



KANNUR UNIVERSITY
കണ്ണൂർ സർവകലാശാല

(Abstract)

FYUG - BTTM Programme - Modified Scheme and Syllabus for the Fifth to Eighth Semesters - Approved & Implemented in Affiliated colleges w.e.f 2024 Admission - Orders issued

ACADEMIC C SECTION

ACAD C/ACAD C4/21872/2024

Dated: 18.04.2026

Read:-1.U.O.s of even No.dated.04.12.2024, 26.07.2025 and 03.01.2026

- 2.Minutes of the meeting of the Board of Studies in Travel & Tourism (Cd) held on 06.11.2025
3. E-mail dtd. 15.11.2025 from the Chairperson, Board of Studies in Travel & Tourism (Cd).
- 4.E-mail dated: 16.02.2026 from the Dean of Faculty of Commerce & Management Studies
- 5.The Minutes of the meeting of Standing Committee of the Academic Council, held on 21.02.2026
6. Orders of the Vice Chancellor dtd. 02.03.2026 in File No.ACAD C/ACAD C4/21870/2024.

ORDER

1.The Scheme and Syllabus (all semesters) of the BTTM Programme under FYUGP pattern were approved and implemented in affiliated colleges under the University w.e.f. 2024 admission, vide paper read (1) above.

2.Subsequently, the Board of Studies in Travel & Tourism (Cd), in its meeting held on **06.11.2025**,recommended **certain modifications to the Scheme and Syllabi of the Fifth to Eighth Semesters** of the FYUG BTTM Programme w.e.f. 2024 admission and the Chairperson, as per paper read (3), submitted the same for approval.

3.The modified Scheme and Syllabus, prepared by the Board of Studies in Travel and Tourism (Cd) were forwarded to the Dean, Faculty of Commerce & Management Studies for verification. The Dean, after vetting the syllabus, recommended its approval vide email dated **16.02.2026**.

4.The Vice-Chancellor, after examining the matter in detail, ordered to place the modified Scheme and Syllabus, along with the minutes of the Board of Studies meeting and the remarks of the Dean, before the Standing Committee of the Academic Council for consideration.

5.The Standing Committee of the Academic Council, at its meeting held on **21.02.2026** considered the modified Scheme & Syllabus of the Fifth to Eighth Semesters of the FYUG BTTM Programme and recommended approval of the same.



6.The Vice-Chancellor after considering the recommendation of the Standing Committee of the Academic Council and in exercise of the powers of the Academic Council conferred under the Section 11 (1) chapter III of Kannur University Act 1996,and all other enabling provisions read together with it, **approved the modified Scheme and Syllabus for the Fifth to Eighth Semesters of the BTTM programme (FYUGP) and accorded sanction to implement the same w.e.f 2024 admission in the Affiliated Colleges under the University, subject to reporting to the Academic Council.**

7.The modified Scheme and Syllabus of the BTTM Programme (FYUGP) in the affiliated Colleges under the University w.e.f 2024 admission are appended to this U.O and uploaded on the University website. (www.kannuruniversity.ac.in)

Orders are issued accordingly.

Sd/-

Bindu K P G


DEPUTY REGISTRAR (ACADEMIC)

For REGISTRAR

- To:
- 1.The Controller of Examinations(through the PA)
 - 2.The Principals of Arts and Science Colleges affiliated to Kannur University
 - 3.The Chairperson, Board of Studies in Travel & Tourism (Cd)

- Copy To:
1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section concerned)
 2. DR / AR (Acad) / AR II Exam/JR II Exam
 3. Computer Programmer/EXC I/AR VII (Exam)
 4. Web Manager (for uploading in the website)
 5. SF/DF/FC

Forwarded / By Order


SECTION OFFICER





Sem	Course Code	Type of Course.	Course Name	CC A	ESE	Total mark	Exam	Credits	Hrs / week	Total credits
S1		AEC-1	AEC	25	50	75	1½ Hrs	3	3	21
		AEC-2	AEC	25	50	75	1½ Hrs	3	3	
	KU1DSCTTM101	DSC-A1	Business of Tourism and Hospitality	30	70	100	2 Hrs	4	4	
	KU1DSCTTM102	DSC -B1	Travel Geography	30	70	100	2 Hrs	4	4	
	KU1DSCTTM103	DSC-C1	Front Office Management	30	70	100	2 Hrs	4	4	
	KU1MDCTTM101	MDC-1	Basics of Food Production	25	50	75	1½ Hrs	3	3	
	KU1MDCTTM102	MDC-2	Introduction to Travel and Tourism	25	50	75	1½ Hrs	3	3	
S2		AEC-3	AEC	25	50	75	1½ Hrs	3	3	21
		AEC-4	AEC	25	50	75	1½ Hrs	3	3	
	KU2DSCTTM104	DSC A2	Hotel Operations	30	70	100	2 Hrs	4	4	
	KU2DSCTTM105	DSC-B2	Cultural Heritage and Hospitality	30	70	100	2 Hrs	4	4	
	KU2DSCTTM106	DSC-C2	Food and Beverage Service	30	70	100	1½ Hrs	4	4	
	KU2MDCTTM103	MDC-3	Special Interest Tourism	25	50	75	1½ Hrs	3	3	
	KU2MDCTTM104	MDC-4	Environmental Studies and Human Rights	25	50	75	1½ Hrs	3	3	
S3	KU3DSCTTM201	DSC A3	Tourism Products and Resources	30	70	100	2Hrs	4	4	22
	KU3DSCTTM202	DSC-A4	Tour Designing	30	70	100	2 Hrs	4	4	
	KU3DSCTTM203	DSC- B3	Tourism Destination Mapping	30	70	100	2 Hrs	4	4	
	KU3DSCTTM204	DSC- C3	Housekeeping Operations	30	70	100	2 Hrs	4	4	
	KU3DSCTTM205	DSC-D3	Rooms Division Operations – I	30	70	100	2 Hrs	4	4	
	KU3MDCTTM201	MDC-3	KS	25	50	75	1½ Hrs	3	3	

	KU3VACTTM201	VAC-1	Customer Relationship Management	25	50	75	1½ Hrs	3	3	
S4	KU4DSCTTM206	DSC-A5	Heritage Tourism Management	30	70	100	2 Hrs.	4	4	21
	KU4DSCTTM207	DSC-A6	Event Management and Hospitality	30	70	100	2 Hrs.	4	4	
	KU4DSCTTM208	DSC-A7	Tour Leadership and Study Tour	30	70	100	2 Hrs.	4	4	
	KU4SECTTM201	SEC-1	Business Communication	25	50	75	1½ Hrs	3	3	
	KU4VACTTM202	VAC-2	Basics of Food Science and Nutrition	25	50	75	1½ Hrs	3	3	
	KU4VACTTM203	VAC-3	Tourism Law and Administration	25	50	75	1½ Hrs	3	3	
S5	KU5DSCTTM301	DSC-A8	Employability and Leadership in Hospitality	30	70	100	2 Hrs	4	4	23
	KU5DSCTTM302	DSC-A9	Tourism Economics	30	70	100	2 Hrs	4	4	
	KU5DSCTTM303	DSC-A10	Hospitality Marketing	30	70	100	2 Hrs	4	4	
	KU5DSETTM301	DSE-A11	Management Principles	30	70	100	2 Hrs	4	4	
	KU5DSETTM302	DSE-A12	Tourism Transport Systems	30	70	100	2 Hrs	4	4	
	KU5SECTTM301	SEC-2	Aviation Management	25	50	75	1½ Hrs	3	3	
S6	KU6DSCTTM304	DSC-A13	Organizational Behavior in Tourism	30	70	100	2 Hrs	4	4	22
	KU6DSCTTM305	DSC-A14	Human Resource Management and Tourism	30	70	100	2 Hrs	4	4	
	KU6DSCTTM306	DSC-A15	Airport Management and Ground Handling	30	70	100	2 Hrs	4	4	
	KU6DSETTM303	DSE-A16	Logistics Management	30	70	100	2 Hrs	4	4	
	KU6DSETTM304	DSE-A17	Entrepreneurship in Tourism Industry	30	70	100	2 Hrs	4	4	
	KU6INTTTM301	INT	Internship	15	35	50	2	2	
	KU6SECTTM302	SEC-3	Informatics for Hospitality Industry	25	50	75	1 ½ Hrs	3	3	

S7	KU7DSCTTM401	DSC-A18	Sustainable Development and Crisis Management	30	70	100	2Hrs	4	4	20	
	KU7DSCTTM402	DSC-A19	Product Design and Development	30	70	100	2Hrs	4	4		
	KU7DSCTTM403	DSC-A20	Destination Planning and Management	30	70	100	2Hrs	4	4		
	KU7DSCTTM404	DSC-A21	Tourism Project Management	30	70	100	2Hrs	4	4		
	KU7DSCTTM405	DSC-A22	Tourism planning	30	70	100	2Hrs	4	4		
	KU8DSCTTM406	DSC-A23	Research Methodology	30	70	100	2Hrs	4	4		
S8	KU8DSCTTM407	DSC-A24	Academic Writing and Publishing	30	70	100	2Hrs	4	4	24	
	KU8DSCTTM408	DSC-A25	Financial Management in Tourism	30	70	100	2Hrs	4	4		
	OR (instead of Core Courses 19 to 21 in Major)										
	KU8PRJTTM498	PRJ(H)	Research Project (Honors)		90	210	300	...	12		12
	OR (instead of any two Core Courses 19 to 21 in Major)										
	KU8PRJTTM499	PRJ(H-R)	Research Project		60	140	200	...	8		8
	KU8DSETTM401	DSE	Digital and Social Media Communication in Tourism		30	70	100	2Hrs	4		4
KU8DSETTM402	DSE	Cargo Management		30	70	100	2Hrs	4	4		

SEMESTER 5

SEMESTER 5	KU5DSCTTM301	EMPLOYABILITY AND LEADERSHIP IN HOSPITALITY
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Program	BTTM				
Course Code	KU5DSCTTM301				
Course Title	Employability and Leadership in Hospitality				
Type of Course	DSC-A8				
Semester	5				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>The Employability and Leadership in Hospitality course prepares students for dynamic careers in the hospitality industry by combining theoretical knowledge with practical skills. Through a blend of lectures, interactive activities, and real-world applications, students develop the competencies needed to excel in leadership roles and meet the evolving demands of the industry.</p>				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Understanding personality development	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology- based assessment
CO2	Analyze ones' own personality	U	P	
CO3	Understand about working with others and adapting to the situations	Ap	P	
CO4	Apply persuasive speaking and presentation skills	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	The concept of personality	
	1.	The concept of personality- Dimensions of personality –Types of personality- introverts and extroverts.
	2.	Self-analysis- SWOT Analysis.
	3.	Who am I, Attributes, Importance of Self-confidence, Self Esteem.
	4.	Aggressive, Submissive and assertive behaviors - Out of box thinking, Lateral Thinking.
	5.	Intrinsic & Extrinsic Motivators.
II	Leadership qualities	
	6.	Leadership qualities of a successful leader - Group behavior; leadership in a group; Perception-Perceptual pitfalls- Attribution.
	7.	Conflict- reasons -conflict Management.
	8.	Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters.
	9.	Value of time, Weekly Planner To do list, Prioritizing work. Time Management- Teamwork.
III	Emotional Intelligence	
	10.	Emotional Intelligence- emotional quotient -Emotion Scales.
	11.	Managing Emotions. -Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude –Advantages –Negative attitude.
	12.	Differences between personalities having positive and negative attitudes- Attitude Change.

IV	Leadership Orientation	
	13.	Persuasive Speaking and Presentation Skills- The concept of success and failure - Overcoming hurdles - Factors responsible for success –Causes of failure-managing failures.
	14.	Types of Body Language, Role of Body Language- group discussion (Practical Sessions).
	15.	Interview techniques, Frequently Asked Questions - Business Etiquette, telephone etiquette-dress codes- Work ethics (Practical Sessions).
V	Teacher Specific Content (12 Hrs.)	

