

Syllabus

for

Master and BS Programs



Department of
Tourism and Hotel Management
University of Malakand

Department of Tourism & Hotel Management

University of Malakand, Dir (Lower), Khyber Pakhtunkhwa, Pakistan

Phone: 0945-764135-6

Fax: 0945-763491

Web: www.uom.edu.pk



FOREWORD

Curriculum is a cultural reproduction in a structured way. It is even more; it should also value independent thinking in the context of the widest sense of social responsibility (Smith, Stanley and Shores).

This curriculum is designed keeping in view the requirements of newly established department of Tourism & Hotel Management, University of Malakand. These courses are designed for MA & BS level courses according to the HEC (Higher Education Commission) approved criteria and requirement. New ideas and information are constantly taking place in every field. It is essential to update curricula by introducing the recent developments in the relevant fields of knowledge. With the course of time the subject under constant consideration gets new ideas and topics it will be included when revision is required.

This curriculum would not have been possible without the assistance and co-operation of the Faculty and staff members of the department of Tourism & Hotel Management, University of Malakand. I would like to thank all those who contributed and supported a lot in developing this curriculum. My special thanks are there for the Honorable Ex. Vice Chancellor Prof. Dr. Rasool Jan for his vision and initiatives. The present Vice Chancellor Prof. Dr. Johar Ali has always supported us and showed his guidance and keen interest.

Mohammad Hanif Khan Yousafzai

Head

Department of Tourism & Hotel Management

University of Malakand


Assistant Registrar (Academics)
University of Malakand



**University of Malakand, Chakdara Dir (Lower),
Khyber Pakhtunkhwa, Pakistan**

DEPARTMENT OF TOURISM & HOTEL MANAGEMENT

CURRICULUM FOR BS

&

MA TOURISM & HOTEL MANAGEMENT


**Assistant Registrar (Academics)
University of Malakand**

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Chairman, Deptt of Sociology & Social Work
Head, Department of Education
A.P, Department of Management studies
Head, Department of Law
Lecturer, Department of Education


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MEMBERS OF THE BOARD OF STUDIES OF THE DEPARTMENT OF TOURISM & HOTEL MANAGEMENT, UNIVERSITY OF MALAKAND, CHAKDARA

S. No	Name/ Designation	Status
1.	Mohammad Hanif Khan Yousafzai Incharge, Department of Tourism and Hotel Management, University of Malakand	Convener/Ex-Officio
2.	Prof. Dr. Mohammad Nasim Khan Director, Institute of Archaeology and Anthropology, University of Peshawar	Member
3.	Dr. Zakir Ullah Jan Associate Professor, Department of Archaeology, University of Peshawar	Member
4.	Dr. Zia Ullah Head, Department of Tourism and Hospitality, Abdul Wali Khan University, Mardan	Member
5.	Mr. Asad Raza Head, Department of Tourism & Hospitality, Hazara University, Mansehra	Member
6.	Dr. Shafiq Ur Rehman Head, Department of Management Studies, University of Malakand	Member
7.	Mr. Yousaf Ali Lecturer, Department of Tourism and Hotel Management, University of Malakand	Member
8.	Mr. Mohammad Zubair, Lecturer, Department of Tourism and Hotel Management, University of Malakand	Member


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INTRODUCTION

From the mighty stretches of the Karakorams in the North to the vast alluvial delta of the Indus River in the South, Pakistan remains a land of high adventure and nature. Trekking, mountaineering, white water rafting, wild boar hunting, mountain and desert jeep safaris, camel and yak safaris, trout fishing and bird watching are a few activities, which entice the adventure and nature lovers to Pakistan.

The land of hospitable people and Kingdom of Gandhara, "Khyber Pakhtunkhwa", nature has gifted Khyber Pakhtunkhwa with rich cultural and tourism friendly environment. It has the potential of becoming a big tourist attraction in the world, due to its scenic beauty, geographical location, archaeological sites, climate and natural resources.



The Malakand division of the Khyber Pakhtunkhwa Province of Pakistan covers one third of the total area of the Province. The region is further divided into Chitral, Dir Upper, Dir Lower, Swat, Buner, Shangla Districts and Malakand Agency. Its distinctive features make the area a "Tourist's Heaven".

