

Course Curriculum: B.Sc. (Tourism

FIRST SEMESTER

Course structure for B.Sc. (Tourism Management) Semester - I

Course Code	Course Title	Internal Assessment	External Assessment	Total
BTM-11	Basics of Tourism	30	70	100
BTM-12	Geography for Tourism	30	70	100
BTM-13	Indian Society and Culture	30	70	100
BTM-14	Business Communication	30	70	100
BTM-15	Principles of Management	30	70	100
BTM-16	Accounting for Managers	30	70	100
BTM-17	Event Management Report	50		50
	Total			650
During first semester student will organise/participate in an event (to be decided by the academic committee of UIHMT) and will submit a report for the same.				
Field trip will be after first semester				

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	<p>Kamra, K.K. and M. Chand, <i>Bas s o t o u r s o r y o p r a t o n a n p r a t ' </i> Delhi: Kanishka.</p> <p>Lundberg, D.E., <i>o u r s t B u s n e s s</i>. New York: Van Nostrand.</p> <p>Reinhold Mill, R.C. and A.M. Morrison, <i>o u r s y s t e m</i>, New Jersey: Prentice Hall</p> <p>McIntosh, Robert, W Goeldner, R Charles, <i>o u r s e r n p e s r a t s a n d o s o p e r a t i o n s</i> " John Wiley and Sons Inc. New York 1990</p> <p>Seth P.N., <i>u s s u o u r s a n a l y s i s</i>, Sterling Publisher: New Delhi</p>
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Course Curriculum: B.Sc. (Tourism

COURSE CODE:	BTM-12
COURSE TITLE:	GEOGRAPHY FOR TOURISM
COURSE OBJECTIVES:	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided in two parts</p> <p>Part A: There will be ten short answer questions covering whole syllabus of course. This part will be of 30 marks.</p> <p>Part B: Students will have to attempt four questions in total, one question from each unit with one internal choice. All questions will carry equal marks (10 marks each). Each Unit will contain two questions and there may be short notes in these questions.</p>
UNIT-1	Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Locational Aspects: Latitude, Longitude,

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COURSE CODE:	BTM-13
COURSE TITLE:	INDIAN SOCIETY AND CULTURE

COURSE OBJECTIVES:

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COURSE CODE:	BTM-15
COURSE TITLE:	PRINCIPLES OF MANAGEMENT
COURSE OBJECTIVES:	This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course.
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.

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	<p>Kalyani Publisher, Ludhiana.</p> <p>Gupta, R.L., <i>Book on Accountancy</i>, Sultan Chand, New Delhi</p> <p>Grewal T.S., <i>Introduction to Accountancy</i>, S. Chand</p> <p>Khan and Jain, <i>Cost Accounting</i>, Tata Mc Graw Hill</p>
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Course Curriculum: B.Sc. (Tourism

Course Code	BTM-17
Name of course	EVENT MANAGEMENT REPORT

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B.Sc. (TOURISM MANAGEMENT)

(Second Semester)



UNIVERSITY INSTITUTE OF HOTEL MANAGEMENT AND TOURISM

(UIHMT)

PANJAB UNIVERSITY, CHANDIGARH

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SECOND SEMESTER

Course structure for B.Sc (Tourism Management) Semester – 2

Course Code	Course Title	Internal Assessment	External Assessment	Total
BTM-21	Components of Tourism	30	70	100
BTM-22	Tourism Products of India: Art and Architecture	30	70	100
BTM-23	Legal Environment for Tourism	30	70	100
BTM-24	Introduction of Statistics	30	70	100
BTM-25	Business Economics	30	70	100
BTM-26	Environment Studies	-	50	50