Compulsory Learning Activity

1. Mock Interview Sessions
2. Presentation and Public Speaking Exercises

References:

Books for Study:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.

Reference Books:

3. Andrews, Sudhir. How to Succeed at Interviews.21st (rep.) New Delhi. Tata McGraw- Hill 1988.
4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B. Body Language. Delhi: Rohan Book Company. 2004
- 9.SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-1	10
b)	Presentation	10
c)	Practical (Module IV)	10
Total		100

SEMESTER 5**KU5DSCTTM302****TOURISM ECONOMICS**

Program	BTTM
Course Code	KU5DSCTTM302
Course Title	TOURISM ECONOMICS
Type of Course	DSC-A9
Semester	5
Academic Level	300 – 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	The tourism economics course equips students with a thorough understanding of the economic aspects of tourism, emphasizing analytical skills and practical applications. Through a mix of theoretical learning and practical analysis, students gain the knowledge needed to assess the economic impact of tourism and contribute to the sustainable development of the industry.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg. used	Evaluation Tools
CO1	Understand the basic concept of economics for tourism studies	R	C	Quiz/ Practical Assignment
CO2	Understand the demand and supply in tourism	U	P	/Observation of Practical Skills/ Seminar Presentation
CO3	Analyze the impact of seasonality on tourism demand and supply	E	P	/ Technology- based assessment
CO4	Understand the economic impacts of tourism	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
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I	Business Economics	
	1.	Business Economics – introduction and importance-Micro and Macro Economics.
	2.	Basic Economic Problems - Concept of Demand –Types of demand-Elasticity of Demand and Their types.
	3.	Accounting Costs and Economic Costs – Fixed, Variable and Total Cost.
II	4.	Competition – monopoly, oligopoly.
	Demand	
	5.	Tourism Demand: Elasticity of demand, Types, determinants; measurement and forecast of tourism demand.
	6.	Tourism supply: Determinants of tourism supply; Law of supply- Elasticity of supply, tourism supply forecasting.
	7.	Tourism and seasonality, types of seasonality, Managing Tourism Business during Economic Slowdown, and off season.
	Tourism Statistics	
III	8.	Tourism Statistics: measurement of tourist statistics – volume, expenditure, and profile; tourism barometer.
	9.	Tourists spending --spenders and earners in international tourism-Kerala tourism statistics- Comparison of important states in India in terms of Foreign Tourist Arrivals (FTA).
	10.	Critical evaluation of Indian tourism in terms of Foreign Tourist Arrivals (FTA).
IV	Economic Impacts of Tourism	
	11.	Economic impacts of tourism – Foreign exchange, Balance of Payments, employment generation.
	12.	multiplier effect – types of multipliers; regional development; Displacement effect and tourism, tourism as an invisible export.
	13.	Negative economic impacts of tourism, Leakage effect, inflation and price rise, enclave tourism.
	14.	Impact of economic recession on tourism.
V	Teacher Specific Content (12 Hrs)	

References:

1. P.L. Mehta; Managerial Economics: Analysis, Problems and Cases
2. Varshney and Maheshwari; Managerial Economics
3. D. Salvatore; Managerial Economics
4. Pearson and Lewis; Managerial Economics
5. G.S. Gupta; Managerial Economics
6. Krishnan Kamra; Economics of Tourism
7. Ashif Iqbal Fazil, S. Husain Ashraf; Tourism in India (planning & development)

Assessment Rubrics:

Evaluation Type	Marks
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End Semester Evaluation	70	
Continuous Evaluation	30	
a)	Test Paper-2	10
b)	Assignment	5
c)	Seminar	5
d)	Case Study	10
Total		100

SEMESTER 5	KU5DSCTTM303	HOSPITALITY MARKETING
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Program	BTTM				
Course Code	KU5DSCTTM303				
Course Title	Hospitality Marketing				
Type of Course	DSC-A10				
Semester	5				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	The course will provide insights into both theoretical and applied knowledge in the field of marketing. Students will be getting knowledge of the marketing strategies that will be required for the business to be successful. It will also introduce to the students the essentials of marketing, like what are the methods of attracting tourists which will benefit the firms and strategies as well as methods that will help them to successfully market in today's dynamic world. The emphasis on the tourism marketing mix and digital marketing as applied in contemporary times is the hallmark of the course.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Identify effective marketing strategies for tourism development.	R	C	Quiz/ Practical

CO2	Recognize the significance of customer orientation in tourism marketing.	U	P	Assignment /Observation of Practical Skills/ Seminar Presentation / Technology- based assessment
CO3	Explain how promotional tourism, hospitality, and leisure campaigns can appeal to multiple target markets.	E	P	
CO4	Create, apply, and evaluate various marketing strategies for tourism destinations and organizations.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Marketing	
	1.	Marketing for Hospitality and Tourism: Meaning, Definition, Core Concepts – Marketing Philosophies.
	2.	Selling Vs. Marketing, Differences between Products and Service Marketing- Specific features of Tourism Marketing.
	3.	Role of Marketing in Tourism and Hospitality-Strategic Marketing in Tourism: Global Marketing, Direct Marketing, Target Marketing, Relationship Marketing, Experiential Marketing, E-Marketing, Green Marketing.
	4.	Issues in Marketing -Social Responsibility and Marketing Ethics, Consumerism and Legal Issues.
II	Marketing Environment	
	5.	Marketing Environment-Marketing Planning -Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research.
	6.	Consumer Markets and Consumer Behavior, Factors Affecting Tourist Behavior.
	7.	STP Process- Developing the Tourism Marketing Mix: Ps of Marketing.
	8.	Managing the Product / Service, Product Decisions, Product Line, Product Mix, Product Life Cycle.
	9.	New Product Development process, Branding and Packaging Decisions, Destination Branding.
	10.	Strategies adopted in various stages of the Destination Life Cycle.
III	Pricing Products	
	11.	Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.
	12.	Integrated marketing communication -Mass Media- Distribution Channel.
	13.	Promotion Mix: Public Relations, Advertising, Sales Promotion, Personal Selling, and Publicity.
IV	Digital Marketing	

	14.	Digital Marketing- Importance, Key forms of Digital Marketing- Creativity in digital marketing; - Social media marketing.
	15.	Design of marketing materials/ promotional tools (brochures, folders, pamphlets etc).
	16.	Destination Marketing by Tourism Boards-Case Studies -Digital Technologies in Marketing- Online Marketing Domains-B2C-B2B-C2C-C2B-CRM.
	17.	Setting up Online Marketing presence Ads and Promotions Online, Types of ads, Digitalization of Word of Mouth- Internet Banner Ads, Online Video Content, Pay Per Click (PPC) Advertising, Email marketing, Websites & SEO content, Blogs.
	18.	Types of digital marketing-Push & Pull; Digital advertising - Digital marketing strategy of Airbnb (case study).
V	Teacher Specific Content (12 Hrs)	

References:

1. Philip Kotler, Bowens, and James Makens – Marketing for Tourism and Hospitality
2. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall, India
3. Holloway and Robinson, Marketing for tourism, Longman publisher
4. Ravi Shankar Service Marketing
5. Nimit Chaudhary – Service Marketing

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-2	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 5	KU5DSETTM301	MANAGEMENT PRINCIPLES
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Program	BTTM				
Course Code	KU5DSETTM301				
Course Title	Management Principles				
Type of Course	DSE-A11				
Semester	5				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per	Practical per week	Total Hours

			week		
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course teaches learners basic management principles, competencies for good managers, employee processes, ethical conduct, corporate social responsibility, and the impact of unethical practices on performance and existence in the tourism, travel, and hospitality industries.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Demonstrate an understanding of the fundamental management concepts.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyze the roles and responsibilities of managers in different organizational settings. Illustrate the basic planning, decision-making, and organizing skill sets.	U	P	
CO3	Analyze and infer how individual factors influence the dynamics of employee behavioral processes.	E	P	
CO4	Analyze and infer how group factors and organizational practices influence the dynamics of employee behavioral processes.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Management	
	1	Introduction to Planning: Definition and Importance of Planning-Types of Plans (Strategic, Tactical, Operational, Contingency).
	2	Management Functions (Planning, Organizing, Leading, and Controlling) Levels of Management (Top, Middle, and Lower).
	3	Management Skills and Competencies-Management Roles and Responsibilities-MBO.
	4	Evolution of Management Theories (Brief): Classical Theories (Scientific Management, Administrative Management), Behavioral Theories (Human Relations, Behavioral Science), Contemporary Theories (Contingency Theory, Systems Theory).

	5	Strategic Planning Process: Mission, Vision, and Objectives-Environmental Scanning and Analysis (SWOT, PESTEL), Strategy Formulation and Implementation.
II	Motivation and Leadership	
	6	Motivation: Need and Importance.
	7	Important theories: Maslow's need hierarchy, Alderfer – ERG, McClelland, Herzberg's two-factor theory, Theory X and Theory Y, Expectancy Theory.
	8	Leadership: significance, types.
	9	Important theories: Trait Theory of Leadership, Behavioral Theories, Managerial Grid, Fiedler's Contingency Model, Great Man Theory- Transformational Leadership.
III	Organizing and controlling	
	10	Organizing and Organizational Structure-Principles of Organizing-Types of Organizational Structures (Functional, Divisional, Matrix), Departmentation and Span of Control.
	11	Decision-Making Process: Rational and Non-rational Decision Models- Decision-Making Techniques (Decision Trees, Payoff Matrices: Meaning – elements – fundamental concepts.
	12	Introduction to Control: Definition and Importance of Control-Control Process. (Establishing Standards, Measuring Performance, Taking Corrective Action)-Control Techniques and Tools-Financial Controls (Budgeting, Cost-Benefit Analysis)-Quality Control (Total Quality Management, Six Sigma)- Performance Appraisal Systems.
IV	Ethics	
	13	Business Ethics and CSR: Meaning and significance.
	14	Ethical and unethical behavior – nature/characteristics – objectives —levels of ethics
	15	CSR –meaning – importance of CSR – stakeholders involved in CSR – Responsibility to each stakeholder.
	16	Managing stakeholders - CSR reporting and audit.
	17	Relationship between ethics and CSR.
V	Teacher Specific Content (12 Hrs)	

References:

1. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
2. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Pub, London.
3. Ray Youell (1998), Tourism-An Introduction, Addison Wesley Longman, Essex.
4. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Case study	10

Correlation Levels:

c)	Seminar	10
Total		100

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 5	KU5DSETTM302	TOURISM TRANSPORT SYSTEMS
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Program	BTTM
Course Code	KU5DSETTM302
Course Title	TOURISM TRANSPORT SYSTEMS
Type of Course	DSE-A12
Semester	5
Academic Level	300 – 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of transportation systems and their vital role in the tourism industry. The course covers essential concepts, operations, regulations, and sustainability aspects of each mode, emphasizing their significance in facilitating travel and enhancing the overall tourism experience.				

