



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/SSL-394A/2022-23/1055

Date: 23 SEP 2022


ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳಿಗೆ 3 ಮತ್ತು 4ನೇ ಸೆಮಿಸ್ಟರ್
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್‌ಇ 2019(ಭಾಗ-1), ದಿ:7.8.2021.
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಸಭೆಯ ಠರಾವುಗಳ ದಿನಾಂಕ: 12.09.2022
3. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂ. 04, ದಿನಾಂಕ: 17.09.2022
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 22-09-2022

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2022-23ನೇ
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳ ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ
(NEP)-2020 ರಂತೆ 3 ಮತ್ತು 4ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳಿಗಾಗಿ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ
ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. www.kud.ac.in ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್
ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತಾ, ವಿದ್ಯಾರ್ಥಿಗಳು ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ
ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ ಅಧೀನದ / ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ


ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

KARNATAK UNIVERSITY, DHARWAD



**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT
(BTTM)**

(Under -NEP)

**(As per Section 44(1/ C) of K.S.U. Act
2000)**

2021-22 onwards

SYLLABUS

BTTM III & IV SEMESTERS

w.e.f 2022-23

Karnatak University, Dharwad
Four Years Under Graduate Program structure for BTTM (Hons.) Effective from 2021-22
III and IV Semesters

Sem	Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus/ Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
III	DSCC -9	Theory	03 hrs	42	02 hrs	40	60	100	03
	DSCC -10	Theory	03 hrs	42	02 hrs	40	60	100	03
	DSCC-11	Theory	03 hrs	42	02 hrs	40	60	100	03
	DSCC-12	Theory	03 hrs	42	02 hrs	40	60	100	03
	OEC-3	Theory	03 hrs	42	02 hrs	40	60	100	03
	*SEC-2	Practical	03 hrs	30	01 hr	25	25	50	02
	AECC -1 French	Theory	04 hrs	42	02 hrs	40	60	100	03
	AECC -2 English	Theory	04 hrs	42	02 hrs	40	60	100	03
	Value Based	----	-----	----	-----	50	----	50	02
Total Credits									25
IV	DSCC-13	Theory	03 hrs	42	02 hrs	40	60	100	03
	DSCC-14	Theory	03 hrs	42	02 hrs	40	60	100	03
	DSCC-15	Theory	03 hrs	42	02 hrs	40	60	100	03
	DSCC-16	Theory	03 hrs	42	02 hrs	40	60	100	03
	OEC-4	Theory	03 hrs	42	02 hrs	40	60	100	03
	AECC -1 French	Theory	04 hrs	42	02 hrs	40	60	100	03
	AECC -2 English	Theory	04 hrs	42	02 hrs	40	60	100	03
	Indian Constitution	Theory	02 hrs	30	01 hr	20	30	50	02
	Activity/Value Based	----	-----	----	-----	50	----	50	02
Total Credits									25
Exit Option with Dip in Tourism Management									
Details of the other Semesters will be given later									

Student can opt digital fluency as SEC or the SEC of his/ her Programme .

BTTM 3rd Sem Course Codes/ Exam pattern						
Course Type	Course/paper Code	Paper / Course	Credit	Theory	IA / Practical	Total Marks
DSCC-09	113BTM011	TOURISM AND TRAVEL MANAGEMENT-I	03	60	40	100
DSCC10	113BTM012	HISTORY AND HERITAGE OF INDIA	03	60	40	100
DSCC -11	113BTM 013	TOURISM SALES AND MARKETING	03	60	40	100
DSCC -12	113BTM014	FOOD AND BEVERAGE PRODUCTION	03	60	40	100
OEC – 3	003BTM051	TOURISM PRODUCTS OF KARNATAKA	03	60	40	100
SEC – 2	003BTM061	Artificial Intelligence	02	25	25	50
AECC-1 French	O13FRE041	FRENCH LANGUAGE SECOND LEVEL	03	60	40	100
AECC-2 English	013ENG041	Generic English	03	60	40	100
Value Based	013VBA071	Sports (Level-5)	01	---	--	50
	013VBA072	NCC/NSS/R AND R CULTURAL (LEVEL 5)	01			
		Total	25			800
BTTM 4th Sem Course Codes / Exam pattern						
Course Type	Course Code	Paper / Course	Credit	Theory	IA / Practical	Total Marks
DSCC -13	114BTM011	TOURISM NDTRAVELMANAGEMENT – II	03	60	40	100
DSCC-14	114BTM012	HISTORY AND HERITAGE OF KARNATAKA	03	60	40	100
DSCC 15	114BTM013	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	03	60	40	100
DSCC-16	114BTM015	FOOD AND BEVERAGE SERVICE	03	60	40	100
OEC – 4	004BTM051	TOURISM OPERATIONS	03	60	40	100
AECC French	O14FRE041	FRENCH LANGUAGE SECOND LEVEL	03	60	40	100
AECC English	014ENG041	Generic English	03	60	40	100
Indian Constitution	004EVS041	INDIAN CONSTITUTION	02	30	20	50
Value Based	013VBA071	Sports (Level-5)	01		50	50
	013VBA072	NCC/NSS/R AND R CULTURAL (LEVEL 5)	01			
		Total	25			800
Exit option with Diploma in Tourism Management						