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COURSE CODE:	BTM-21
COURSE TITLE:	COMPONENTS OF TOURISM
COURSE OBJECTIVES:	This course will brief learners about the various components of tourism, enabling them to understand the concept of tourism in detail. In this course learner will try to relate tourism with its core sectors. This knowledge will be helpful in shaping a future tourism professional.
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided in two parts</p> <p>Part A: There will be ten short answer questions covering whole syllabus of course. This part will be of 30 marks.</p> <p>Part B: Students will have to attempt four questions in total, one question from each unit with one internal choice. All questions will carry equal marks (10 marks each). Each Unit will contain two questions and there may be short notes in these questions.</p>
UNIT-1	Approaches to study tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism; Travel Motivation: Categorization of tourists according to their motive of travel; S.C. Plog's Psychographic classification of tourist Motivations. Components of the tourism System.
UNIT-2	Tourism Product; Tourism market- a basket of goods and services; Various types of Tourism Attractions; Linkages between the major components of Tourism Industry.
UNIT-3	Transport as a Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.
UNIT-4	Accommodations Industry, Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.
REFERENCES:	Cook, R.A., L.J. Yale, and J.J. Marqua, <i>our s bus n ss o rav '</i>

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COURSE CODE:	BTM-23
COURSE TITLE:	LEGAL ENVIRONMENT FOR TOURISM

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COURSE CODE:	BTM-24
COURSE TITLE:	INTRODUCTION OF STATISTICS

COURSE OBJECTIVES: The objective of this course is to make the student acquaint with the basic knowledge of statistics, enabling them to appreciate and implement this knowledge in in developing

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COURSE CODE:	BTM-25
COURSE TITLE:	BUSINESS ECONOMICS
COURSE OBJECTIVES:	Most of managerial decision making has to have economic considerations. It is therefore important for a manager to understand the concepts of economics and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in economics both at micro and macro levels.
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided in two parts</p> <p>Part A: There will be ten short answer questions covering whole syllabus of course. This part will be of 30 marks.</p> <p>Part B: Students will have to attempt four questions in total, one question from each unit with one internal choice. All questions will carry equal marks (10 marks each). Each Unit will contain two questions and there may be short notes in these questions.</p>
UNIT-1	Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, Scope and Application of Managerial Economics.
UNIT-2	Economics of Consumer Analysis: Law of Diminishing Marginal utility, Law of substitution & Consumer Surplus; Demand Analysis, Law of Demand, Determinants of Demand, Elasticity of Demand, Demand forecasting.
UNIT-3	Economics of Production Analysis: Return to scale, Law of Returns and Production Function, Concept of Profit and Break-even Analysis.
UNIT-4	Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.
REFERENCES:	Chopra O.P., <i>ana ra E ono s</i>

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	Jeoldear' ana ra E ono s: Prentice Hall of India.
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COURSE CODE:	BTM-26
COURSE TITLE:	ENVIRONMENT STUDIES
COURSE OBJECTIVES:	The knowledge of environmental studies is the need of hour these days. It is pre-requisite for every young professional to understand and appreciate this knowledge, so that he/she can use that knowledge in practice throughout his/her life.

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<p>EVALUATION:</p> <p>INSTRUCTIONS FOR PAPER SETTING:</p>	<p>The performance of the students will be evaluated on the basis semester end examination of one hour duration.</p> <p>Examination Pattern: Fifty multiple choice questions (with one correct and three incorrect alternatives and no marks deduction for wrong answer or un-attempted question)</p> <ul style="list-style-type: none">• All questions compulsory i.e. no choice.• Qualifying marks 50 per cent i.e. 25 marks out of 50• Total marks: 50.• Duration of Examination:60 minutes• Spread of questions: Minimum of 2 questions from each of the topics 1 and 12 to 15. <p style="text-align: center;">Minimum of 4 questions from topics 2 to 11.</p>
<p>SYLLABUS AND REFERENCES:</p>	<p>Environment concept:</p> <p>Introduction, concept of biosphere-lithosphere, hydrosphere, atmosphere; Natural resources-their need and types; principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.</p> <p>Atmosphere:</p> <p>Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.</p> <p>Hydrosphere:</p> <p>Types of aquatic systems. Major sources (including ground water) and uses of water, problems of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.</p> <p>Lithosphere:</p> <p>Earth crust, Soil-a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.</p> <p>Forests:</p> <p>Concept of forests and plantations, types of vegetation and forests, forests, factors governing vegetation, role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban forests, Chipko Andolan.</p> <p>Conservation of Environment:</p> <p>The concepts of conservation and sustainable development, why to conserve, aims and objectives of conservation, policies of conservation; conservation of life support systems-soil, water, air, wildlife, forests.</p>

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Course Code	BTM-27
Name of course	FIELD TRIP REPORT
Course Objective	<p>The objective of this course is to enable students to</p> <ul style="list-style-type: none">• develop and relate theory to practice• help themselves in making an informed career choice after exposure to the actual work environment• observing the systems, processes, and procedures in the industry.