Course Outcomes (CO):

CO	CO Statement	Cog. Level	K. Catg.	Evaluation Tools used
CO1	Demonstrate a comprehensive understanding of transportation systems and their role in the tourism and hospitality sector.	U	F	Instructor-created exams / Quiz Practical Assignment/ Observation of Practical Skills Instructor-created exams / Home Assignments Instructor-created exams / Quiz
CO2	Evaluate the advantages and limitations of different transportation systems in the context of tourism.	An	C	
CO3	Describe the types of road transportation systems, including highways, public and private transportation services, and documentation requirements.	An	P	
CO4	Explain the air, rail, and water transport systems, including luxury tourist trains, mountain railways, cruise liners, and national waterways.	An	M	
CO5	Understand the importance of transportation documentation, regulations, and safety measures in facilitating travel and ensuring a seamless tourism experience.	U	C	

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content
I	Introduction to Transportation Systems	
	1	Definition of transportation and its components: Importance of transportation in various sectors (e.g., tourism, hospitality, trade, commerce, logistics), Advantages of transportation systems (economic development, connectivity, efficiency, safety, comfort).
	2	Ancient modes of transportation (e.g., walking, animal-powered transport, waterways)- Development of roads and wheeled vehicles).
	3	Emergence of railways and their impact on travel and trade- Advent of automobiles and the rise of road transport systems.
	4	Aviation and the birth of air travel- Modern transportation systems (e.g., high-speed rail, electric vehicles, ridesharing).
II	Surface Transportation	
	5	Types of surface transportation (roads, highways, railways), Modes of surface transportation (buses, cars, trucks, motorcycles), Advantages and limitations of surface transportation.
	6	Public Road Transportation Systems: Public bus transportation services (municipal, state, and intercity), Operations and services of public transport corporations (e.g., KSRTC), Scheduled and non-scheduled bus services, Ticketing, and fare systems Private Road Transportation Systems: Taxis and ride-sharing services (e.g., Uber, Ola), Limousine and luxury car services, Car rental agencies and procedures, Caravans, and recreational vehicles (RVs), Tour coaches and charter buses.
	7	Types of Roads and Highways: National highways and interstate highway systems, State and local roads, Rural and urban road networks, Toll roads and expressways, Highway infrastructure and maintenance (Brief).
	8	Road Transportation Documentation: Driver's licenses and vehicle registration, Insurance and liability coverage, Road taxes and toll payments, Safety regulations and traffic laws, Travel documents and permits (for international travel).
III	Air and Rail Transport system	
	9	Major rail transport systems in the world- British Rail, Euro Rail, Amtrack, Japanese Rail. Major metro rails in India -IRCTC, special packages for tourists.
	10	Indian Rail Transport- general information about Indian railway – Types of trains, classes of journey, luxury tourist trains, mountain railways in India- high-speed rail.
	11	Classes of service in India- Ticket Booking and cancellation and refund rules of all classes including Tatkal- Codes of different classes- Different types of coaches- Groups Booking, Concessional Tickets-Booking train tickets.

Air and Water Transport system		
IV	12	Water transport network & categories of water transport -Major Water Ways of the World.
	13	Cruise transport, types of cruise liners, cruise packages of India and abroad – Cruise Packages to Islands of India- National waterways of India.
	14	Modes of air transport: Major Airlines, Air taxis, Custom channels- Ministry of transport.
V	Teacher Specific Content (12 Hrs)	

References

- Lumsdon, L. M., & Peeters, P. M. (2019). Transport and Tourism: Global Perspectives (4th Edition). Routledge.
- Page, S. J. (2019). Transport and Tourism: Global Perspectives (4th Edition). Pearson Education.
- Rodrigue, J.-P., Comtois, C., & Slack, B. (2017). The Geography of Transport Systems (4th Edition). Routledge.
- Holloway, J. C., & Humphreys, C. (2019). The Business of Tourism (11th Edition). SAGE Publications Ltd.
- Rodrigue, J.-P., Comtois, C., & Slack, B. (2017). The Geography of Transport Systems (4th Edition). Routledge.
- Knowles, R., Shaw, J., & Docherty, I. (Eds.). (2014). Transport Geographies: Mobilities, Flows and Spaces. John Wiley & Sons.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Case study	10
c)	Seminar	10
Total		100

SEMESTER 5	KU5SECTTM301	AVIATION MANAGEMENT
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Program	BTTM
Course Code	KU5SECTTM301
Course Title	Aviation Management
Type of Course	SEC
Semester	5

Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course is expected to deliver an understanding of airline operations and airport management. Students will be able to obtain a basic knowledge of airline operations and management, understand both the technical and business sides of the airline industry, and develop skills for most tasks in airline management.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	To understand air transport and its management and regarding the technical terms and codes associated with airline operations.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Exhibit the significance of airport handling procedures and protocols.	U	P	
CO3	Communicate the developments and formalities related to airport handling.	E	P	
CO4	Familiarize with airport and airline operations.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Civil aviation	
	1.	Airline Terminology -Origin of civil aviation - History of Civil Aviation in India.
	2.	IATA, ICAO, AAI and DGCA.
	3.	Air Transport regulations: Bilateral Regulations- -Multilateral regulations- Warsaw and Chicago conventions – Freedoms of Air- Open Sky policy.
	4.	Types of Airlines- Classes of Service and aircraft configuration - aircraft manufacturers.
	5.	In-flight services.
II	6.	Job Opportunities in airlines- Cabin Crew - Services- Job Specifications and Qualifications.
	Airlines Management	
	7.	IATA Areas -2 letter Codes of Airlines -3 letter city codes of major airports.
	8.	Types of journeys (OW, CT, RT, OJ, RTW)
	9.	E-tickets & its advantages-International Sale Indicators - Global Indicators
	10.	Types of fare: Normal Fare - Special Fares - Discounted Fares- ticket validity- refund- cancellation.
	11.	Insurance coverage-types of insurance for travel- Airline planning and operations: hub and spoke systems - Code sharing- - CRM and Frequent Flyer Programmes (FFPs).
III	Airport Management	
	12.	Cabin Crew – Airport Terminals—formalities for arriving, transiting, and departing passengers.
	13.	Airport facilities: Check-in facilities, types –Landing facilities for departing passengers – In-flight services — Emergency equipment for disembarkation - Minimum connecting time.
	14.	Passengers requiring special handling- Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage.
	15.	Carry-on items – carriage of live animals - classification of dangerous goods.
IV	Operations Control	
	16.	Airline operations Control-Flight planning and Dispatch - Load control planning- Crew Operations Control.
	17.	Maintenance Control-types of maintenances-Station Operations Control - Passenger processing and flight operation -Airline Disruptions and Irregular Operations-Safety and security operations by airlines-On-board safety measures.
	18.	Airline Key personnel and organization structure- -IATA&UFTAA fare formula (only theoretical aspects).
V	Teacher Specific Content (12 Hrs)	

References:

1. Graham. A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Richard H.Wood Aviation Safety Programs A Management Handbook— Jeppesen Sanderson Inc.
3. IATA course material for Foundation in Travel and Tourism 4. IATA course material for Passenger Ground Services

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper-2	10
c)	Case Study	15
Total		75

SEMESTER 6

SEMESTER 6	KU6DSCTTM304	ORGANIZATIONAL BEHAVIOR IN TOURISM
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Program	BTTM				
Course Code	KU6DSCTTM304				
Course Title	Organizational Behavior in Tourism				
Type of Course	DSC-A13				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>This course explores the core principles of organizational behavior (OB) in tourism and hospitality contexts. It examines how individual behavior, personality traits, and group dynamics influence workplace performance, supported by key motivational theories. It also analyzes organizational change, sources of conflict, and dynamics of power, equipping future managers to lead adaptive, cohesive, and ethically grounded tourism enterprises.</p>				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Explain the Concept of Organizational Behavior	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Illustrate Organizational Culture and Ethics.	U	P	
CO3	Demonstrate the Individual Behavior and Personality Traits, Group behavior, Theories of Motivation	A	P	
CO4	Analyze the Concept of Organizational Change, Conflict, and power	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content
I	Introduction to Organizational Behavior	
	1.	Concept of Organizational Behavior (OB): Nature and characteristics.
	2.	Importance -Management roles, skills, and activities.
	3.	Concept of organizational culture: elements of organizational culture in tourism, factors affecting tourism organizational culture.
	4.	Impact of tourism organizational culture (functions and liability); Creating and sustaining tourism organizational culture.
II	Group Dynamics:	
	5.	Dynamics: Concept of group, Types of groups. Stages of Group Development -Factors Influencing Group Behavior.
	6.	Group norms, Group and teams; Types of teams; Creating team players from individuals building and team-based work (TBW).
	7.	Team Roles and Responsibilities, Teamwork -Team Building-Team Management.
	8.	Conflict- types, stages of conflict-Conflict Management and Resolution.
III	Concept of Individual Behavior:	
	9.	Components of individual behavior, factors affecting individual behavior - Learning, Concept of learning, conditioning, shaping and reinforcement.
	10.	Attitude: Concept of attitude in tourism organization, components, behavior, and attitude. - Job satisfaction in tourism organization.
	11.	Personality and Values: Concept of personality; Relevance of values; Big Five model of personality: Theories of personality - Trait theory - psychoanalytic theory - social learning theory.
	12.	Perception, Decision Making and Emotions (Tourism): Perception and Judgements; Factors; Linking perception to individual decision making.
IV	Organizational Change	
	13.	Concept of organizational change, Forces of change; Planned change; Resistance, and resistance to change: Learning organization.
	14.	Managing Change and Innovation-Forces for Change (External and Internal)- Resistance to Change and Overcoming Resistance.
	15.	Change Management Models (Lewin's Change Model, Kotter's 8-Step Model)- Innovation and Creativity in Organizations.
V	Teacher Specific Content(12 Hrs)	

References:

1. Kinicki, Angelo, and Mel Fugate. "Organizational Behavior: A Practical, Problem-Solving Approach." 2nd ed., McGraw-Hill Education, 2018.

2. Luthans, Fred. "Organizational Behavior: An Evidence-Based Approach." 13th ed., McGraw-Hill Education, 2015.
3. Nelson, Debra L., and James Campbell Quick. "Organizational Behavior: Science, the Real World, and You." 9th ed., Cengage Learning, 2018.
4. Newstrom, John W. "Organizational Behavior: Human Behavior at Work." 15th ed., McGraw-Hill Education, 2019.
5. Greenberg, Jerald. "Behavior in Organizations." 11th ed., Pearson Education, 2017.
6. McShane, Steven L., and Mary Ann Von Glinow. "Organizational Behavior." 8th ed., McGraw-Hill Education, 2018.
7. Colquitt, Jason A., Jeffery A. LePine, and Michael J. Wesson. "Organizational Behavior: Improving Performance and Commitment in the Workplace." 6th ed., McGraw-Hill Education, 2019.
8. Schermerhorn, John R., James G. Hunt, Richard N. Osborn, and Mary Uhl-Bien. "Organizational Behavior." 13th ed., John Wiley & Sons, Inc., 2017.
9. Hitt, Michael A., C. Chet Miller, and Adrienne Colella. "Organizational Behavior." 5th ed., John Wiley & Sons, Inc.,
10. Dwivedi, R. S. (2001). Human relations and organizational behavior. Macmillan Publishers India Limited.
11. Robbins, Stephen P., and Timothy A. Judge. "Organizational Behavior." 18th ed., Pearson Education, 2019.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 6	KU6DSCTTM305	HUMAN RESOURCE MANAGEMENT AND TOURISM
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Program	BTTM				
Course Code	KU6DSCTTM305				
Course Title	Human Resource Management and Tourism				
Type of Course	DSC-A14				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	Upon completion of this course, students will be prepared for various HR roles within the tourism industry, including HR manager, recruitment specialist, training and development coordinator, employee relations manager, and compensation and benefits analyst. The course also lays a foundation for further studies and specialization in HRM or tourism management.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Understand the concept, importance, and scope of human resource management.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyze the roles and responsibilities of the human resource department.	U	P	
CO3	Develop skills in workforce planning and talent management	E	P	
CO4	Develop skills in designing and implementing effective compensation and performance management programs.	An	P	
CO5	Develop skills in managing employee grievances, disputes, and disciplinary actions.	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Human Resource Management	
	1	Definition and Evolution of Human Resource Management: Scope and Functions of HRM.
	2	Strategic Human Resource Management-Features and benefits of SHRM - Barriers to SHRM - Difference in traditional HRM and SHRM.
	3	The Factories Act, 1948-- The Workmen's Compensation Act, 1923-The Maternity Benefit Act, 1961.
	4	The Employee's Provident Fund and Miscellaneous Provision Act, 1952- The Payment of Gratuity Act, 1972- Trade Union Act, 1926-Child Labor (Prohibition and Regulation Act, 1986).
II	Recruitment and Selection	
	5	Job Analysis and Job Description- Recruitment Sources (Internal and External)-Selection Methods (Applications, Interviews, Tests)-Onboarding and Orientation.
	6	Training and Development: Training Needs Assessment-Training Methods (On-the-Job, Off-the-Job)-Career Development and Succession Planning- Career life cycle, Process, Factors affecting Career Planning and Development.
	7	Talent Management: Workforce Planning and Forecasting-Talent Acquisition and Retention-Employee Engagement and Motivation.
III	Compensation Management	
	8	Job Evaluation and Pay Structures-Internal and External Equity-Incentive and Variable Pay Plans-Benefits and Perquisites.
	9	Performance Management: Performance Appraisal Methods (Ratings, 360-degree, Self- appraisal)-Performance Management Systems-Feedback and Coaching-Rewarding and Recognizing Performance.
	10	Employee Relations in Tourism: Employee Engagement and Communication-Grievance and Discipline Management- Employee Separation: Retirement, VRS, Suspension, Termination, Resignation.
	11	Future of Work and HRM in Tourism: Gig Economy and Non-traditional Work Arrangements-Artificial Intelligence and Automation-Workforce Upskilling and Reskilling.
IV	Industrial Relations:	
	12	Trade Union and Industrial Dispute: functions and role of Trade union -Unfair labor practices by employers & Trade Unions, Strikes, Layoff, Retrenchments, Closures/Lockouts, Collective Bargaining Agreements, Wage Agreements, Violations, Bonus- gratuity, Grievances Handling Procedure(process), Weekly offs.