Programme Outcome

As per the UGC norms Bachelor of Tourism and Travel Management (BTTM) course is now modified as per NEP norms under Karnatak University with advanced study/courses.

This is a student centric course having a structure to enhance the knowledge in intra and inter disciplinary programmes and skill for employability. Thus, the Course under NEP not only offers opportunities and avenues to learn core subjects but also exploring additional avenues of learning beyond the core subjects for holistic development of an individual. In general this provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective or skill based courses. Hence, the UGC has recommended adopting for all graduate programmes that will undoubtedly facilitate the young generation of our country a bench mark for courses with best international academic practices. Therefore, Karnatak University, Dharwad feels that this is the time to adopt the NEP in Bachelor of Tourism and Travel Management and Master of Tourism and Travel Management (BTTM) courses. We are proud to claim that the Karnatak University is the First in the country to introduce courses under NEP.

Bachelor of Tourism and Travel Management (BTTM), has a duration of three years (6 Semesters) for General Degree and four years (8 Semesters) for Honours Degree. It qualifies graduates to take over specialist and managerial positions in the tourism and travel industry as well as to pursue a research degree course.

The Bachelor of Tourism and Travel Management (BTTM) is now positioned as an attractive professional course with specialisation in tourism and travel management studies along with extensive foreign language and inter-cultural content.

The basic objective of the BTTM is to provide competent young men and women with the necessary knowledge, skills, values and attitude to occupy key operational positions in the Tourism and Travel Industry.

The programme attracts students from all over the world, giving them the highest quality of academic and practical learning. The university has strong links with the tourism industry, high standards of teaching, and work placements that give the graduates a wide choice of options for successful careers in the tourism and travel sector. It is designed in such a way that class room training is reinforced with On-the-Job industrial exposure so as to sufficiently develop the skills and techniques.

Programme's Objectives:

Tourism today is one of the fastest growing industries in the world. It has made rapid advances in recent years. Tourism has emerged as a developmental activity at all levels – global, national, regional and local. International tourism is one of the most important and fastest growing aspects of global trade along with infrastructure development. It is the main stay of economy for many nations today.

1. To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism and hospitality industry.
2. To help students acquire practical skills in all the major arenas of the industry.
3. To orient and equip students with Travel Management skills of the age.
4. To develop hospitality culture and behaviour and to enhance student competency.
5. To develop entrepreneurial skills among student

Programme/Graduate Outcomes:

Upon completion of the programme , graduates will be able to :

PO1: Analyze the various components of Tourism and to describe how they complement each other.

PO2: Depicts the interrelationship between travel, tourism and hospitality industries.

PO3: Develop leadership skills and to provide necessary Managerial, Communicative, IT, product and Resource skills to effectively handle Tourism activities.

PO4: Mould career paths and equip students to face professional challenges. PO5: Chalk out a research oriented approach.

PO6: Enhance the ability and skills to build long lasting business relationships.

PO7: Be able to target and position the tourism resources.

PO8: Be able to frame a better and viable marketing and product innovation strategies to increase the profitability and stability of an organization.

Programme Specific Outcomes (PSO):

On completing Bachelor of Tourism and Travel Management (BTTM), students will attain:

PSO1: Understand multi-form character of travel and tourism business.

PSO2: Explain the diverse nature of tourism, including culture, heritage and destinations, global/local perspectives, and experience design and provision.

PSO3: Apply relevant technology for the production and management of tourism and hospitality experiences.

PSO4: Plan, lead, organize and control resources for effective and efficient tourism operations.

PSO5: Create, apply, and evaluate marketing strategies for tourism destinations and organizations.

PSO6: Practice empathy and respect for diversity and multicultural perspectives.

