semester : I (First)	Course Credits : 2 (L-T-P: 2-0-0)
Course Code : PSMTTC108	Maximum Marks : 50 Internal : 20 Marks End Term: 30 Marks

The Syllabus is for the Examination to be held in Dec. 2023, Dec. 2024, and Dec. 2025

CourseObjectives

This course has been designed to develop oral and written communication skills of the students so as to enable them to present their ideas logically and effectively. The course also imparts the role and importance of communication in the business

Course Outcomes

- CO1:** To understand the required skills and principles for effective communication in business organization
CO2: To enhance the oral and written communication skills.
CO3: To develop and deliver a formal presentation.
CO4: To learn about speaking skills through Group Communication and Mock Interview.

Unit 1

Communication - Meaning, Types, Process and Importance; Characteristic of Effective Business communication. Barriers to Effective Communication; Seven C's of Communication; Active Listening Skills and their Importance in Communication, Developing Active Listening Skills; Non-Verbal Communication - Body Language, Physical Expression, Gestures, Hand Movements, and Spatial Relationships

Unit 2

Electronic Messages; Electronic Mail-Features and Guidelines; Blogs; Web Sites and Web Pages; Press Release; Business Reports - Types, Characteristics and Components; Business Proposals - Types, Contents, and Elements; Business Letter -Types and Layout of Business Letter. Resume Writing, Resume Styles, Elements of an Effective Resume.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Business Communication Course Code : PSMTTC108

Unit 3

Introduction to Oral communication, Principles of successful oral communication; Oral communication Essentials: Enhancing Voice Quality, Using Voice Effectively; Preparing and Delivering Presentations- Types of Oral Presentations, Elements of an Effective Presentation, Structure of a Presentation, Group Communication; Job Interview- Purpose, Types; Interview Skills- Before, During and After the Interview

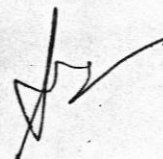
Scheme of Examination

		Time	Marks
A	Internal Assessment		20 Marks
	Minor I / Mid Semester Test	1 ½ Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study / Practical Evaluation		5
B	End Term Examination		30 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. all questions carry equal marks i.e 7.5 (7.5*4 = 30).		

Suggested Readings

- Braun, K., Locker, K. O., & Kaczmarek, S. K. *Building Critical Skills.*
- Bovee, C. L., Thill, J. V., & Raina. R (2017). *Business communication today.* (14e). Pearson Education India
- A.C. Buddy Krizan, Patricia Merrier, Joyce P. Logan (2010). *Business Communication.* Cengage Learning

SEMESTER 2





UNIVERSITY OF JAMMU

Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Semester : II (Second)	Course Credits : 4 (L-T-P: 0-0-4)
Course Code : PSMTPC201	Maximum Marks : 100
Course Title : Experiential Field Based Learning-II	

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Course Objective

The objective of this paper is to enable the students to develop and relate theory to practice. The course also provides extensive exposure to the various practical domains/aspects of tourism and travel industry.

Course Outcomes

CO1: To discuss the working of Trade fair or organization of Special Interest Activity or any travel and hospitality related organization:

CO2: To apply the process of organization of an event.

In the second semester, the students shall get practical exposure to the following domains:

- 7. EXPOSURE TO ANY TRADE FAIR/ SPECIAL INTEREST ACTIVITY/ VOLUNTARY INTERNSHIP:** The School will organize 3-5 days visit to Trade and Trade fair / or any Special Interest Activity or the student can also undertake 30 hours of working on real time projects / voluntary weekend work with any company in the travel/ hospitality industry or any related organization with the prior permission of the School
- 8. ORGANIZING AN EVENT:** The students in this domain are required to organize any event in the department / University with the prior permission of the DAC. The objective of organizing this event will be to get a practical understanding of the organization of the events.

The DAC shall prepare the calendar of the visits during the semester, equally divided across the semester weeks. Due procedure of the field visit shall be followed seeking appropriate approvals from the concerned authorities.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Experiential Field Based Learning-II Course Code : PSMTPC201

Scheme of Evaluation

Following deliverables are expected

- During the visit, the students are required to document the visit in any of form viz. article, pictures, documentary, vlogs, newspaper article or any other form as approved by the concerned teacher
- The student will have to make an oral presentation on each of the visit along with a report within the stipulated period as decided by the teacher concerned.
- After completing all the planned visits, the students have to submit the completed final report. The report must be submitted in the school on the date decided by the DAC.
- There will be a end term viva-voce on this course, in presence of an expert from industry to be nominated by DAC

There will be no end term examination in this course and the evaluation shall be done on the basis of internal assessment.