	13	Industrial dispute: Forms and Causes, Machinery for settlement of Industrial dispute.
	14	A very brief overview of Acts: The Factories Act, 1948-- The Workmen's Compensation Act, 1923-The Maternity Benefit Act, 1961-The Employee's Provident Fund and Miscellaneous Provision -Act, 1952- The Payment of Gratuity Act, 1972- Trade Union Act, 1926-Child Labor (Prohibition and Regulation Act, 1986).
	15	Collective Bargaining: process and types- Grievance and Disciplinary Actions: Grievance: causes, Discovery of grievance, effects of grievance.
	16	Participative Management and employee counselling: Importance, Forms of Participative Management, Worker's Participative Management (WPM) in India-Employee Counselling: Methods and types of Employee Counselling.
V	Teacher Specific Content (12 Hrs)	

References:

- Tripathi & Reddy, Principles of Management, Tata Mcgraw-Hill, New Delhi,2008
- Steven W. Schmidt. Training and Development for the Workplace"
- Human Resource Management by Gupta C.B (Publisher: Sultan Chand & Sons)
- Bernadin, Human Resource Management, Tata Mcgraw Hill, 8th edition 2012
- Shashi.K.Gupta And Rosy Joshi, Human Resource Management
- [https://www.accountingnotes.net/human-resource/type-of-incentive-plans/type-of-incentive-plans/17317\)](https://www.accountingnotes.net/human-resource/type-of-incentive-plans/type-of-incentive-plans/17317)
- <https://www.economicdiscussion.net/industries/industrial-relations/32249>
- <https://www.managementstudyguide.com/job-description-specification.htm>

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-2	10
b)	Assignment/ Seminar	10
c)	Case Study	10
Total		100

SEMESTER 6	KU6DSCTTM306	AIRPORT MANAGEMENT AND GROUND HANDLING
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Program	BTTM				
Course Code	KU6DSCTTM306				
Course Title	Airport Management and Ground Handling				
Type of Course	DSC-A15				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course equips the students with the basic knowledge and skills required for airport operations and encourages the student for further study and professional development.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Understand the structure and components of an airport, including terminals, aprons, runways, taxiways, and air navigation services.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyse the importance of airports for tourism and identify the different types of airport customers, including tourists.	U	P	
CO3	Describe the various components and operations involved in airport ground handling.	E	P	
CO4	Explain the roles and responsibilities of ground handling agents and service providers.	An	P	
CO5	Develop problem-solving skills and decision-making abilities in handling operational challenges.	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Airport	
	1	Concept of Airport – Airport and Air transport – Major Airports.
	2	Structure of the Airport – Terminal, Apron, Runway, Taxiway etc.
	3	Importance of Airport for Tourism – Airport customers and tourists.
	4	Classification of Airport – Modern Airports.
	5	Privatization – Types of Privatizations.
	6	Airport Operators and Investors.
II	Airport Management	
	7	Airport Classification - Airport Ownership- Public-Private Partnership (PPP) - Modern Airports.
	8	Structure of the Airport-The Airside-Runway-Taxi ways- Apron/Ramp-.Hangar-Air Navigation Services (ANS) and Air Traffic Control (ATC)-Terminal.
	9	Structure and components of a terminal- Landside-Physical components.
III	Overview of Airport Ground Handling	
	10	Definition and scope of ground handling services.
	11	Ground Handling Operations: Passenger handling (check-in, boarding, deplaning), Baggage handling (loading, unloading, sorting, transfer), Cargo and mail handling.
	12	Safety and Security in Ground Handling: Ramp safety procedures, Dangerous goods handling, Security screening and access control.
	13	Customer Service in Ground Handling, Passenger assistance and special needs handling, Complaint management and conflict resolution.
IV	Ground Handling	
	14	Ground Handling Operations Planning and Scheduling: Flight schedules and ground time calculations, Resource allocation and staff rostering, Contingency planning for disruptions and delay.

	15	Aircraft handling (marshalling, loading, unloading, cleaning), Ramp operations and equipment, aircraft parking, Loading, and unloading procedures, Aircraft cleaning and catering services.
	16	Passenger Handling Procedures: Check-in and boarding processes, Baggage handling and reconciliation- Passenger assistance and special needs handling.
	17	Ground Support Equipment (GSE): Types of GSE (passenger stairs, baggage carts, belt loaders, etc.), GSE maintenance and safety procedures
		Teacher Specific Content (12 Hrs)

References:

- Ashford, N. J. (2013). Airport operations. McGraw-Hill Companies, Inc.
- Dileep, M. R., & Kurien, A. (2021). Air Transport and Tourism. Routledge.
- Budd, L., & Ison, S. (2017). Air Transport Management: An International Perspective. Routledge, Taylor & Francis Group.
- Graham, A. (2014). Managing Airports: An International Perspective. Routledge. Ashford, N. J. (2013). Airport Operations. McGraw-Hill Companies, Inc.
- IATA Airport Handling Manual (AHM)
- IATA Ground Operations Manual (IGOM)
- Airport Operations", Dimitrios Dimitriou "Ground Handling Operations"

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-2	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 6	KU6DSETTM303	LOGISTICS MANAGEMENT
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Program	BTTM
Course Code	KU6DSETTM303
Course Title	Logistics Management
Type of Course	DSE-A16
Semester	6
Academic Level	300 – 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course builds necessary knowledge regarding supply chain management, logistics and different modes of transport.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Familiarize with the concept of logistics and supply chain management.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology- based assessment
CO2	Understand the process and procedures of logistics operations.	U	P	
CO3	Learn the process of supply chain management.	E	P	
CO4	To familiarize demand forecast and managing economies in the process.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Concept of Logistics	
	1.	Concept of Logistics: Introduction, Types, Logistics Management, Role of Logistics in an Economy.
	2.	Difference between Logistics and Supply Chain Management, Logistics and competitive advantage, Logistics Mix, organized retail in India.
	3.	Logistics process: Concept of Integrated Logistics, inventory, and information flow
	4.	Operational objectives of integrated logistics; barriers to integration, organization structure, measurement system, inventory ownership.
	5.	logistics performance cycle, manufacturing support performance cycle, procurement performance cycle.
II	Supply chain management	
	6.	Supply chain management: Introduction, Supply chain Performance, drivers, metrics and distribution network, network design.
	7.	Role of demand forecasting in the supply chain, aggregate planning in the supply chain, sales, and operations planning, managing predictable variability, cycle inventory.
	8.	Managing uncertainty in a supply chain: safety inventory, sourcing decisions, and Bullwhip effect.
III	Containerization	
	9.	Containerization: Concept, classification, benefits, and constraints; Inland Container Depot (ICD).
	10.	Role and functions; CFS, export Clearance at ICD; CONCOR; ICDs under CONCOR etc.
	11.	Warehousing and Distribution Centers: Concepts, elements, and functions of Warehousing– Types of Warehouses– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse.
	12.	Warehousing Network in India - Central Warehousing corporation in India.
IV	Transportation Mix	
	13.	Transportation infrastructure and network in India.
	14.	Impact of the transport system on the supply chain.
	15.	Factors that determine the choice of transport mode – Transportation Costs - Tools and techniques for reducing costs - Fleets – Fleet sizing and configuration – Routing and Scheduling.
V	Teacher Specific Content (12 Hrs.)	

References:

- Chopra, S., & Meindl, P. (2007). *Supply chain management. Strategy, planning & operation*

(pp. 265-275). Gabler.

- Leenders, M. R., & Fearon, H. E. (1997). Purchasing and supply management. *(No Title)*.
- Stock, J. R., & Lambert, D. M. (2001). *Strategic logistics management* (Vol. 4). Boston, MA: McGraw-Hill/Irwin.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-2	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 6	KU6DSETTM304	ENTREPRENEURSHIP IN TOURISM INDUSTRY
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Program	BTTM				
Course Code	KU6DSETTM304				
Course Title	Entrepreneurship in Tourism Industry				
Type of Course	DSE-A17				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course aims to provide a comprehensive understanding of finance management and entrepreneurship, particularly for new tourism entrepreneurs, focusing on planning, execution, and resource utilization in the tourism industry.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Familiarize with the fundamental principles of financial management.	R	C	Quiz/ Practical

CO2	Identify various methods for financial management in tourism and get entrepreneurial skills.	U	P	Assignment / Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO3	Formulate ideas for start-ups.	E	P	
CO4	To demonstrate a learning system that inspires entrepreneurial motivation among students, providing a platform for creativity and innovation.	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Financial Management	
	1.	Finance: Meaning, Functions; Importance, and typologies of Finance – Role of financial management, Break-even analysis.
	2.	Financial Management: Functions and steps in Financial Planning-Factors Affecting Financial Planning in the tourism industry.
	3.	Working Capital Management: Financing current assets, Cash Management, Receivables, and inventory management.
	4.	Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques- Difference between financial and capital structures. Determinants of Financial Structure.
	5.	Types of budgets, preparation of budget, and zero-based budgeting, Working Capital Management, Cash management.
	6.	Contract Act,1872 –Offer& Acceptance-Consideration-Free Consent-Mistake of law & fact-Legality of object- Breach of Contract – Performance & discharge of Contract – Consumer Protection Act 2019- Key highlights -Rights & duties of consumers- Product Liability-Consumer Disputes Redressal Forums.
II	Finance and Assessment	
	7.	Sources of Finance and Assessment of Requirements: Financial leverage and financial planning- Break-even analysis for financial leverage.
	8.	Dividend Policy, types of dividend policies- Sources of Finance of Tourism Business: Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference Shares- Debentures - Retained Earnings.
	9.	Public Deposits; Sources of short-Term Finances: Personal Investment, Venture capital, Angel Investor, Business Incubators, Government Grants and Subsidies, Bank Loans, Crowd Funding.