PSO7: Apply principles of sustainability to the practice of tourism in the local and global context. Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

PSO8: Propose and conduct a research project to inform tourism practice. Apply problem solving and critical analysis within diverse contexts. Work collaboratively in groups, both as a leader and a team member, in diverse environment.

Semester- 3

BTTM III. SEMESTER SYLLABUS (Under NEP)

Title of the Course: DSCC-9. TOURISM AND TRAVEL MANAGEMENT-I

After successful completion of this course, the students will be acquainted with,

- **Basic concepts of Tourism management.**
- **Business forms and travel formalities.**
- **Preparation of Itinerary with the knowledge of world geography, time zones and mapping.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC -09	Theory	03 hrs	42	02 hrs	40	60	100	03

Content of Course 1	42Hrs
Unit –1 TOURISM AND TRAVEL MANAGEMENT-I	14
Chapter No. 1 Corporate forms of tourism	
Chapter No. 2 objectives, service, market & industry	
Chapter No. 3 the company forms of organizations.	
Unit - 2 Tourism Department Tourism Development corporations	14
Chapter No. 4 State Tourism Development Corporations	
Chapter No. 5. Geography	
Chapter No. 6. international date time, the hemisphere and the seasons.	
Unit - 3 Travel formalities and regulations	14
Chapter No. 7 Travel formalities and regulations	
Chapter No. 8. Modern ticketing and fare	
Chapter No. 9. Types of air lines, types of trips and fares, tourism statistics.	

INTERNAL ASSESSMENT

PRACTICALS

- Map work- archaeological places, cultural places, religious places, World heritage sites in India, Hill Stations, Beaches, fairs and festivals.
- Study of railway reservations.
- Marking air routes
- Money exchange calculation
- Passport and VISA forms

BOOKS FOR REFERENCE

- Foster Douglas: Travel and Tourism Management – Mac Millan –1985
- K. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt. Limited New Delhi 1985
- Prannathseth: Tourism Management, Sterling Publishers Private limited, New Delhi, New Delhi 1992
- Negi. J. Travel Agency Operation- Concepts and Principles, Kanishka, New Delhi. 2005
- Bhatia A.K. Travel Agency and Tour Operations: Sterling Publications New Delhi.
- Chand M, Travel Agency Management- An Introductory Text, Anmol publications Pvt.Ltd.New Delhi, 2002

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Course project

DSCC-10 HISTORY AND HERITAGE OF INDIA

After successful completion of this course, the students will be acquainted with,

- **Indus and Vedic civilization and its current relevance.**
- **Concepts of unity in diversity in terms of religions & customs.**
- **World heritage sites.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC -10	Theory	03 hrs	42	02 hrs	40	60	100	03

<u>DSCC-10 HISTORY AND HERITAGE OF INDIA</u>	42Hrs
Unit –1 The Concept of Unity in Diversity	14
Chapter No. 1 Introduction - the Concept of Unity in Diversity – Indus Valley and Vedic Civilization	
Chapter No. 2 Age of Ramayana and Mahabharata	
Chapter No. 3 Religion and Philosophy– Hinduism – Saivism and Vaishnavism, Jainism – Buddhism – Christianity - Islam - Sikhism - Bhakti Movement	
Unit - 2 Literature, History and Culture	14
Chapter No. 4. Vedic literature, Epics, Puranas, Dharmasastra, Arthasastra, Sanskrit Dramas.	
Chapter No. 5. MauryaKushana periods	
Chapter No. 6. Gupta periods	
Unit - 3 History and Culture of South India	14
Chapter No. 7 Satavahana - Pallava –Early Chalukya – Rashtrakuta – Chola – KalyaniChalukya -Hoysala- KakatiyaVijayanagara, Bahmani, AdilShahi and BaridShahi kingdoms	
Chapter No. 8. Delhi Sultanate and the Mughals with special reference to Art and Architecture, Literature - Rajput and Mughal Paintings	
Chapter No. 9. Emergence of foreign rule in India –Portuguese –Dutch – French and British - Colonial Architecture	
The Struggle for Freedom and Independence	
World Heritage Sites in India	

BOOKS FOR REFERENCE

A.L.basham: *The wonder that was India*. London, 1991

- R.C. Majumdar, et al., *An Advanced History of India*, 1967
- K.A. NilakanthaSastri: *A History of South India*,1958
- Percy Brown: *Indian Architecture*, 2 vols. 1971
- C. Sivaramamurthi: *Indian Painting*, 1970
- S. Rajasekhara: *Karnataka Architecture*, 1985
- S. Rajasekhara : *Early Chalukya Art at Aihole*, 1985
- Bharatiya Vidya Bhavan Series