S.No.			Maximum Marks
1	Participation	20 Marks / Activity	40
2	Oral Presentation / Learnings	10 Marks / Activity	20
3	Documentation / Final Report		20
4	Viva –Voce		20



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Travel Agency and Tour Operations	
Semester : II (Second)	Course Credits : 4 (L-T-P: 3-0-1)
Course Code : PSMTTC202	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Course Objective

This course has been designed to familiarize the students about the working of travel agency, its organization and management as well as different operations carried out by it which will help them to develop adequate knowledge and skills required in the sector.

Course Outcome

CO1: To understand the organizations and management of travel agency and tour operation business.

CO2: To describe the process of conduct of tour and post tour management.

CO3: To learn about various procedures, documentations, rules and regulations for travel.

Unit 1

Travel Agency - meaning, concept, importance; Evolution of travel agency business; functions of travel agency; types of travel agents –full service agency, commercial agency, implant agency, group / incentive agency; sources of Income of a travel agency; skills and competencies for Travel agency; Tour Operations – meaning, concept, importance; difference between travel agency and tour operator; types of tour operators – inbound, outbound, domestic, specialized; organizational structure – departments and their functions.

Unit 2

Types and Classification of Tours – Independent tour, escorted tour, hosted tour, incentivized tour, packaged tours, specialized tours with case studies from leading international and national tour operators; Inbound and Outbound Tours; Tour planning - market research, negotiation with suppliers and vendors, costing, financial evaluation and pricing, marketing (brochures, advertising and sales promotion, trade & publicity), execution of a tour, post tour management ; Accreditation and approval agencies

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Travel Agency and Tour Operations Course Code : PSMTTC202

Unit 3

Airline Reservations – carrier and airline IATA codes; elements of air fares; IATA traffic conference areas; Types of airlines; Hub and Spoke System; IATA bill settlement plan; International Sales Indicators – SITI, SITO, SOTI, SOTO; Computerized Reservation Systems (CRS) – Amadeus and Galileo; Railway Reservation – types of classes, booking, cancellation, concessions, refund rules; Accommodation and Hotel reservations.

Unit 4

Documentation: Passport, Citizenship, Types of passports, Procedure to apply for Passport, Procedure for new and duplicate passport, Tatkal scheme, documents to pass a port, VISA; Concept and definition, Travel Information manual, Types of VISAS, VISA Requirements for popular tourism destination countries, Health Regulation for International Travel, Custom regulations, Foreign Exchange (Buying and Selling rates), Tax paid by travelers, Travel Insurance.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Negi, Jagmohan (2006). *Travel Agency and Tour Operation- Concepts and Principles*. New Delhi: Kanishka Publishers, Distributors.
- Chand, Mohinder (2009). *Travel Agency Management- An Introductory Text*, 2/e. New Delhi: Anmol Publications Pvt. Ltd.
- Gee, Chuck and Makens, Y. (2000). *Professional Travel Agency Management*, New York: Prentice Hall.
- Syrratt, Gwenda and Archer, Jane (2003). *Manual of Travel Agency Practice*, 3/e. Burlington: Butterworth-Heinemann.
- Bhatia, A.K. (2017). *The Business of Travel Agency and Tour Operations Management*, Sterling Publishers



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Marketing	
Semester : II (Second)	Course Credits : 4 (L-T-P: 3-0-1)
Course Code : PSMTTC203	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Course Objective

This course has been designed to familiarize the students about the Marketing for Tourism which will enable the students to understand the significance of Marketing, know the current trends and practices in the tourism and hospitality sector and develop adequate knowledge and skills applicable in industry.

Course Outcome

- CO1. Students will be able to identify the scope and significance of Marketing In travel Industry
- CO2. Students will be able to examine marketing concepts and phenomenon to current business events
- CO3. Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms
- CO4. Students will be able to illustrate skills required for designing innovative marketing strategies for business firms
- CO5. Students will be able to practice marketing communication skills relevant to the corporate world.

Unit 1

Marketing: concept, definition, importance, process; core marketing concepts – needs, wants, demand, customer value, customer satisfaction, quality, relationship marketing; core marketing philosophies; marketing environment - macro-environment and micro-environment.

Unit 2

Marketing Information System and Marketing Research; Marketing Intelligence; Market Segmentation – levels of segmentation, bases of segmentation, effective segmentation criterion; Market Targeting - meaning, evaluating and selecting market segments; Market

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Tourism Marketing Course Code : PSMTTC203

Positioning- meaning, choosing and implementing a positioning strategy; Differentiation – concept and approaches; Competitor Analysis.