	10.	FDI in Tourism Sector in India-Overview of financial institutions in India, Central level, and state level institutions, DIC, NABARD, SIDBI, IDBI, SIDCO, Indian Institute of Entrepreneurship, TFCI.
	11.	Single Window, Industrial Policy of Government of India, Government of India Initiatives under Make in India.
III	Tourism Entrepreneurship	
	12.	Tourism Entrepreneurship: Concept and definition, Functions of an Entrepreneur.
	13.	Types of Entrepreneurs, Intrapreneur, Entrepreneurial Culture; Stages in entrepreneurial processes. Ethical and social responsibility challenges for entrepreneurs in tourism- Social entrepreneurship, Woman Entrepreneurship.
	14.	Entrepreneurship opportunities in Tourism, Tourism entrepreneurial competencies- Elements of business planning.
	15.	Preparation of project plans, Components of an ideal business plan: Market plan – Financial plan -Operational plan -Site selection.
	16.	Feasibility analysis: – aspects and method. Economic analysis, financial analysis, Market, and technological feasibility, Feasibility report.
IV	Legal Issues	
	17.	Ownership patterns in India, Legal issues related to emerging ventures – Registrations, Licenses.
	18.	Fees and Permits regarding the tourism industry- Potential Capital and Start-Up Costs,
	19.	Starting a New Business vs Purchasing an Existing Business- Rules, regulations, and procedures relevant for small-scale industries and small-scale businesses.
	1.	Financing by UNWTO, ITDC, and MOT towards different projects.
V	Teacher Specific Content (12 Hrs.)	

References:

- 1. Vasant, Desai, “Entrepreneurship”, Himalaya Publishing House, 2003.
- 2. Taneja& Gupta S.L., “Entrepreneurship Development”, 2003.
- 3. Pandey, I.M., “Venture Capital –The Indian Experience”, Prentice Hall of India, 2003.
- 4. Tandon B.C., “Environment and Entrepreneur”, Chug Publications, Allahabad.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 6

KU6INTTTM301

INTERNSHIP

Internships

provide students with the opportunity to apply theoretical and practical knowledge in the tourism industry. This course allows students to sharpen their skills while entering industry and students will be able to acquire transferable skills such as communication and leadership, teamwork etc. Every student of the program must undergo an internship for a minimum period of 4-6 weeks during the summer vacation. Students may choose to undergo internships in any of the organizations in tourism & hospitality sector such as hotels, airports, tour operators, event management organizations, DMOs, tourism organizations, tourism organizations, tourism organizations, tourism organizations, tourism organizations, tourism NGOs etc. Students must inform them of their choice of area and obtain consent from the Head of the Department. Students, in case, want to arrange internship themselves, should obtain permission/ NOC from HoD. Students who abstain from internship will be considered as absent and no marks shall be awarded for the paper.

COURSE OUTCOMES(COs)

- CO 1: To bridge the gap between real-life business and academics.
- CO2: To develop practical skills and gain a realistic idea of the managerial functions in organizations.
- CO3: Demonstrate professional working attitude and aptitude.
- CO4: Develop teamwork and leadership skills.

On the completion of internship, every student is required to present the following:

- Internship Report cum Logbook
- Internship Certificate in original.

The Internship Report should include FIVE (5) chapters.

- ✓ Chapter- 1: Introduction of the organization includes - Inception, SWOC analysis, nature of business, profile, Organizational Structure, Functional Areas, etc.
- ✓ Chapter -2: Objective of study, methodology adopted-source of data -technique, limitation of the study etc.
- ✓ Chapter -3: Discussion/Analysis and Interpretation/Findings of the study, and suggestions.
- ✓ Chapter -4: Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.
- ✓ Chapter-5 : Conclusion

Evaluation of the Report: Internship Report shall be valued by Examiners of BOE for 35 Marks and the internal mark will be 15 marks (Total marks = Report (35 marks) + internal (15 marks) = 50 Marks).

Presentation of the Report:

1. Typing should be done on one side of the A-4 size paper.
2. The margin on the left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 16; Sub-heading: 14 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report is to be in the range of 85 to 100 pages.
7. The report should be presented in hardbound/ Spiral (Normal binding) for report evaluation 8. The students should also submit the hard & PDF Soft copy of the report to the HOD, and the department concerned should keep the record.

SEMESTER 6	KU6SECTTM302	INFORMATICS FOR HOSPITALITY INDUSTRY
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Program	BTTM				
Course Code	KU6SECTTM302				
Course Title	INFORMATICS FOR HOSPITALITY INDUSTRY				
Type of Course	SEC				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course explores the intersection of Information Technology with modern business and service sectors, emphasizing cyber safety, digital finance, e commerce, and IT applications in tourism, hospitality, and aviation— including GDS, biometrics, and self-service airport systems. It also covers digital marketing fundamentals and aligns with India’s evolving regulatory landscape (IT Act, DPDP Act). The syllabus integrates real-world platforms (UPI, OTAs, Amadeus) and emerging trends like AI-driven security and contactless travel.				

Course Outcomes (CO):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
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BTTM SYLLABUS (2024 Admission)

CO1	Explain core concepts of cyber ethics, security, privacy, and Indian cyber laws (including the DPDP Act, 2023), and apply guidelines for responsible digital usage.	R	C	Quiz/ Practical Assignment / Observation / Industrial Visits/ Seminar Presentation / Technology-based assessment
CO2	Describe the architecture and operations of Global Distribution Systems (GDS) and assess the impact of digital technologies on guest experience and security in tourism, hospitality, and aviation.	U	P	
CO3	Implement foundational digital marketing strategies using SEO, SEM, SMO, and integrated media frameworks (owned, earned, paid) for service industries.	E	P	
CO4	Identify contemporary challenges in digital transformation, including cybersecurity risks, data privacy dilemmas, and inclusivity issues across sectors, especially in aviation and travel and tourism.	E	P	

* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Mod ule	Unit	Content
I	Overview of Information Technology and Digital Well-being	
	1	Introduction to Information Technology in the Contemporary Digital Era.
	2	Cyber Ethics: Ethical dilemmas in digital spaces, professional codes of conduct, digital citizenship.
	3	Cyber Threats: Malware, ransomware, phishing, social engineering, DDoS attacks, zero-day exploits, and insider threats.
	4	Security and Privacy Issues: Data encryption, firewalls, multi-factor authentication, privacy policies, data anonymization, and user consent
	5	Cyber Laws in India: Information Technology Act, 2000 (as amended in 2008)-Key sections on cyber offences, digital signatures.
	6	Cyber Addictions and Health Issues: Internet, gaming, and social media addiction-Physical impacts (eye strain, repetitive strain injury, sedentary lifestyle)-Mental health concerns (anxiety, depression, FOMO)-Guidelines for Responsible and Safe Use of Computers and Digital Devices.
II	Drivers of Digital Business and Financial Technologies	
	7	Social media: Platforms as business tools- Internet of Things (IoT): Smart devices, sensor networks.
	8	Digital Banking: Online banking, mobile banking, tele-banking, Automated Clearing House (ACH), Unified Payments Interface (UPI), BHIM app, digital wallets (Paytm, PhonePe, Google Pay)-Credit/debit cards, e-cheques- RBI guidelines, NPCI standards, fraud prevention mechanisms.
	9	E-Commerce: E-business models: B2B, B2C, C2C, C2B, D2C--E-commerce Sales Life Cycle (ESLC) Model- Electronic Payment Systems: Payment interfaces and gateways, Digital payment methods (net banking, UPI, BNPL), Smart cards and contactless payments- Popular systems: Visa, Mastercard, RuPay, PayPal. Risks in Electronic Payment Systems: Fraud, data breaches, chargebacks, phishing.
III	IT in Tourism, Hospitality, and Aviation	

BTTM SYLLABUS (2024 Admission)

	10	Digital Security in Tourism, Hospitality & Aviation: CCTV surveillance and AI-based video analytics-Smart cards for room access and loyalty programs-Biometric security systems: facial recognition, fingerprint, iris scanning-Biometric passports (e-passports).
	11	Online Travel Ecosystem: Online Travel Agencies (OTAs): MakeMyTrip, Expedia, Booking.com-Aggregators and meta-search engines (Google Flights, Skyscanner, Kayak)- Online selling platforms: Airbnb, OYO, Uber, Swiggy (hospitality-adjacent services)- Travel portals and dynamic packaging.
	12.	Search Engine Marketing (SEM)-Search Engine Optimization (SEO): On-page, off-page, technical SEO-Search Engine Marketing (paid search) and keyword strategies-Social Media Optimization (SMO).
	13	Digital Media Framework: Owned Media: Corporate websites, blogs, email newsletters, mobile apps-Earned Media: Social media mentions, online reviews (TripAdvisor, Google Reviews), influencer endorsements- Paid Media: Search ads (Google Ads), display advertising, social media ads (Meta, LinkedIn).
IV	Digital Guest Experience	
	14	Digital Guest Experience: Online reservations (flights, hotels, tours), Mobile check-in/check-out, digital room keys, Virtual front office and AI-powered chatbots. Self-service kiosks at airports: check-in, bag drop, immigration (e-gates), biometric boarding.
	15.	Major GDS providers-GDS functions.
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity

Learn any one GDS/CRS (Computer Reservation Systems)

References

Eloise Coupey, Digital Business Concepts and Strategy. Pearson

Stephanie Diamond, Digital Marketing All-in-One for Dummies, John Wiley and Sons

A textbook on E-commerce - Publisher: Neha Publishers & Distributors

Cyber Laws & DPDP Act, India

Ministry of Electronics and Information Technology (MeitY):

<https://www.meity.gov.in/>

Digital Personal Data Protection Act, 2023 (Full Text):

<https://www.meity.gov.in/writereaddata/files/Digital%20Personal%20Data%20Protection%20Act,%202023.pdf>

CERT-In Guidelines & Cyber Security

Indian Computer Emergency Response Team (CERT-In):

<https://www.cert-in.org.in/>

Digital Payments & RBI/NPCI Frameworks

National Payments Corporation of India (NPCI):

<https://www.npci.org.in/>

Reserve Bank of India – Payment Systems:

https://www.rbi.org.in/Scripts/BS_PaymentSystem.aspx

GDS & Aviation IT (Amadeus, Sabre, Travelport)

BTTM SYLLABUS (2024 Admission)

Amadeus Learning Center (Public Resources):

<https://amadeus.com/en/insights>

IATA's Introduction to GDS (Free Overview):

<https://www.iata.org/en/programs/accreditation/travel-agent/gds/>

Digital Marketing & SEO Basics

Google Digital Garage (Free Courses on SEM, SEO, Online Marketing):

<https://learndigital.withgoogle.com/digitalgarage>

Moz Beginner's Guide to SEO:

<https://moz.com/beginners-guide-to-seo>

Aviation Digital Initiatives (Digi Yatra, e-Passports)

Digi Yatra Foundation:

<https://digiyaatra.org/>

Bureau of Immigration, India – e-Gates & Biometric Entry:

<https://boi.gov.in/>

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	10
b)	GDS/ CRS	
	Familiarization and reporting	15
Total		75

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 7

SEMESTER 7	KU7DSCTTM401	SUSTAINABLE DEVELOPMENT AND CRISIS MANAGEMENT
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Program	BTTM
Course Code	KU7DSCTTM401
Course Title	Sustainable Development and Crisis Management
Type of Course	DSC-A18
Semester	7
Academic Level	400 – 499

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course is expected to deliver an understanding of the basics of tourism and aviation industries. Students will be able to obtain basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Illustrate types of crises that could arise in tourism.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology- based assessment
CO2	Create a pre-preparedness plan anticipating likely problems.	U	P	
CO3	Develop skills to use crisis management plans during the actual disaster.	E	P	
CO4	Develop a communication plan for the media and public during the crisis.	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
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I	Tourism Risk Management	
1.	Tourism Risk Management: concept, issues, phases.	
2.	Culture and Practical Process of Risk Management, Risk Encounter, Risk Contextualization, Phases of Risk Management, Safety guidelines.	
3.	Physical and geographic features of India: Mountains, islands, coastal areas, deserts.	
4.	Types and characteristics of disaster management, pre-disaster plan, limitations of disaster management.	
5.	Sustainable development: The role of stakeholders, Central Government, State Government, District Administration.	