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Course project

Title of the Course: DSCC-11 TOURISM SALES AND MARKETING

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC -11	Theory	03 hrs	42	02 hrs	40	60	100	03

After successful completion of this course, the students will be acquainted with,

- **Product development & management in tourism industry.**
- **Importance and means of tourism product and service promotion.**
- **Need & importance of research in tourism and hospitality.**

Content of Course 3	Hrs
Unit –1 Introduction to Marketing Management	14
Chapter No. 1 philosophies of Marketing Management, - Functions of Marketing Management Marketing Planning	
Chapter No. 2 Strategic planning – Marketing planning process – Managing the marketing effort	
Chapter No. 3 Marketing Information System (MIS, . Consumer Buying Behaviour	
Unit –2 Product Strategy, PRICING Strategy	14
Chapter No. 4. Product line decisions – Product mix decisions – Branding and Packaging decisions	
Chapter No. 5. – New product development strategy – Product life cycle strategies	
Chapter No. 6. – Factors affecting pricing decision, Price determination, Pricing methods, New product pricing strategies	
Unit –3 Promotion Strategy, Distribution Strategy	14
Chapter No. 7 Promotion mix, Forms of promotion – Personal selling, Nature, Scope and importance	
Chapter No. 8. Alternative channels of distribution – Factors to be considered for selecting channel. Functions of distribution channels.	
Chapter No. 9. Service Marketing : Meaning and characteristics of Service – Importance of Service Marketing – Classification of services – Developing services – Problems of service marketing – Marketing strategies for service firms – The future of service marketing.	

Reference Books

1. Philip Kotler - Marketing Management, pearson publication
2. William J. Stanton - Fundamentals of Marketing
3. Philip Kotler - Marketing management for hospitality industry, pearson publication, 12 edition
4. S.A. Sherlekar - Marketing Management , Himalaya publishing house 13 edition
5. S. M. Zha. - Service Marketing

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Course project

DSCC – 12 FOOD AND BEVERAGE PRODUCTION

After successful completion of this course, the students will be acquainted with Knife skills, various types of vegetable cuttings, identification of raw materials like Indian spices (Garam Masala) & Herbs, Etc.

- They can prepare a standard menu for restaurants as well as for various occasions.
- They can handle the kitchen in systematic manner.
- They will understand the work procedure in Pantry, Main Kitchen, Tandoor, Chinese and Indian Section, Etc.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC -12	Theory	03 hrs	42	02 hrs	40	60	100	03

DSCC – 12 FOOD AND BEVERAGE PRODUCTION		42 Hrs
Unit –1	Introduction to Art of cookery	14
Chapter No. 1	Culinary History – Development of the Culinary Art from the Middle Ages to modern cookery	
Chapter No. 2	Nouvelle Cuisine, Indian regional Cuisine and Popular international cuisine French, Italian, Chinese Cuisine.	
Chapter No. 3	Aims & Objectives of cooking Food	
Unit - 2	Food Commodities AND Cuts of vegetables	14
Chapter No. 4.	Food Commodities – Cereals and pulses, Fats and oils, Sweeteners, Dairy products. Spices herbs, condiments and seasonings	
Chapter No. 5.	Preparation of ingredients washing, peeling scraping, paring, cutting	
Chapter No. 6.	Grating, Grinding, Mashing, Sieving, Milling. Emulsification, Evaporation, Homogenization Methods of mixing foods.	
Unit - 3	Kitchen Layout, Methods of cooking	14
Chapter No. 7	Equipment used in kitchen	
Chapter No. 8.	Kitchen organization Structure	
Chapter No. 9.	Fuels and types of fuels used in the kitchen, Stocks, sauces and soups. Basic Indian Gravies	

Reference Books

1. Art of Indian Cookery - Rocky Mohan
2. Prasad – Cooking with Indian Master – J. Inder Singh Kalra
3. Quantity Food Production Operations and Indian Cuisine – Parminder S. Bali
4. Theory of Catering- Victor Cesarani & Ronald Kinton, ELBS
5. Theory of Cookery- Mr. K. Arora, Franck Brothers
6. Modern Cookery for Teaching & Trade Vol - I- Ms. Thangam Philip, Orient Longman.
7. The Professional Chef (4th Edition) - Le Rol A. Polsom

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Case study

OEC-3 TOURISM PRODUCTS OF KARNATAKA

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
OEC-3	Theory	03 hrs	42	02 hrs	40	60	100	03

Course Outcomes- After successful completion of this course, the students will be acquainted with

- Broadening the knowledge base about tourism resources in Karnataka.
- How to develop tourism potential about Karnataka
- Guide the future Karnataka tourism development.