Unit 3

Marketing Mix - meaning and definition; Product Decision - product levels, new product development, product life cycle (PLC) strategies, and branding strategies; Pricing Decisions - factors to consider while setting prices; general pricing approaches, Pricing Strategies; Promotion Decisions - integrated marketing communication process, major decisions in advertising, public relations process, sales promotion techniques; Distribution Channels – nature, types and importance, channel decisions.

Unit 4

Services Marketing – concept, characteristics; service quality GAPS Model; Extended marketing mix; Service failure and Service Recovery; Service Guarantees; Service Blueprint.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Kotler, P., Bowen, J., & Makens, J. (2020). *Marketing for Hospitality and Tourism*. 6th Ed., Prentice Hall / Pearson Education: New Delhi.
- Bowie, D. et al. (2017). *Hospitality Marketing*. 3rd Ed., Routledge: New York.
- Lovelock, C., Wirtz, J. & Chatterjee, J. (2011). *Services Marketing: People, Technology, Strategy*, 7th Ed., Pearson India.
- Zeithaml, V. A., et al. (2008). *Services Marketing*. 4th Ed., Tata McGraw-Hill, India.
- Shanker, R. (2002). *Services Marketing – The Indian Perspective*. Excel Books: New Delhi.



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Itinerary Preparation and Tour Packaging	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : PSMTTC204	Maximum Marks : 100
	Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Course Objective

To familiarize the students with concepts, progresses and preparation of an Itinerary. The emphasis would also be on trends and challenges related to itinerary preparation.

Course Outcomes

CO1: To understand the key concepts of tour designing and developing tour itinerary.

CO2: To describe the steps for itinerary preparation.

CO3: To prepare cost effective itineraries of various international and domestic tourist destinations

Unit 1

Package tours: definition, forms and components, basic principles in packaging; Itinerary Preparation: Concept, Typology: Duration, GITs, FITs, Do's and don'ts of itinerary preparation, steps of itinerary preparations, Limitations and Constraints of Itinerary, Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary, Seasonal Itinerary, Product based itinerary, All inclusive itinerary.

Unit 2

Costing a Tour: Meaning, Components and Considerations; Factors influencing tour cost; Types of costs: Fixed and variable cost, direct and indirect cost; Cost sheet, Advantages of cost sheet; FIT Costing and Group Costing; accommodation costing: Differential Tariff Plan, Accommodation Cost; Transportation Cost; Meals Plans cost; Ancillary costs; Pricing Strategies and Distribution Mechanism; Steps of tour handling: Creation of Docket/ File, bookings and Reconfirmation with Airlines, Hotels and ground service providers, final tour operations, crisis management in tour, preparation of feedback or guest comment sheet and its analysis.

Unit 3

Package Tour: Preparing a feasible itinerary of various circuits: Golden triangle, Buddhist Circuit, Char- Dham, Sufi Circuit; Preparation of some important itineraries of Goa, Rajasthan, Madhya Pradesh, Jammu and Kashmir, Kerala and North- East.

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Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Itinerary Preparation and Tour Packaging Course Code : PSMTTC204

Unit 4

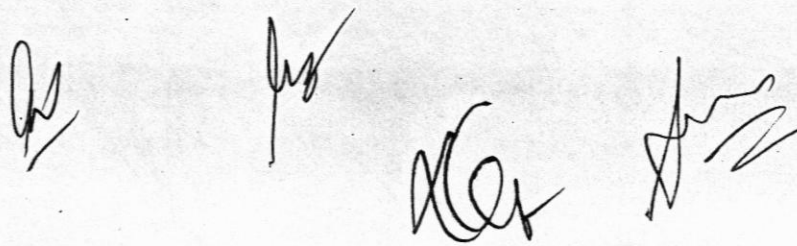
Preparation of product-oriented package tour: Ayurveda, health and wellness, yoga, meditation and nature cure; Preparation of International itineraries: Europe; Singapore, Malaysia, Thailand; Australia, New Zealand; USA, Hajj and Umrah.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Negi, J. (2006), *Travel Agency and Tour Operations: Concepts and Principles*, Kanishka Publishers.
- Chand M. (2009), *Travel Agency Management: An introduction text*, Anmol Publications Pvt. Ltd.
- The business of travel agency and tour operations management by A.K Bhatia, Sterling publications.
- Swain, S.K and Mishra, J.M. *tourism principles and practices*, Oxford university press.
- Roday.S, Biwal.A and Joshi.B. 2009, *tourism operations and management*, Oxford university press.
- Walker, J.R. and walker, J.J. 2011. *Tourism concepts and practices*, Pearson New delhi.





UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Resources of India	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : PSMTTC205	Maximum Marks : 100
Internal : 40 Marks End Term: 60 Marks	

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Course Objective

This course has been designed to familiarize the students with various Tourism Resources, Heritage, Culture and various other Natural Resources in India. Students should be able to understand the significance of tourism products and develop adequate knowledge applicable in travel industry.

Course Outcomes

CO1: To describe the different types of tourism resources and products, and their importance in tourism management.

CO2: To learn about various natural and cultural resources of India.

CO3: To learn about different UNESCO World Heritage sites in India.

Unit 1

Tourism Resources: Concept, definition and classification; difference between tourism resources and products; Culture– definition and components; Heritage – meaning and types; Philosophies of different religions of India; Popular religious centers – Hinduism (Char Dham, Jyotirlinga Yatra, Mathura – Vrindavan, Haridwar, Tirupati, Vaishno Devi), Islam (Ajmer Sharif, Haji Ali Dargah, Nizammudin Dargah), Buddhism (Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi), Jainism (Dilwara Temples, Vaishali), Christianity (Churches of Goa), Sikhism (Golden Temple, Patna Sahib).

Unit 2

World Heritage Sites in India - Monuments (Mahabalipuram, Khajurao, Hampi), Forts (Red Fort, Amer Fort,); Caves (Ajanta, Ellora, Elephanta); Others (Taj Mahal, Sun Temple); Museums – meaning, classification, major museums of India; Palaces (Mysore, Laxmi – Vilas, City Palace – Jaipur); Excavated Sites in India (Nalanda, Ambaran, Dholavira).

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Tourism Resources of India Course Code : PSMTTC205

Unit 3

Living Culture in India - Fairs, festivals (national, regional, religious, harvest and seasonal); Performing arts: music (Classical and Folk), dances (Classical and Folk) and theatre; Handicrafts; Regional cuisines of India; Amusement Parks and Shopping Centers.

Unit 4

Natural Resources in India – National Parks and Wildlife Sanctuaries, Biosphere Reserves; Major Hill Stations, Beaches, Waterfalls, Major Treks; Botanical and Zoological Gardens.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Robinet Jacob, Mahadevan P. and Sindhu Joseph, *Tourism Products of India: A National Perspective*, Abhijeet Publication, New Delhi, 2012
- Dixit, Manoj, *Tourism Products*, New Royal Book Co., Lucknow. 2007
- Sajnani, M., *Encyclopedia of Tourism Resources in India*, Volume 1-2, Kalpaz Publication, Delhi, 2011
- Gupta, K.R And Amita Gupta Ed., *Encyclopedia OF India: Natural and Cultural Tourist Destinations*, Atlantic Publications, Delhi, 2012
- Dallen J. Timothy, *Managing Heritage and Cultural tourism Resources*, Routledge, England, 2007.
- *India Travel Guide*, Lonely Planet



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Innovation and Entrepreneurship in Tourism	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : PSMTTC206	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Course Objective

The objective of this course is to develop a mindset required to create unique solutions for market opportunities in tourism industry. The basic aim of the course is to expose the students to the concepts of entrepreneurship and to develop the entrepreneurial skills of the learner.

Course Outcomes

- CO1: To understand the basic concepts and theories of entrepreneurship
- CO2: To understand innovation and its application in entrepreneurship.
- CO3: To learn about the current and future innovations in travel and tour business
- CO4: To discuss the key issues in entrepreneurship development.

Unit 1

Entrepreneurship: Meaning, Concept, Importance and Features; Classification of Entrepreneurship; Entrepreneurial Competencies: Entrepreneurial Traits, Characteristics & Skills; Role of Entrepreneurship in Economic Development; Barriers to Entrepreneurship; Scope of Entrepreneurship in India; Entrepreneurial Culture: Definition & Features, Steps to Change Entrepreneurship Culture.

Unit 2

Innovation and Creativity-An introduction, Innovation in current environment, types of innovation; process of creativity; role of creativity and innovation in travel and tourism business; contemporary trends.

Unit 3

Entrepreneurial Process: Identification of opportunities; Business Planning Process: concept of Business Plan, Preparing a Business Plan, Project Report Preparation; Market Plan: Market Segmentation, and Marketing Mix; Operation Plan: definition, types of layout, capacity plan, Inventory management, TQM; Financial Plan: Sources of Finance, Working

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Innovation and Entrepreneurship in Tourism Course Code : PSMTTC206

Capital Management, Profit & Loss Account, Institutions in Aid of Entrepreneurship Development- IIE, NSIC, SIDBI, MDI, NIESBUD, EDII; Organizational Plan: Concept, staffing, organizational structure.