BTTM SYLLABUS (2024 Admission)

	6.	Sustainable development: Armed Forces, Paramilitary Forces, Fire Services.
II	Tourism Crisis	
	7.	Tourism Crisis: Types, causes, and Consequences, Vulnerability of Tourism Industry to Crisis.
	8.	Types of Crisis in Tourism: Economic, Environmental and Political, Socio-Cultural Conflicts, Terrorism, global warming, and its impacts.
	9.	Tourism and Health Crisis, Technological Failure, Disaster Response Mechanism in India.
	10.	legislation: National Disaster Management Act -2005 National Policy on Disaster Management – 2009, National Plan on Disaster Management – 2016.
III	Disaster and Risk Preparedness	
	11.	Tourism Disaster and Risk Preparedness and Planning: Disaster Preparedness.
	12.	Emergency Planning, Contingency Plans and Simulation Exercises.
	13.	Hazard mapping, Development of Crisis Plans, Crisis management systems and tools.
	14.	Tourism Crisis Planning and Preparation.
IV	Recovery and rebuilding	
	15.	Recovery and rebuilding strategies of tourism, Case Study.
	16.	Disaster and risk response: Coordination, Control and Resource Allocation.
	17.	Crisis Communication in the Emergency, Long-term Recovery, and Resolution, Master Plan for Future.
V	Teacher Specific Content (12 Hrs)	

References:

- Piekarz, M., Jenkins, I., & Mills, P. (2015). *Risk and safety management in leisure, events, tourism, and sports industries*. CABI.
- Alexander, D. (2018). *Natural disasters*. Routledge.
- Ritchie, B. W. (2009). *Crisis and Disaster Management for Tourism*. Channel View Publications: United Kingdom
- Tourism Crisis and Disaster Management in the Asia-Pacific. (2014). CABI: United Kingdom
- Ritchie, B. W. (2009). *Crisis and disaster management for tourism*. Channel View Publications.
- Henderson, J. C. (2007). *Managing tourism crises*. Routledge.
- Pforr, C., & Hosie, P. J. (2008). Crisis management in tourism: Preparing for recovery. *Journal of Travel & Tourism Marketing*, 23(2-4), 249-264.

Assessment Rubrics:

BTTM SYLLABUS (2024 Admission)

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 7	KU7DSCTTM402	PRODUCT DESIGN AND DEVELOPMENT
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Program	BTTM				
Course Code	KU7DSCTTM402				
Course Title	Product Design and Development				
Type of Course	DSC-A19				
Semester	7				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				

Course Summary	<p>This course makes students aware of the role of sustainable tourism in the changing global scenario. This course provides students with the necessary skills and know-how to develop their own plans and design and create sustainable tourism products considering environmental, social, political, and legal considerations while enhancing the quality of visitor experiences. It also aims to ensure a high standard of services and amenities to generate long-term demand.</p>
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Course Outcomes (COs):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Understand tourism planning process, strategy, and policies.	R	C	Quiz/ Practical Assignment
CO2	Design and development of new tourism products and travel circuits	U	P	/Observation of Practical Skills/ Seminar
CO3	Create, apply, and evaluate various tourism product designs.	E	P	Presentation
CO4	Create confidence in students' own abilities to create a new product.	An	P	/ Technology-based assessment

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Product development	
	1.	Defining tourism product development- Components, levels, and characteristics of a tourist product.
	2.	5 product levels of Philip Kotler-Developing new tourism products- Smith (1994) model of a generic tourism product.
	3.	Lumsdon framework (1997) of tourism offering- Tourism Systems- Leiper's Geospatial Model,
	4.	Mill-Morrison, Butler's Tourism Area Life Cycle (TALC) – Doxey's Irridex Index – Demonstration Effect.
	5.	Crompton's Push and Pull Theory, Stanley Plog's Model, Gunn's Model.
II	Tourism Product Development	
	6.	Variables Influencing Tourism Product Development- Principles of Tourism Product Development planning.

	7.	Destination Strategy for Tourism Product Development: Resources and Attributes, Market Opportunity, Factors of Production and Investment Potential, Policies and Systems.
	8.	Product Formulation View: Zeithaml and Bitner (1996) Framework- stage-gate model (Cooper), Agile-stage-gate model.
	9.	innovative service development models: Booz, Allen, and Hamilton (BAH) model,
	10.	Diamond Model of Sustainable Tourism Development.
III	Principles of Tourism Product Development Planning	
	11.	Market Research, Stakeholder Consultation and Collaboration, Market: Product Matching.
	12.	Development, Clusters, Circuits and Events, Product Portfolio, Investment Plan and Funding, Human Resource Development.
	13.	Successful and Sustainable Developments: Establishing Present Situation Analysis: PEST Analysis, SWOT Analysis, Tourism Area Life Cycle (TALC) Analysis, Ansoff Matrix, Boston Consulting Group Matrix.
	14.	Identifying the opportunities: Tourism Product Development Checklist - Prioritizing the destination's own tourism sector's objectives: Categorizing tourism destinations, Putting the Plan into Action.
IV	New Service Development	
	15.	Innovation in services- disconfirmation theory-Idiosyncratic Service Experience (ISE).
	16.	Cultural mapping: -The Resource-Process Framework (RPF) of New Service Development; Intellectual Resources, Organizational Resources, Physical Resources.
	17.	NSD process- Core Resources Needed for New Tourism Product Development- Transformative Tourism Experiences- the importance of 'co-creation' in a destination.
	18.	The impact of transformative learning theory in experiential tourism- Müller and Scheurer model on tourism experiences.
V	Teacher Specific Content(12 Hrs)	

References:

- McNulty, P., & Cleverdon, R. (2011). *Handbook on tourism product development*. World Tourism Organization.

BTTM SYLLABUS (2024 Admission)

- Haid, M., & Albrecht, J. N. (2021). Sustainable tourism product development: An application of product design concepts. *Sustainability*, 13(14), 7957.
- New Product Development Workbook, Government of Northwest Territories.
- Campos, A. C., Mendes, J., Valle, P. O. D., & Scott, N. (2018). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369-400.
- Froehle, C. M., & Roth, A. V. (2007). A resource-process framework of new service development. *Production and operations management*, 16(2), 169-188.
- Bitran, G., & Pedrosa, L. (1998). A structured product development perspective for service operations. *European Management Journal*, 16(2), 169-189.
- Komppula, R. (2001, October). *New-product development in tourism companies-case studies on nature-based activity operators*. In 10th Nordic Tourism Research Symposium (Vol. 18, p. 20).
- Booz, E., Allen, J., & Hamilton, C. (1968). Management of new products Booz.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 7	KU7DSCTTM403	DESTINATION PLANNING AND MANAGEMENT
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Program	BTTM				
Course Code	KU7DSCTTM403				
Course Title	Destination Planning and Management				
Type of Course	DSC-A20				
Semester	7				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60

BTTM SYLLABUS (2024 Admission)

Pre-requisites	No prerequisites needed for the course
Course Summary	The course focuses on destination planning and development, emphasizing sustainability, stakeholder collaboration, and responsible tourism practices. Students gain knowledge and skills through lectures, case studies, group discussions, and practical projects.

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Familiarize with sustainable tourism initiatives and their significance in tourism.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Plan and develop tourism destinations on a sustainable approach to understand tourism planning, design, and innovations.	U	P	
CO3	Interpret levels, types, and new approaches to planning in their own destinations.	E	P	
CO4	Develop a Master Plan for Destination Development	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Concept of Destination Development	
	1.	Destination Management Systems–Destination Planning Guidelines.
	2.	Destination Zone, Planning.
	3.	Model- Destination Life cycle and Tourism Area Life cycle.
	4.	Environmental Impact Assessment (EIA).
II	Destination Competitiveness	
	5.	10 As of successful destinations.
	6.	Stakeholders involved in destination management- Destination governance.

	7.	Public Private Partnership Model in Tourism- Tourism PPPs in India.
	8.	Diversification of Tourism Products: Importance and strategies of Tourism Product Diversification – creating trip circuits and routes-providing variety of experiences- Controlling tourist activities and levels: controlling use intensity, managing events.
III	Tourist Destination Planning	
	9.	Visitor management plans and systems- over-tourism’- Strategies and measures to address visitors’ growth in cities.
	10.	Managing ‘new’ visitors.
	11.	Risk management plans, Sustainable destinations management.
	12.	Techniques for managing visitor impact strategies for coping with the temporality of visitor attractions.
	13.	Tourism Planning and its Characteristics, Types, elements, Stages, Process, and approaches.
	14.	Six A’s Framework for Tourism Destinations Project.
	15.	Feasibility Study-Carrying Capacity Analysis.
	16.	Developing Tourism Plans: Goals – components- Designing Plan Documents- Techniques, Surveys & Area Characteristics- Stages of Formulation.
IV	Destination Image Development	
	17.	Destination Marketing Mix-Destination Image-Dimensions of Tourist Destination Image.
	18.	Formation of Destination Image-Factors Influencing the Formation of Destination Image.
	19.	Attributes of Destination- Measurement of Destination Image.
	20.	Destination Branding, Difficulties in Destination Branding- Critical Success Factors.
	21.	Web-based Destination Branding: Basics of Internet Marketing, the Impact of internet marketing on destination branding, collaboration between destination branding and internet marketing.
	22.	Role of DMOs in destination marketing strategies-FAM Tours.
V	Teacher Specific Content (12 Hrs)	

References:

- Fyall, A., Garrod, B., Leask, A., & Wanhill, S. (Eds.). (2022). *Managing visitor attractions*. Routledge.

BTTM SYLLABUS (2024 Admission)

- WTO. (2004). Indicators of Sustainable Development for Tourism Destinations A Guidebook (English version).
- Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Psychology Press.
- Ritchie, J. B., & Crouch, G. I. (2003). *The competitive destination: A sustainable tourism perspective*. Cabi.
- Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. John Wiley & Sons.
- Mowforth, M., & Munt, I. (2008). *Tourism and sustainability: Development, globalization, and new tourism in the third world*. Routledge.
- Middleton, V. T., & Hawkins, R. (1998). *Sustainable tourism: A marketing perspective*. Routledge.
- Hall, C. M. (2014). *Competitiveness and tourism*, by Geoffrey Crouch and JR Brent Ritchie: Cheltenham, Edward Elgar, 2012, 2 Volumes, Vol. 1, xx+ 497 pp., Vol. 2, xi+ 565 pp, £ 360 (hardback), ISBN 978-1-84980-927-6.
- Al-Masroori, R. S. (2006). Destination Competitiveness: Interrelationships between destination planning and development strategies and stakeholders' support in enhancing Oman's tourism industry. *Unpublished doctoral dissertation*. Griffith University, Australia.
- 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary (e-unwto.org)
- Seth, P. N. (1978). Successful tourism: planning and management. *Successful tourism: planning and management*.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 7	KU7DSCTTM404	TOURISM PROJECT MANAGEMENT
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Program	BTTM
Course Code	KU7DSCTTM404
Course Title	Tourism Project Management
Type of Course	DSC-A21

Semester	7
Academic Level	400 – 499

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course focuses on the end-to-end management of tourism projects—from selection and initiation of individual projects and portfolios aligned with strategic goals, to detailed planning that forecasts cost, schedule, and quality. It covers resource allocation, communication strategies, and risk management to ensure operational efficiency.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Appraise the selection and initiation of individual projects and their portfolios in an enterprise.	R	C	Quiz/ Practical
CO2	Analyze the project planning activities that will predict project costs, time schedule, and quality.	U	P	Assignment /Observation of Practical Skills/
CO3	Develop processes for successful resource allocation, communication, and risk management.	E	P	Seminar Presentation
CO4	Evaluate effective project execution and control techniques that results in successful project completion	An	P	/ Technology-based assessment