According to World Travel and Tourism Council, the economics of the 21st century will be dominated by three industries; Telecommunication, Information Technology and Tourism.

Tourism is the World largest industry and employer; it currently generates huge number of jobs and contributes over 10 percent of global GDP. World Tourism Organizations recognize that Tourism is a means of enhancing international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedom for all without distinction as to race, sex, language, or religion. In addition, Tourism produces secondary impacts on businesses that are affected indirectly, which is known as the multiplier effect.

Department of Tourism & Hotel Management, University of Malakand

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Keeping in view the natural & cultural wealth of the region there was a need to establish department to preserve the cultural heritage (tangible & intangible) & diversity of the area as well as to create the awareness of Tourism potentials, cultural and natural resources, its protection/conservation and promotion. Tourism has great potential in Pakistan. Tourism plays an important role in bridging people having different backgrounds and culture. Tourism brings economic development to the society which in return will solve problems like unemployment, poor infrastructure, environmental issues, social benefits and will also enhance the soft image of the country.



Keeping in view all the above factors, the vital role and importance of Tourism to any economy and increasing demand of trained and professional work force to the Tourism and Hotel Industry in Pakistan and abroad, Department of Tourism and Hotel Management has been established in University of Malakand to bridge this gap.


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FACILITIES & SUPPORT

S. No	Facilities	
1.	Lecture Rooms	All lecture rooms are provided with comfortable and friendly environment for the studies. The lecture rooms are equipped with latest technology teaching aids.
2.	Hotel Management Labs	For practical training of hotel management, training hotel in the shape of Guest House is available for student's practical training. Labs are also established in the department.
3.	Industrial/Study Tours	To get the insight of the industry frequent study trips are arranged for students to experience industry operations.
4.	Library	Syed Iftikhar Hussain Shah central library has got 25000 books and departmental library provides students ample opportunities for their studies and research
5.	Digital Library	In order to provide access to scientific/ research journals and e-library, university has got Digital Lab for faculty and students to have free access to journals and utilize e-resources for knowledge gathering
6.	Internet	Dr. Atta ur Rehman I.T and communication center provides 24-hours free internet access (LAN & WIRELESS). To enrich the student's capabilities in finding subject based research and information.
7.	Hostel	Both male and female hostels are available for those students who are away from their homes for their studies.
8.	Transport	University provides pick and drop services to students and staff during academic session besides being used for study Tours and picnics. 24- hours ambulance service is also available
9.	Societies for students	Different societies for students are active in the campus like Culture & Heritage society, Sports Society, Adventure and Hiking club, Social welfare society etc.
10.	Multi-Purpose Hall	This facility can be used for in-door function, seminars, conferences, exhibitions and workshops etc.
11.	Video Conference Room	The facility of video conferencing is also available.

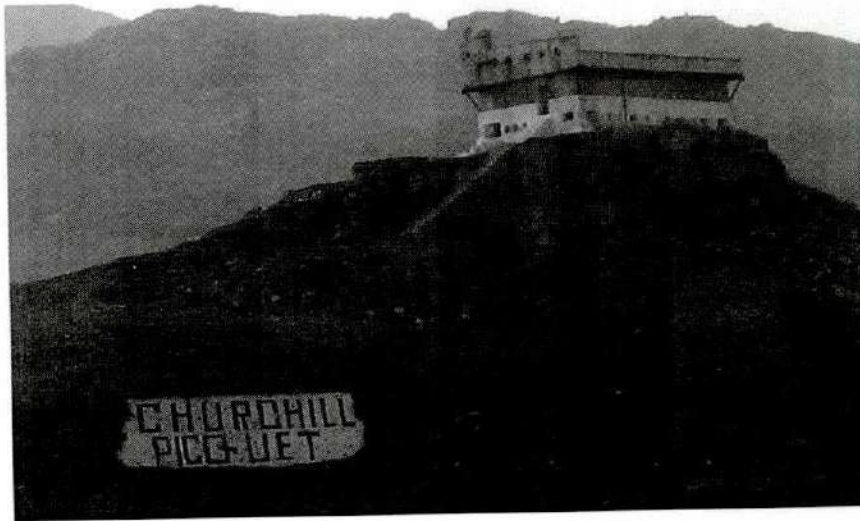
STANDARDIZED FORMAT/SCHEME OF STUDENT FOR FOUR-YEAR INTEGRATED CURRICUA FOR BACHELOR DEGREE IN SOCIAL SCIENES