Unit 4

Entrepreneurship Training: Importance, Objectives & Methods for Entrepreneurship Development; Management Issues in Tourism & Hospitality Industry: Financial Management Issues, HR Issues; Managing Family Enterprises; Women Entrepreneurship; Corporate Entrepreneurship: Innovation, Creativity & Entrepreneurship.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Desai, Vasant. *Entrepreneurship & Small Scale Business Management*. Himalaya Publishing House.
- Drucker, Peter. *Innovation & Entrepreneurship*. Harper Business.
- Khanna, S.S. *Entrepreneurial Development*. S. Chand & Company Ltd.
- Gupta, C.B., Srinivasan, N.P. *Entrepreneurial Development*. Sultan Chand & Sons.
- Mishra, D.N., *Entrepreneurship & Entrepreneurial Development & Planning in India*, South Asia Books.
- Lall, Madhurima, Sahai, Shikha, *Entrepreneurship*, Excel Books.
- Desai, Vasant. *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House.
- H. Holt David, *Entrepreneurship*, PHI Learning Private Limited



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Accounts and Financial Management	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : PSMTTC207	Maximum Marks : 100
Internal : 40 Marks End Term: 60 Marks	

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Course Objective

To provide basic knowledge about accounting procedures and to understand the tools and techniques of financial management.

Course Outcomes

CO1: To understand the basics of accounting and financial systems.

CO2: To understand the various sources of finance and working capital management.

CO3: To compute various types of ratios and discuss its interpretation.

Unit-1

Accounting: Accounting Objectives, Advantages and Limitations; Accounting Terminology
Branches of Accounting; Fundamental Accounting Assumptions & Principles; Concept of
Journal, Ledger, Trial Balance.

Unit-2

Double Entry System: Features and Advantages of Double Entry System; Financial Statement:
Objectives and Importance, Preparation of Trading & Profit and Loss Account: Closing Entries,
Adjustments and Balance Sheet: Opening Entries, Limitations of Financial Statements.

Unit-3

Ratio Analysis: Liquidity Ratio: Current Ratio, Acid Test Ratio, Inventory Turnover Ratio,
Solvency Ratio: Debt Equity Ratio, Profitability Ratio: Gross Profit Margin, Operating Profit
Ratio, Return on Asset and Return on Capital Employed.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Accounts and Financial Management Course Code : PSM TTC207

Unit-4

Financial Decision Making, Financial System: Functions, Financial Markets, Financial Intermediaries, Regulatory Framework in India, Time Value of Money, Future Value, Sources of Long-Term Finance: Equity Capital, Internal Accruals, Preference Capital, Term Loans, Debentures, Working Capital Management- Concept of Current Assets & Current Liabilities.

Scheme of Examination

		Time	Marks
A	Internal Assessment		40 Marks
	Minor I / Mid Semester Test	1 ½ Hours	15
	Assignment & Presentation / Practical Based Evaluation		10
	Snap Test	1 Hour	5
	Case Study / Practical Evaluation		10
B	End Term Examination		60 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12*5 = 60).		

Suggested Readings

- Khan, M. Y., & Jain, P. K. (2000). Management accounting.
- Pandey, I. M. (1995). *Essentials of Financial Management, 4th Edition*. Vikas publishing house.
- Banerjee, B. (2015). *Fundamentals of financial management*. PHI Learning Pvt. Ltd.
- Juneja, Arora, Chawla (2012). *Elements of Book Keeping*. Kalyani Publishers.
- Rao. (2012). *Fundamentals of Accounting*. PHI Learning Pvt. Ltd.



UNIVERSITY OF JAMMU
Masters Degree Program
Under Choice Based Credit System (CBCS)

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Foreign Language	
Semester : II (Second)	Course Credits : 2 (L-T-P: 2-0-0)
Course Code : PSM TTC208	Maximum Marks : 50
Internal : 20 Marks End Term: 30 Marks	

The Syllabus is for the Examination to be held in May 2024, May 2025, May 2026

Learning Objective

To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.

The language and the content of the course shall be proposed in consultation with language expert and approved by the DAC prior to the semester.

Scheme of Examination

		Time	Marks
A	Internal Assessment		20 Marks
	Minor I / Mid Semester Test	1 ½ Hours	10
	Assignment & Presentation / Practical Based Evaluation		5
	Snap Test		
	Case Study / Practical Evaluation		5
B	End Term Examination		30 Marks
	The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question shall be from unit 3. The candidates will attempt any one question from Section B. all questions carry equal marks i.e 7.5 (7.5*4 = 30).		