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Project Management: Introduction	
	1.	Verities of projects, Project Features, Project Life Cycle.
	2.	Project Selection: Project Identification and Screening.
	3.	New ideas, Vision, Long-term objectives, SWOT Analysis (Strength, Weakness, Opportunities, Threats).
	4.	Project Appraisal – Market Appraisal, Technical Appraisal, Economic Appraisal,

	Ecological Appraisal, and financial appraisal.
II	Project Appraisal
	5. Appraisal – Payback, Net Present Value (NPV), Internal Rate of Returns (IRR).
	6. Project Selection – Decision Matrix, Technique for Order Preference using Similarity to Ideal Solution (TOPSIS), Simple Additive Weighting (SAW)
	7. Gant Chart, Critical Path Method (CPM), Project Evaluation & Review Technique (PERT).
III	Project Costs
	8. Linear time cost trade-offs in project – Direct cost, indirect cost
	9. Project crashing Resource Consideration – Profiling, Allocation, Levelling.
	10. Project Execution: Monitoring control cycle, Earned Value Analysis (EVA)
IV	Project Control
	11. Project Control – Physical control, Human control, financial control.
	12. Organizational and Behavioral Issues: Organizational Structure, Selection-Project Manager, Leadership Motivation, Communication, Risk Management
	13. Project Termination: Extinction, Addition, Integration, Starvation.
V	Teacher Specific Content (12 Hrs)

References:

Textbook(s)

- Jack R. Meredith and Samuel J. Mantel, Jr. – ‘Project Management- A Managerial Approach’ Eighth Edition – John Wiley & Sons Inc – 2012.
- Arun Kanda – ‘Project Management-A Life Cycle Approach’ PHI Learning Private Limited – 2011
- A Guide to Project Management Body of Knowledge’ PMBOK GUIDE, Sixth edition, Project management Institute – 2017
- Ted Klastorin – ‘Project Management, Tools, and Trade-Offs’ – John Wiley – 2011
- <https://www.amrita.edu/course/project-managemen>

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 7	KU7DSCTTM405	TOURISM PLANNING
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Program	BTTM				
Course Code	KU7DSCTTM405				
Course Title	Tourism planning				
Type of Course	DSC-A22				
Semester	7				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course provides a comprehensive overview of tourism planning concepts, processes, and policies with a focus on sustainable development, stakeholder engagement, and governance. It covers national and regional planning frameworks, historical tourism policies in India (including state-level examples like Kerala), strategic and integrated planning approaches, and contemporary issues such as environmental concerns, community participation, and global governance mechanisms like the World Heritage Convention.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Explain the fundamental concepts, importance, types, and levels of tourism planning, and analyze the consequences of unplanned tourism development.	U	C	Quiz/ Practical Assignm ent /Observation of Practical Skills/ Seminar Presentation / Technology- based
CO2	Evaluate national and regional tourism policies in India—including key policy documents and state-level initiatives—and assess their role in shaping sustainable tourism development.	E	P	
CO3	Apply strategic and integrated tourism planning approaches, including stakeholder engagement, sustainability principles, and governance frameworks at local, national, and international levels.	Ap	P	
	Analyze contemporary models and tools of tourism planning (e.g., appreciative inquiry, systems thinking,	An	P	

	dialectical analysis) and their relevance to addressing conflicts, competitiveness, and heritage conservation in tourism destinations.			assessment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Tourism Planning	
	1.	Concept of planning- Importance of Planning- Types of planning-levels of planning.
	2.	Planning in Tourism Sector- Reasons for Tourism Planning in Destination Areas- Consequences of Unplanned Tourism Development.
	3.	Principles and Techniques of Tourism Planning, Factors influencing Tourism Planning.
	4.	National and Regional Tourism Planning- Co-ordinated Tourism Planning- Environmental Planning in Tourism.
	5.	National Tourism Policy - 1982, National Action Plan on Tourism - 1992, National Tourism Policy- 2002, National Tourism Policy 2015- The latest policy document on tourism- Tourism and Five-Year Plans in India- Tourism policies at the state level – Kerala.
II	TOURISM PLANNING PROCESS	
	6.	The changing dimensions of tourism planning: The issue attention cycle- Approaches to tourism planning- Boosterism- The land-use/physical/spatial approach- Community-oriented tourism planning.
	7.	A sustainable approach to tourism planning- Cooperative and integrated control systems- Development of industry - coordination mechanisms.
	8.	The role of government in tourism- Factors leading to the design of government tourism institutions -pillars of travel and tourism competitiveness- Outline of regional factors of competitiveness- Low-, middle- and high-road regional competitiveness strategies- Key factors in the success of regional tourism development.
	9.	Potential tourism development specific growth management strategy options- Organizational and personal dimensions of the network construct in tourism- Conflict in destination development.
III	Model of Tourism Planning and Policy Formulation	
	10.	Tourism planning systems: Prescriptive and descriptive approaches to tourism planning and policy- Systems and systems thinking-Tourism System.
	11	Tourism planning at international level, supranational level, national level and sub-national level.
	12	Types of tourism planning and policy analysis- Appreciative inquiry- Conducting an appreciative inquiry- The potential of AI for tourism planning.
	13	Dialectical analysis.
IV	The integrated and strategic tourism planning process	
	14.	Elements of a synergistic tourism planning approach- regional planning process for tourism- The policy, planning and decision-making process.
	15	Strategic planning for tourism- Stakeholder audit- Planning sites: sustainable design- Approaches to policy implementation.
	16	Tourism and international relations -Multi-layered tourism governance- Governance architecture and regulation.

	17.	The World Heritage Convention- World Heritage List-..
V	Teacher Specific Content (12 Hrs)	

References:

1. Maichael Hall, G, (2008). Tourism Planning: Policies, Processes and Relationships. Pearson (2nd edition).
2. Mill, Robert Christle & Morrison, Alastair M. (1992): 'The Tourism System – an Introductory Text: Hall
3. Clare A. Gunn: (2002) fourth Edition, Tourism Planning' Routledge
4. J.K Sharma (2004), Tourism Planning and Development a new perspective, Kanishka Publishers, New Delhi
5. Prabhat Chaudhary, (2009) Tourism Policy and Planning'. Adeline Books
6. National Tourism Policy documents
7. Kerala Tourism Policy documents

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	1	-	-	-	2
CO 2	1	-	-	-	-	1
CO 3	2	-	1	-	-	1
CO 4	2	-	-	2	1	1

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment	5
c)	Case Study	15
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 8

SEMESTER 8	KU8DSCTTM406	RESEARCH METHODOLOGY
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Program	BTTM				
Course Code	KU8DSCTTM406				
Course Title	Research Methodology				
Type of Course	DSC-A23				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course provides students with the skills to conduct research in social sciences, covering topics, literature review, and strategy selection. It introduces various research philosophies, strategies, and techniques, helping students develop research proposals, analyze data, and solve managerial problems through applied research and project writing.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg	Evaluation Tools used
CO1	Learn research methodologies and get involved in areas such as data handling and novel research processes so that they can mold their future scholarly endeavors.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Demonstrate the stages of the research process, and the principal activities, skills and ethics associated with this process.	U	P	
CO3	Involvement in social development through research activities in the socio- economic and political domains.	E	P	
CO4	Identify research problems and questions, keeping in mind the social and ethical issues in business.	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Research: An Introduction	
	1.	Research: Meaning, Objectives and Significance of Research- Types of research – Philosophical considerations of research(brief).
	2.	Research process, Criteria of good research.
	3.	Social Science Research - Ethics in Social Science Research.
	4.	Research Process: Identifying the problem/gap in knowledge -Writing the problem statement.
	5.	Formulating the research questions and objectives.
II	Review of Literature	
	6.	Review of Literature, Research Hypothesis-research design- Basic features of a good design, Types of Research Designs.
	7.	variables and constructions - Sampling, types of sampling, sampling errors.
	8.	Methods of data collection, Difference between Questionnaires and Schedules - development of schedules and questionnaires.
	9.	Quantitative vs. qualitative research techniques- mixed methods.
	10.	Grounded Theory, Ethnography, Case studies, Content Analysis, Phenomenology, Narrative research, Bibliometric analysis.
III	Data Collection	
	11.	Collection of Primary Data, methods, Collection of Secondary data - Data Processing, Editing, Coding.
	12.	Academic writing:(Discussion on conceptual and empirical papers published in SCOPUS/ UGC listed journals).
	13.	Plagiarism- Paraphrasing, quoting, and writing summary, vocabulary, conciseness, correct paper formatting.
	14.	Referencing styles- Paragraph Structure -Report writing, types of report-Structure and steps of preparing research proposal.
	15.	Types of project proposals, difference between proposal and report (Emphasize on practical sessions).
IV	Statistical Analysis	
	16.	Statistics: Measures of central tendency- mean, median, mode; measures of dispersion- range, standard deviation, variance, etc.

	17.	Skewness and kurtosis; Distributions- discrete and continuous; Normal distribution - correlation and regression- scatter plots, lines of best fit.
	18.	Pearson and Spearman correlation coefficients; Regression- bivariate and multivariate. - multiple regression.
	19.	Hypothesis testing – parametric vs. non-parametric tests, t-tests, ANOVA, Chi-square tests, Run Test, sign tests, Wald- Wolfowitz Test, Kruskal Walis Test, Komogrov- Smirnov Test, Factor analysis, discriminant analysis, conjoint analysis (Introduce analysis using SPSS).
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity

1. Each student must prepare a research paper and present it in seminars/ conferences and produce certificates

References:

- Veal, A. J. (2006). *Research Methods for Leisure and Tourism: A Practical Guide* Essex.
- Kothari, C. (2017). *research methodology methods and techniques* by CR Kothari. *Published by New Age International (P) Ltd., Publishers, 91.*
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.
- Cooper, D. R., Schindler, P. S., Cooper, D. R., & Schindler, P. S. (2003). *Business research methods*.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 8	KU8DSCTTM407	ACADEMIC WRITING AND PUBLISHING
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Program	BTTM
Course Code	KU8DSCTTM407
Course Title	Academic Writing and Publishing
Type of Course	DSC-A24

Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	The course will emphasize philosophical reasoning, and the ability to articulate and justify philosophical stances in research. Research proposals, analyzing data, attending conferences and seminars, preparing and presenting research papers and solving managerial problems through applied research and project writing are the expected outcomes.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Understand the purpose, importance, and characteristics of academic writing.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify and differentiate between various types of academic writing.	U	P	
CO3	Develop a clear and concise writing style suitable for academic contexts.	E	P	
CO4	Effectively use academic vocabulary and maintain an appropriate tone.	An	P	
CO5	Apply philosophical concepts to evaluate and justify research methodologies and methods.	An	P	
CO6	Demonstrate an understanding of academic integrity and plagiarism avoidance.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Research Philosophy(brief)	
	1.	Definition and significance of research philosophy-The role of philosophy in research

	2.	Ontology: The nature of reality and existence- Ontological positions: realism, idealism, and relativism- Implications of ontological assumptions for research.
	3.	Epistemology: The nature and sources of knowledge- Epistemological positions: objectivism, constructionism, and subjectivism- The relationship between the knower and the known.
	4.	Axiology: The role of values and ethics in research-Axiological considerations: value-free vs. value-laden research- Ethical principles and guidelines in research.
	5.	Philosophical Paradigms and Research Approaches: Positivism, post-positivism, empiricism, Interpretivism and constructivism- Critical theory and transformative paradigms- Pragmatism and mixed methods.
II	Introduction to Academic Writing	
	6.	The Importance of Academic Writing- Types of Academic Writing (Research Papers, Literature Reviews, Essays, etc.).
	7.	Developing an Academic Writing Style-Using Academic Vocabulary and Tone- Organizing Ideas and Constructing Arguments.
	8.	Plagiarism and Academic Integrity- Software to check plagiarism.
	9.	Artificial intelligence in academic writing- popular tools and applications.
III	Presenting Literature Review and Data Analysis in Academic writing	
	10.	Presenting literature review in academic writing (Brief): Conducting Literature Searches- Critical Analysis and Evaluation of Literature- Synthesizing Information and Identifying Research Gaps-Formulating Research Questions and Hypotheses- Writing a Literature Review-Presenting Research Methodology.
	11.	Presenting Quantitative and Qualitative Data Analysis in academic writing (Brief): Interpreting and Reporting Statistical Results- Qualitative Data Analysis Methods (Coding, Thematic Analysis, etc.).
	12.	Presenting and Discussing Research Findings-Addressing Limitations and Future Research.
IV	Writing and Publishing Academic Papers	
	13.	Structuring and Formatting Academic Papers (IMRaD Format).
	14.	Writing an Effective Abstract.
	15.	Writing an Engaging Introduction and Compelling Conclusion-Using Figures, Tables, Reference Management.
	16.	Adhering to Journal Guidelines and Conventions- Responding to Peer Review and Revising Manuscripts.
V	Teacher Specific Content(12 Hrs)	

Compulsory Learning Activity

1.Preparation of manuscripts for publication- Attending and presenting seminar/ conference papers.