Content of Course	42Hrs
UNIT-I Karnataka as a Tourist Destination	14
Chapter No. 1 An introduction, major geographical regions and features	
Chapter No. 2 World Heritage Sites in Karnataka - major historical locations-palaces, forts, places of worship, botanical and rock gardens	
Chapter No. 3 a brief introduction to Ecotourism in Karnataka	
Unit - 2 Hill stations	14
Chapter No. 4. Agumbe, Kodachadri, MullaiyanaGiri, Baba Budangiri, Kundadri, Kudremukha, Kemmannugundi, Thandiandmol, Mandalpatti, Yedakumeri, Savanadurga, Madhugiri	
Chapter No. 5. Waterfalls- Jog, Magod, Abbe, Sathodi, Shivanasamudra, Gokak.	
Unit - 3 National Parks, Wildlife Sanctuaries	14
Chapter No. 6 Anshi, Kudremukha, Bannerghatta, Bandipur, Nagarahole, Bhadra WLS, Someshwara WLS, Daroji Bear Sanctuary, BRT WLS, Dubbare Reserve Forest, Ranganathittu Bird Sanctuary, KokkareBellur Bird Sanctuary, Adichunchanagiri Peacock Sanctuary, Gudavi Bird Sanctuary	
Chapter No. 7. Adventure Tourism- Rock Climbing-Yana, Ramnagar, Savanadurga, Trekking-Uttara and Dakshin Kannada, Shivmoga, Cikkamagaluru, Aerosports	
Chapter No. 8. Water sports, Beaches	

Reference Books:

1. Karnataka- A delight for Tourists : Prof. K.S. Nagapathi
2. History and Tourism- K.S. Vijayalaxmi, Bangalore
3. Ashworth. G.J. (2000) The Tourist Historic City. Retospect and Prospect of Managing the Heritage City.Pergamono. Oxford
4. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature. Pantoga, Australia.
5. Ashworth. G.J. (2000) The Tourist Historic City. Retospect and Prospect of Managing the Heritage City.Pergamono. Oxford
6. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature. Pantoga, Australia

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Course project

BTTM IV Semester Syllabus (Under NEP)

Title of the Course: DSCC-13 TOURISM AND TRAVEL MANAGEMENT – II

After successful completion of this course, the students will be acquainted with,

- **Business travel & significant travel forms.**
- **Role of international and national tourism bodies.**
- **Tourist services & tour guiding.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC 13	Theory	03 hrs	42	02 hrs	40	60	100	03
Content of Theory Course 1								42Hrs
Unit – Tourism organizations								11
Chapter No. 1 Tourism organizations								
Chapter No. 2 – Role of tourism organization and their functions								
Chapter No. 3 – UNWTO, I.A.T.A., T.A.A.I., A.S.T.A., P.A.T.A., U.F.T.A.A.								
Unit - 2 Organization structure in a Travel Agency								11
Chapter No. 4 organization structure and job structure in a Travel Agency-								
Chapter No. 5. - Functions and types of travel agency ,case study.								
Unit - 3 Tour operator								10
Chapter No. 6 role, functions, types of tour operators,								
Chapter No. 8, types of Tourism								
Chapter No. 8 Tourism classification, guidelines for Recognition As an Approved Tour Operator.								
Unit - 4 Tourist services								10
Chapter No. 10.- Tourist Guides, definition, duties and responsibilities of Tourist guides								
Chapter No. 11- categories of tourist guides								
Chapter No. 12. Guiding in monuments, guiding in wild life parks, training of a tourism guide.								

PRACTICALS

- Health polices and overseas insurance
- Travel circuits
- Itinerary preparation
- Package tour preparation and Study Tour
- Customer care –visit to travel agency and get the details

BOOKS FOR REFERENCE

- JagnnathanShakunthala: India-Travel Agents Manual, Department of Tourism, Gol, New Delhi.
- Rodeay S. Biwal. A Joshi V. (2009) tourism Operations and Management, Oxford Univesity Press, New Delhi.
- Foster Dougles: Travel and Tourism Management – Mac Millan –1985
- AK. Bhatia: Tourism Development Principles and Practices- Sterling Publishers pvt. Limited New Delhi
- Prannathseth: Tourism Management, Sterling Publishers Private limited, New Delhi
- Negi. J. (2005) travelAgency Operations. Concepts and Principles.Kanishka, New Delhi.
- Bhatia A.K. Travel Agency and tour Operations: Sterling Publications New Delhi.
- Chand M. (2002) Travel Agency Management- An Introductory Text, Anmol publications Pvt. Ltd.New Delhi