COURSE CURRICULUM

B.Sc. (TOURISM MANAGEMENT)

(Third Semester)



UNIVERSITY INSTITUTE OF HOTEL MANAGEMENT AND TOURISM

(UIHMT)

PANJAB UNIVERSITY, CHANDIGARH

Course Curriculum: B.Sc. (Tourism

THIRD SEMESTER

Course structure for B.Sc. (Tourism Management) Semester - III

Course Code	Course Title	Internal Assessment	External Assessment	Total
BTM-31	Travel Agency & Tour Operations	30	70	100
BTM-32	Policy and Planning for Tourism Development	30	70	100
BTM-33	Hotel Operations	30	70	100
BTM-34	Business Environment	30	70	100
BTM-35	Computer Applications in Tourism	15	35	50

BTM-36

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UNIT-4	(e) Sources of earning: commissions, service charges etc Concept of Destination Management Companies. Case study of Kuoni India Ltd., Thomas Cook India Ltd., TUI and Cox and Kings. Role of IATO and TAAI in the development of travel agency business in India.
REFERENCES:	Mohinder Chand, <i>Travel Agency Management</i> Anmol: Delhi Chun, James, Dexter & Boberg, <i>Travel Agency Management</i> Prentice Hall Publication Fay Betsy, <i>Essentials of Tourism</i> , New Jersey: Prentice Hall Publication. Negi J.M., <i>Travel Agency Management Concepts and Principles</i> New Delhi: Kanishka Publishers & Distributors.

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COURSE CODE:	BTM-32
COURSE TITLE:	POLICY AND PLANNING FOR TOURISM DEVELOPMENT
COURSE OBJECTIVES:	<p>To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development and community participation.</p> <p>To explore the interrelationships between resource management and tourism planning and development.</p> <p>To understand the tourism policy initiative taken in India.</p>
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided in two parts (Total 70 marks)</p> <p>Part A: There will be ten short answer questions covering whole syllabus of course. This part will be of 30 marks.</p> <p>Part B: Students will have to attempt four questions in total, one question from each unit with one internal choice. All questions will carry equal marks (10 marks each). Each Unit will contain two questions and there may be short notes in these questions. This part will be of 40 marks.</p>
UNIT-1	Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels. Involvement of local community in tourism development.
UNIT-2	An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest policy document on tourism.
UNIT-3	Tourism Planning at International, national, regional, state and local level. Tourism and Five-Year Plans in India with special reference to 11 th Five-Year Plan.
UNIT-4	Background & process of tourism planning. Techniques of plan formulation. Planning for tourism destinations - objectives, methods and factors influencing planning. Destination life cycle

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	concept. Incentives & concessions extended for tourism projects and sources of funding
REFERENCES:	<p>Chib, Som Nath, <i>Essays on Tourism</i>, New Delhi: Cross Section Publication.</p> <p>Gee, Chunk Y., James C. & Dexter J.L. Choy, <i>Travel Industry</i> New York: Van Nostrand Reinhold.</p> <p>Peter E. Murphy, <i>Tourism: A Community Approach</i>, New York: Methuen.</p> <p>Inskip E., <i>Tourism and the Environment: A Sustainable Approach</i>. London: Routledge</p> <p>Inskip E., <i>International Tourism and the Environment</i>: London: Routledge</p>

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COURSE CODE:	BTM-33
COURSE TITLE:	HOTEL OPERATIONS

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Jones U and S. Newton, *Hospitality and Catering Administration: A Course in Hotel Management*: Cassell.

Jones, P. and A. Pizam, *International Hospitality Industry: A Managerial and Operational Approach* New York: John Wiley.

James Socrates Bardi, *Hotel Front Office Management*, 4th Edition, New York: Wiley

Raghubalan, *Hotel Housekeeping Operations and Management* New Delhi: Tata

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COURSE CODE:	BTM-34
COURSE TITLE:	BUSINESS ENVIRONMENT
COURSE OBJECTIVES:	The Business Environment — whether Global, National, Regional or territorial affects individual businesses. The business environment of any of the above is a complex web of interconnected factors including social, political, economic and cultural. It is very important for any individual who is playing a role in today's world to understand the implications and positions of these various factors.