References:

Scotland, J. (2012). Exploring the philosophical underpinnings of research: Relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5(9), 9-16.

Slife, B. D., & Williams, R. N. (1995). *What's behind the research? Discovering hidden assumptions in the behavioral sciences*. SAGE Publications.

Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). University of Michigan Press.

Craswell, G., & Poore, M. (2012). *Writing for academic success* (2nd ed.). SAGE Publications.

Graff, G., & Birkenstein, C. (2018). *They say/I say: The moves that matter in academic writing* (4th ed.). W.W. Norton & Company.

Ridley, D. (2012). *The literature review: A step-by-step guide for students* (2nd ed.). SAGE Publications.

Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approach* (5th ed.). SAGE Publications.

Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). *The craft of research* (3rd ed.). University of Chicago Press.

Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5th ed.). SAGE Publications.

Saldaña, J. (2016). *The coding manual for qualitative researchers* (3rd ed.). SAGE Publications.

Belcher, W. L. (2009). *Writing your journal article in twelve weeks: A guide to academic publishing success* (2nd ed.). SAGE Publications.

Gastel, B., & Day, R. A. (2016). *How to write and publish a scientific paper* (8th ed.). Cambridge University Press.

Rosenfeldt, F. L., Dowling, D. A., Pepe, S., & Fullerton, M. J. (2019). How to get your academic papers published: Navigating the publication process. *British Journal of Surgery*, 106(9), 1082-1085.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Preparation of a paper for publication/	20
b)	Conference Presentation/ Public presentation	10
Total		100

SEMESTER 8	KU8DSCTTM408	FINANCIAL MANAGEMENT IN TOURISM
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Program	BTTM				
Course Code	KU8DSCTTM408				
Course Title	Financial Management in Tourism				
Type of Course	DSC-A25				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course aims to provide a comprehensive understanding of finance management and entrepreneurship, particularly for new tourism entrepreneurs, focusing on planning, execution, and resource utilization in the tourism industry.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Familiarize with the fundamental principles of financial management.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify various methods for financial management in tourism and get entrepreneurial skills.	U	P	
CO3	To demonstrate a learning system that inspires entrepreneurial motivation among students providing a platform for creativity and innovation.	E	P	
CO4	Estimate financial funds requirement for tourism entrepreneurship.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Financial Management	
	1.	Finance: Meaning; Functions; Importance; and typologies of Finance.
	2.	Role of financial management, Break – even analysis.
	3.	Financial Management: Functions and steps in Financial Planning-Factors Affecting Financial Planning in tourism industry.
	4.	Working Capital Management: Financing current assets, Cash management, Receivables, and inventory management.
II	Capital Management	
	5.	Management of Fixed Assets; Importance of Capital Budgeting. Analytical Techniques – Non – discounted, Discounted Techniques.
	6.	Difference between financial and capital structures. Determinants of Financial Structure
	7.	Types of budgets, preparation of budget, and zero-based budgeting.
	8.	Working Capital Management, Cash management- Contract Act,1872 –Offer& Acceptance-Consideration-Free Consent.
III	Legal Aspects and Financial Planning	
	9.	Mistake of law & fact-Legality of object- Breach of Contract – Performance & discharge of Contract.
	10	Consumer Protection Act 2019- Key highlights -Rights & duties of consumers- Product Liability-Consumer Disputes Redressal Forums.
	11.	Sources of Finance and Assessment of Requirements: Financial leverage and financial planning- Break-even analysis for financial leverage.
	12.	Dividend Policy, types of dividend policies.
	13.	Sources of Finance of Tourism Business: Long-Term Sources of Finance- Equity shares- Features, Pros & Cons, Preference shares- Debentures - Retained Earnings.
IV	Financial Operations	
	14.	Public Deposits; Sources of short-Term Finances: Personal Investment, Venture capital, Angel Investor, Business Incubators.
	15.	Government Grants and Subsidies, Bank Loans, Crowd Funding.
	16.	FDI in Tourism Sector in India-Overview of financial institutions in India, Central level and state level institutions, DIC, NABARD, SIDBI, IDBI, SIDCO, Indian Institute of Entrepreneurship.
	17.	TFCI, Single Window, Industrial Policy of Government of India, Government of India Initiatives under Make in India.
V	Teacher Specific Content (12 Hrs)	

References

- Durkin, C., & Gunn, R. (Eds.). (2016). *Social entrepreneurship: A skills approach*. Policy Press.
- Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*. Himalaya publishing house: Mumbai, India.
- Janakiram, D. B., & Rizwana, M. (2011). *Entrepreneurship development: Text and cases*. Excel Books India.
- Gupta, G. (2022). *Financial Management*. Pearson India, 2021
- Gilding, C. (2002). *Financial management for hospitality decision makers*. Routledge
- Kumar, A. (2012). *Entrepreneurship: Creating and leading an entrepreneurial organization*. Pearson Education: India.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

SEMESTER 8	KU8DSETTM401	Digital and Social Media Communication in Tourism
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Program	BTTM				
Course Code	KU8DSETTM401				
Course Title	Digital and Social Media Communication in Tourism				
Type of Course	DSE				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				

Course Summary	The course offers an introduction to the field of e-tourism that reflects and provides information on intensive information applications for the tourism industry and describes the development of e-tourism as well as the motives, benefits, and challenges of the latest trends.
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Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Explain the concepts of e-tourism, travel intermediaries and travel websites.	R	C	Quiz/ Practical Assignment
CO2	Identify the E-business linkage with the tourism sector	U	P	/Observation of Practical Skills/ Seminar
CO3	Examine the entrepreneurial and managerial aspects of electronic business in tourism.	E	P	Presentation / Technology-based assessment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to E- Tourism	
	1.	Introduction to E- Tourism – Stages of ICT revolution – ICTs and new business tools- Strategic and operational use of IT in tourism.
	2.	The internet and tourism A powerful combination – Networks for intermediaries- Travel Trade intermediaries – Features of a travel trade website-Implementing a travel trade website.
	3.	Online travel intermediaries, E - business for Destination Management organizations – Principles and concepts – Positioning.
II	E- Tourism	
	4.	DMOs in value net – destination e business system model – e business partnership for DMOs.
	5.	Global Distribution System: History & Evolution –CRS, HRS, GDS, Hotel Distribution System.
	6.	Cases of Amadeus, Galileo, Sabre, Abacus -Changing Business models of GDS, NDC
III	E- Commerce in Travel Industry	

	7.	E-Commerce in travel industry – Framework for E-Commerce –Classification of EC by nature of transaction.
	8.	Feature of EC-Typologies of E tourism: Business models – Business to Business (B2B) –Business to Consumer (B2C) – Consumer to Business (C2C).
	9.	Consumer to Consumer (C2C) – Business to Employees (B2E) – Business to Government (B2G), Payment Systems in E-tourism.
	10.	Electronic Credit Card system – Debit Card – Smart Card and E – Check System.
IV	Launching a successful Online business	
	11.	Launching a successful Online business – Introduction of business formation and the process.
	12.	Classification of websites – Building the websites and its process and evaluation.
	13.	Website Hosting (options, contract, domain name and its features) – Content creation –AI in Tourism.
	14.	Delivery and Management – Website Design – Website Construction – Website promotion.
V	Teacher Specific Content (12 Hrs)	

References:

- Buhalis, D. (2003) *E-Tourism: Information Technology for Strategic Tourism Management*. Gosport: Prentice Hall
- Gary Schneider. (2008), *Electronic Commerce, 8th Edition*, Course Technology, 8th edition
- Zongqung Zhou. (2003), *E-Commerce and information Technology in Hospitality and Tourism*, Delmar Cengage Learning
- Annie Becker. (2008), *Electronic Commerce: Concepts, Methodologies, Tools and Applications*, Information Science Reference.
- Dana V Tesone. (2005), *Hospitality Information Systems and E – Commerce*, Wiley
- M.R Dileep. (2014), *Information Systems in Tourism*, Excel Books

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

Program	BTTM				
Course Code	KU8DSETTM402				
Course Title	Cargo Management				
Type of Course	DSE				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course aims to impart knowledge of the management aspects of Airports and Cargos.				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg	Evaluation Tools used
CO1	To understand the structure and functioning of the airport management.	R	C	Quiz/ Practical Assignment
CO2	Learn about the cargo industry and the operations of cargo.	U	P	/Observation of Practical Skills/ Seminar Presentation
CO3	Understand the international regulations and formalities of travel and travel documents	E	P	/ Technology-based assessment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I		Introduction to Aviation Industry

	1.	Role of air transportation in tourism – major entry points in India – history of air transportation.
	2.	Major airports in India (domestic & international).
	3.	Role of AAI and DGCA.
	4.	A brief account of IATA/ICAO- Three letter city codes and airport codes.
	5.	Major world cities and airports and identifying cities and countries on the map.
II	Introduction to Airports	
	6.	Guidelines for airport management – airport facilities – the check-in formalities– Baggage and excess baggage checking.
	7.	registered and unregistered baggage– piece & weight concept – excess baggage ticket (EBT) – pooling of baggage– free carryon items.
	8.	Dangerous goods- Introduction, classification, and Packaging Dangerous Goods.
III	Travel Formalities and documents	
	9.	Labelling, marking, and handling live animal regulations– Billing and Settlement Plan.
	10.	Travel formalities, travel documents required for a tourist to visit India and northeastern states –documents required to get a passport in India.
	11.	TIM, types of information in TIM.
IV	Cargo Transportation	
	12.	Cargo, meaning definition - Cargo transportation – the scope of the cargo business, the structure of cargo industry.
	13.	Movement of cargo, airway bill preparation, cargo insurance and clauses.
	14.	Cargo terminology- Trucking, RFS, Warehousing, Trade Free Zone, Charters.
V	Teacher Specific Content (12 Hrs)	

References:

- Introduction to Airline Industry: IATA Study KIT
- Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
- Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
- Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
- Study Kit for IATA/UFTAA
- Stephen Shaw, Airline Marketing and Management, Ashgate
- Airport, aircraft and airline security, Kenneth C Moore, Butterworth-Heinemann
- Airline Business in 21st Century, Regas Doganis, Routledge

Assessment Rubrics:

Evaluation Type	Marks
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End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100