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Course project

Title of the Course: DSCC- 14 : History and Heritage of Karnataka

After successful completion of this course, the students will be acquainted with,

- **History & cultural heritage of Karnatak over the period.**
- **Religious and literary developments in Karnatak.**
- **Modern history & concurrent developments in Karnatak.**

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC -14	Theory	03 hrs	42	02 hrs	40	60	100	03
Content of Theory Course 2								42Hrs
Unit –1 Concept, nature and antiquity of Karnataka								14
Chapter No.1 Concept, nature and antiquity of Karnataka								
Chapter No. 2 Archaeological sites: Brahmagiri, Chandravalli, Maski, Talakad, Banavasi, Vadagaon Madhavapur, Sannati and Hallur								
Chapter No. 3 Mauryas, Satavathanas, Kadambas and Early Chalukyas - History and Cultural contribution								
Unit –2 Typologies of Tourism								14
Chapter No. 4. Gangas - Rashtrakutas – Kalyana Chalukyas – Hoysalas - Yadavas – History and Cultural Contribution								
Chapter No. 5. Vijayanagara, Bahmani, Adilshahi and Baridshahi Kingdoms – History and Cultural Contribution								
Chapter No. 6. Religious Movements with special reference to Sankara, Ramanuja, Madhva and Basavesvara								
Unit - 3 Tour operators and travel agents								14
Chapter No. 7 Keladi and Wodeyars of Mysore, Hyder Ali and Tipu Sultan								
Chapter No. 8 Modern Karnataka								
Chapter No. 9. Literary developments in Kannada with reference to Kavyas, Vachana Sahitya and Dasa Sahitya								

BOOKS FOR REFERENCE:

1. R.R. Diwakar (ed): *Karnatak Through the Ages*, 1968.
2. P.B. Desai et al.: *A History of Karnataka*, Kannada Research Institute, Dharwad, 1970.
3. Suryanath Kamath: *A Concise History of Karnataka*, 1997
4. H.V. Srinivasamurthy and R. Ramakrishna: *History of Karnataka*, 1978
5. K.V. Basavaraj : *History and Culture of Karnataka*, 1984
6. A.V. Narasimhamurthy (ed): *Archeology of Karnataka*. 1978.
7. S. Rajasekhara : *Karnataka Architecture*, Dharwad 1985.
8. *Early Chalukya Art at Aihole*, New Delhi, 1985
9. *Masterpieces of Vijayanagara Art*, Bombay, 1983
10. *Karnatakada Vastushilpa Mattu Chittrakale*, Dharwad, 1986

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Course project

Title of the Course: DSCC- 15: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Course Out Comes-After successful completion of this course, the students will be acquainted with,

- Fundamentals of Human Resource Management
- Understand about HR Planning
- To know about Job Satisfaction, Job Description, Job Specifications, Job Enlargement and Work Engagement etc
- Organizational Commitment

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC -15	Theory	03 hrs	42	02 hrs	40	60	100	03
Content of Theory Course 2								42Hrs
Unit –1 Meaning and scope of HRM								8
Chapter No. 1 role of HR managers								
Chapter No. 2 organization of HR department –HR policies –objectives and functions.								
Unit –2 Manpower planning								8
Chapter No. 3 job analysis-job description								
Chapter No. 4. - job evaluation								
Chapter No. 5. Floor Pantry maintaining and cleaning methods- job rotation.								
Unit – 3 Recruitment								8
Chapter No. 6 Process, sources-Internal sources, External sources.								
Chapter No. 7 Benefits and limitations.								
Chapter No. 8 Purpose and Importance								
Unit – 4 SELECTION								8
Chapter No. 9. Selection– Nature, Procedure, Methods, Tests, Interview – Types Chapter No.								
10. Barriers to Effective Selection, Induction.								
Chapter No. 11 Performance appraisal –Types –Transfer-Promotions –Demotions-Separations								
Unit – 5 Training and development								10
Chapter No. 12. importance of training.								
Chapter No. 13. -methods career development								
Chapter No. 14. steps in individual career development-incentives –empowerment.								