EVALUATION:

The performance of the students will be evaluated on the basis

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	<p>Publishers.</p> <p>Sengupta, Gov r n nt Bus n ss, 6th ,Delhi: Vikas Publication.</p>
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	<p>2002</p> <p>Enis, B M. <i>Ar t n Cass s A t o n o In u n t a</i> <i>Art s</i> New York: McGraw Hill</p> <p>William D. Perreault, Jr. & E. Jerome McCarthy, <i>Bas</i> <i>ar t n A G o b a a n a r a A p p r o a</i> , New Delhi: Tata Mc Graw-Hill</p>
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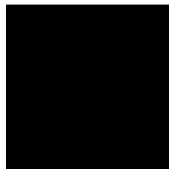
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Course Code	BTM-37
Name of course	LEADERSHIP DEVELOPMENT PROGRAMME REPORT
Course Objective	<p>The objective of this course is to enable students to</p> <ul style="list-style-type: none">• develop team spirit and working as a leader• help themselves in making an informed career choice after exposure to the actual work environment• observing the different aspects of adventure tourism• get an opportunity to understand the expectations of tourists and various participants of the group.• prepare themselves for final placements.
<p>Evaluation: During the third semester students will undertake a leadership development programme, as decided by the Institute and during the semester they would be submitting a report of the same. Student presentations would be organised based on their reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their reports. Based on feedback, students would submit a final report, which would be evaluated by an internal examiner, nominated by the University, out of 50 points.</p>	

COURSE CURRICULUM

B.Sc. (TOURISM MANAGEMENT)

(Fourth Semester)



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	complexity of the marketing environment for managing tourism products for promotion; Display an awareness of conceptual understanding and best practices in tourism promotion in managing marketing operations.
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EVALUATION:

The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through

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COURSE CODE:	BTM-42
COURSE TITLE:	ITINERARY PREPARATION
COURSE OBJECTIVES:	To develop an understanding of the basic concepts of itinerary preparation. The purpose of this course is to impart practical knowledge and skills about the itinerary planning among learners and to make them familiar with the techniques and approaches for successful conduction of tour programme.
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.

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SETTING:

Part A: There will be ten short answer questions covering whole syllabus of course. This part will be of 30 marks.

Part B: Students will have to attempt four questions in total,

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UNIT-4

Product Oriented Package Tours and Special Interest Tours:
Adventure tours-MICE Tours- Eco and Wildlife tours- Ethnic
tours and Architectural tours - Farm tours- Rural/Village tour.

REFERENCES:

Mohinder Chand, *Travel Management in India* Anmol: Delhi

Chun, James, Dexter & Boberg, *Travel Management in India*
Prentice Hall

D.L. Foster, *Business Travel Management in India*
McGraw Hill.

Fay Betsy, *Essentials of Tourism in India* New Jersey:
Prentice Hall.

Negi J.M., *Travel Management in India: Concepts and
Practices* New Delhi: Kanishka Publishers &
Distributors.

Sarina Singh et. al, *India*, Lonely Planet Publication

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COURSE CODE:	BTM-45
COURSE TITLE:	SEMINAR ON CONTEMPORARY ISSUES IN TOURISM
COURSE OBJECTIVES:	The main objective of this course is to know the contemporary and upcoming trends in tourism and travel business.

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COURSE OBJECTIVES:	This course will brief learners about the growth of tourism at world level; further the course is aimed at enhancing the product knowledge of learners. In this course learner will try to appreciate global tourism with its magnitude and key players. This knowledge will be helpful in shaping a future tourism professional.
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.
INSTRUCTIONS FOR PAPER SETTING:	<p>The paper will be divided in two parts (Total 70 marks)</p> <p>Part A: There will be ten short answer questions covering whole syllabus of course. This part will be of 30 marks.</p> <p>Part B: Students will have to attempt four questions in total,</p>

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	New York: Longman. Specific Country Guide Books of Lonely Planet Publication
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COURSE CODE:	BTM-52
COURSE TITLE:	TOURISM IMPACTS
COURSE OBJECTIVES:	A thorough knowledge about the various impacts of tourism is necessary for the tourism professionals. This knowledge is necessary while planning for tourism development. In this course learners will try to understand positive as well as negative impacts of tourism.
EVALUATION:	The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through semester end examination of 3 hours duration.

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**INSTRUCTIONS FOR PAPER
SETTING:**

The paper will be divided in two parts (Total 70 marks)

Part A: There will be ten short answer questions covering

COURSE CODE:	BTM-53
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UNIT-1

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COURSE CODE:	BTM-54
COURSE TITLE:	TOURISM RESEARCH
COURSE OBJECTIVES:	<p>The objective of this course is to make the student acquaint with the basic knowledge of research methodology, enabling them to appreciate and implement this knowledge in developing business strategies.</p> <p>The objective of this course is also to acquaint the participants with concepts and techniques used in undertaking research projects.</p>
EVALUATION:	The performance of the student:

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COURSE CODE:	BTM-55
COURSE TITLE:	Organisational Behaviour

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	Organisation culture: Organisational Change & Stress Management.
REFERENCES:	Stephen P. Robbins, <i>rganizational Behavior</i> . Pearson Education. Fred Luthans. <i>rganizational Behavior</i> Mc Grawhill Steven Mc Shane & Radha R Sharma & Von Glinow. <i>rganizational Behavior</i> . Mc Grawhill Aswathapa, <i>rganizational Behavior</i> . Delhi: Himalaya Publishing House

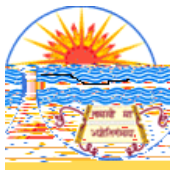
COURSE CODE:	BTM-56
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COURSE CURRICULUM

B.Sc. (TOURISM MANAGEMENT)

(Sixth Semester)



SIXTH SEMESTER

Course structure for B.Sc (Tourism Management) Semester - VI

Course Code	Course Title	Internal Assessment	External Assessment	Total
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Course Curriculum: B.Sc. (Tourism

COURSE CODE:	BTM-61
COURSE TITLE:	TRADE RELATED ISSUES AND FRONTIER FORMALITIES
COURSE OBJECTIVES:	The Tourism Trade Issues — whether Global, National, Regional or territorial affects techniques in the tourism

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Delhi: Gyan Books

Chun, James, Dexter & Boberg, *Personnel Management* Prentice Hall

Bramwell: *Aspects of Tourism* Co-aboration and
Partners Delhi: Viva Books Pvt Ltd.

Fay Betsy,

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Martin Mowforth, Lan Munt, *Tourism and Sustainability* with
Tourism for Butterworth Heinemann

Chadda, S.K., *Handbook of Environmental Problems* New Delhi:
Ashish.

Broadhurst, R., *Managing Environments or Leisure and
Recreation* London: Routledge.

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COURSE CODE:

BTM-63

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REFERENCES:

Negi Jagmohan, *Adventure sports and sports science*

Concepts (a set of 2 volumes), Delhi: Kanishka

Malik, S.S., *Adventure sports* ' Delhi: Rahul

Adventure Travel Report, 1997.

<http://www.tia.org/pubs/domestic.asp?PublicationID=40>

Course Curriculum: B.Sc. (Tourism

COURSE CODE:	BTM-64
COURSE TITLE:	AIR TRANSPORT & CARGO MANAGEMENT

COURSE OBJECTIVES: The objective of this course is to make the student acquaint with the basic knowledge of Air Transport and Cargo Management

EVALUATION: The performance of the students will be evaluated on the basis of class participation, house tests, regularity and assignments carrying 30 percent of the total credit and rest through

INSTRUCTIONS FOR PAPER SETTING: semester end examination of 3 hours duration.
The paper will be divided in two parts (Total 70 marks)
Part A: There will be ten short answer questions covering whole syllabus of course. This part will be of 30 marks.
Part B: Students will have to attempt four questions in total,

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Course Code	BTM-65
Name of course	PROJECT REPORT

Course Code	BTM-66
Name of course	VIVA-VOCE
Course Objectives	There shall be a comprehensive oral examination at the end of the programme that will test student on his comprehension of the discipline as a whole.
Evaluation: This comprehensive oral examination would be evaluated by an external examiner, nominated by the University, out of 100 points. This viva would cover whole curriculum of programme and general understanding of tourism business.	