BOOKS FOR REFERENCE:

1. SubbaRao: Human Resource Management - Himalaya Publishing House. Is an 2010
2. Keith Davis: Human Resource Management- 7 Personnel Management, McGraw – Hill Education, January 1, 1982.
3. C.B. Memoria: Personal Management and Industrial Relations-
4. M.V. Moorthy: Human Resource Management
5. Biswanath Ghosh: Human Resource Development and Management - Sangam Books Ltd. 2000
6. K Aswathappa: Human Resource Management- McGraw Hill Education 1 may 2013
7. M.V. Moorthy: Human Resource Management
8. K.S. Aswathappa: Human Resource Management
9. Gary Dessler, 'Human Resource Management, Tata McGraw Hill, New Delhi.
10. Aparna Rey – 'training – Theory and Practice, Kalyani Publishers, New Delhi.

Pedagogy

1. Lectures
2. Active learning
3. Self-study
4. Course project

DSCC - 16 FOOD AND BEVERAGE SERVICE

After successful completion of this course, the students will be acquainted with

- Understanding about food service operation & food sectors.
- Understanding types of services followed in restaurants.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
DSCC -16	Theory	03 hrs	42	02 hrs	40	60	100	03
								42Hrs
Unit –1 Service Equipments								14
Chapter No. 1 , Different types of cutlery, crockery, silverware, flatware, halloware and glassware used in a standard catering establishment Chapter No. 2 Different types of equipment – Baine Marie, plate warmer, hot plates, microwave oven, ice cream machine, coffee machine, ice cube machine, side boards, dish washing machine, glass washing machine. Chapter No.3 Special equipment – Nut cracker, grape scissors, Oyster service, caviar, lobsters, snails, cheese. Cigar cutters, wine bottle openers, gueridon equipment. Different types of restaurant linen, exchange and requisition systems								
Unit –2 Preparation of the restaurant								14
Chapter No. 4. Mis-en-place & mis-en-scene Chapter No. 5. rules for laying of table and waiting Chapter No.6. Useful tips for Food/Beverage service.Restaurant vocabulary–English and French.								
Unit – 3 IATA Cargo rating Structures								14
Chapter No. 7 Various forms of a meal courses: Hors d' oeuvres, Potege, Poisson, Entrée, Releve (main), Sorbet, Roti, Legumen, Entrement, Savoury, Desserts and Cafe. Chapter No. 8. Significance of pantry & still room in F&B operation, Functions of pantry and sections of pantry. Chapter No. 9. Kitchen stewarding. Broad specifications of light and heavy duty equipment, Restaurant, Pantry and Still room equipment								

PRACTICALS ALONG WITH THEORY CLASS:

- Hygienic handling of cutlery, crockery, glassware and trays.
- Laying and relaying of table cloth during and before meals.
- Correct use of waiter's cloth runners, Napkins and Napkin foldings.
- Mise-en-scene and Mise-en-place for various types of meals and menus.
- Correct handling and practice of service spoons and service forks, silver service.
- Serving and clearing of a meal (course by course).
- Table d'hote menus, laying for cover and service for lunch and dinner, preparation & service of tea, black coffee, turkish coffee, cona coffee, espresso coffee.
- Receiving and seating the guests, presenting menu cards and taking the order from guests and writing of KOT.

REFERENCE BOOKS:

- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.
- S. Roday, *Hygiene & Sanitation*, Tata McGraw-Hill Publications, New Delhi, 1990.
- Sudhir Andrews, *Food & Beverage Management*, Tata McGraw-Hill Publications, New Delhi, 2008
- Vijay Dhawan, *Food & Beverage Service*, Frank Bros.& Co., New Delhi, 2009.
- Jagmohan Negi, *Food & Beverage Management & Cost Control*, Kanishka Publishers, Distributors, New Delhi, 2007.
- Bobby George, *Food & Beverage Service*, Jaico Publishing House, Mumbai, 2006.

Pedagogy

1. Lectures
2. Active learning
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OEC-4 TOURISM OPERATIONS

After successful completion of this course, the students will be acquainted with

- Formal training about professional handling of tours.
- Tour packaging abilities and costing.
- Latest Technology usages/applications.

Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
OEC-4	Theory	03 hrs	42	02 hrs	40	60	100	03

Content of Course 1	42Hrs
UNIT- Introduction to Tour Operations	14
Chapter No. 1 Introduction - Meaning and definition of tourism, components of tourism industry, introduction to tour operations, evolution of tour operations, types of tour operators based on type of tourism and functions Tour Packaging – Product knowledge, managing linkages with service providers, Types of itineraries, itinerary planning and preparation, costing a tour package Chapter No. 2 Setting up the travel business - Types of organization, Tour operations set up, organization structure, departments, sources of income Chapter No. 3 Business operation – Approvals, licenses, affiliations and certifications as per the government guidelines, national and international organizations – IATO, TAAI, IATA, WATA Chapter No 4 Human Resource development – Choosing and recruiting of staff, training of employees	
Unit - 2 Managing Tour Operations	14
Chapter No. 4. : Tour Packaging – Product knowledge, managing linkages with service providers, Types of itineraries, itinerary planning and preparation, costing a tour package Chapter No. 5. , Handling Tour Operations – file handling, transfers, vouchers, escorting and guide services, customer services Chapter No 7 Travel formalities - Travel documents, permits, currency exchange, customs etc	
Unit - 3 Marketing and Promotion	14
Chapter No. 7 Preparing Promotional material – Brochures, flyers, websites, advertising channels, digital and social media marketing) Chapter No. 8. - Distribution System – Distribution channels, GDS, OTAs, Aggregators	

Reference Books:

- Bhatia, A. K. (2006). *The business of Tourism*. NewDelhi: Sterling Publishers Pvt Ltd.
- Negi, J. (2008). *Travel Agency Operations*. New Delhi: Kanishka Publishers.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism Operations and management*. New Delhi: Oxford university Press.
- Stephen, P., & Joanne, C. (2020). *Tourism : a modern synthesis*. New York: Routledge.

Pedagogy

1. Lectures
2. Active learning
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Exit option with UG Certificate in Tourism and Travel Management																	
III	DSCC- 9	3+0+0	3+0=3	OEC-3	3+0+0	3+0=3	SEC-2:	1+0+2	1+1=2					English	4	3+0=3	25
	DSCC-10	3+0+0	3+0=3											MIL/MEL-3 French	4	3+0=3	
	DSCC-11	3+0+0	3+0=3											-----			
	DSCC-12	3+0+0	3+0=3														
IV	DSCC-13	3+0+0	3+0=3	OEC-4	3+0+0	3+0=3				Activity based course	1+0+2	1+1=2	English	4	3+0=3	25	
	DSCC-14	3+0+0	3+0=3										MIL/MEL-4 French	4	3+0=3		
	DSCC-15	3+0+0	3+0=3										Indian Constitution	2	2+0=2		
	DSCC-16	3+0+0	3+0=3														
Exit option with UG Diploma in Tourism and Travel Management																	
V	DSCC- 17	3+0+0	3+0=3	DSE 1 Vocational-1	3+0+0	3	SEC-3	1+0+2	1+1=2	Ethics & Awareness			000				22
	DSCC- 18	3+0+0	3+0=3														
	DSCC- 19	3+0+0	3+0=3														
	DSCC-20	3+0+0	3+0=3														
VI	DSCC-21	3+0+0	3+0=3	DSE 2 Vocational-2	3+0+0	3	SEC-4:	2+0+2	2+0=2								24
	DSCC-22	3+0+0	3+0=3														
	DSCC-23	3+0+0	3+0=3														
	DSCC-24	3+0+0	3+0=3														

Exit option with Bachelor of Tourism and Travel Management Degree-BTTM															
VII	DSCC-25	3+1+0	3+1=4	DSE 3	3+0+0	3									21
	DSCC-26	3+1+0	3+1=4	Vocational-3	3+0+0	3									
	DSCC-27	3+0+0	3+0=3	Res. Methodology	3+0+0	3									
VIII	DSCC-28	3+1+0	3+1=4	DSE 4	3+0+0	3									21
	DSCC-29	3+1+0	3+1=4	Vocational-4	3+0+0	3									
				Research Project**		6									
Award of Bachelor of Tourism and Travel Management Degree-BTTM (Hons) Degree (with 188 credits)															188
**In lieu of the research Project, two additional elective papers/ Internship may be offered.															

L+T+P= Lecturing in Theory + Tutorial + Practical Hours per Week (no tutorial for practical course).

Each DSE shall have at least two papers and student shall choose any one paper from each DSE.

*Core Courses as DSCC may have Practicals also and under such condition, No. of DSCC may be altered without changing the total credits in the given semesters

Note: 1. Each DSCC/ DSE /Vocational / OEC Shall have 45hrs syllabus / semester for 100 marks in theory (**60 Sem. End exam +40 IA Exam**) and 52 hrs practical/sem for 50 marks(**30 Sem. End exam +20 IA Exam**).

2. Environmental Study /Constitution of India / SEC shall have 20-30 hrs syllabus / semester for 50 marks in theory/practical (30 marks semester end exam and 20 marks IA).