STRUCTURE

S.NO	Categories	No. of courses	Credit Hours
		Min-Max	Min-Max
1.	Compulsory Requirement (No choice)	9-9	25-25
2.	General Course to be chosen from other departments	7-8	21-24
3.	Discipline specific Foundation Courses	9-10	30-33
4.	Major courses including research project/internship	11-13	36-42
5.	Electives within the major	4-4	12-12
	Total	40-44	124-136

- Total numbers of credit hours 124-136
- Duration 4 years
- Semester duration 16-18 weeks
- Semesters 08
- Course load per semester 14-19 Cr Hrs.
- Number of course per semester 4-6(not more than 3 lab/practical courses)

Semester	Compulsory	General	Foundation	Major	Elective In Major	Total
Semester-1	3	1	1	-	-	5/14
Semester-2	3	1	1	-	-	5/15
Semester-3	2	1	1	2	-	6/19
Semester-4	1	1	2	1	-	5/17
Semester-5	-	2	3	1	-	6/19
Semester-6	-	1	2	2	-	5/16
Semester-7	-	-	-	4	1	5/15
Semester-8	-	1	-	3	1	5/15
BS(Hons)T&HM	9	8	10	13	2	42
Credit Hours	25	24	31	44	6	130



Department of Tourism & Hotel Management

University of Malakand

BS in Tourism & Hotel Management

Bachelor in Science (BS) in Tourism & Hotel Management is 4 years program having 8 semesters. Students are required to earn 130 credit hours to complete this program (degree course). Degree is titled "BS in Tourism & Hotel Management".

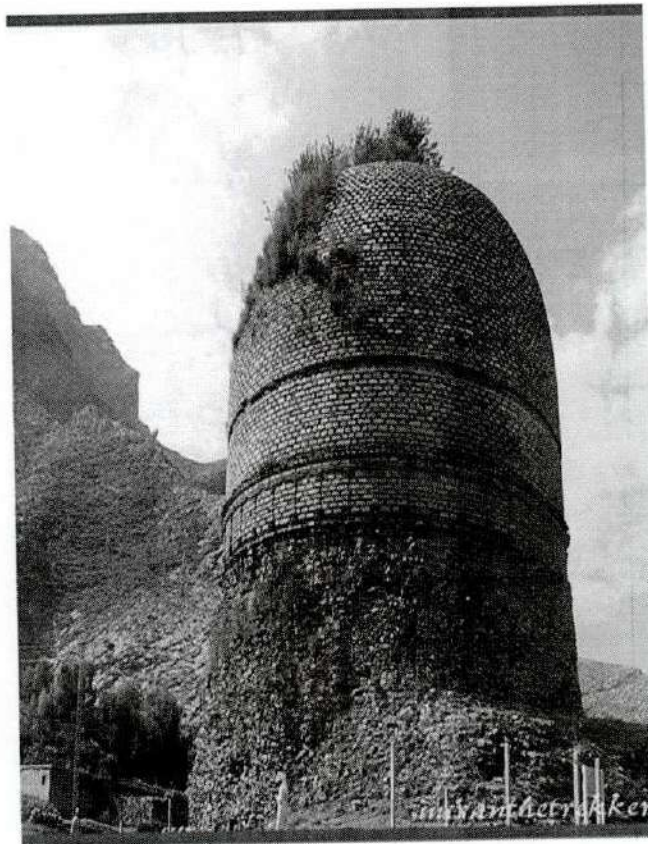
Eligibility Criteria: FA/F.Sc or equivalent with minimum 2nd division or equivalent.

Course Structure: Total number of subjects (courses) taught are 42 with 2 to 4 credit hours for each subject. As per HEC standardized format/ Scheme of studies, following 4 categories of courses are offered:

Categories of Courses	No of courses/ credit hours
Compulsory Courses	09 courses/ 25 Cr Hrs.
General Courses	08 courses/ 24 Cr Hrs.
Foundation Courses	10 courses/ 31 Cr Hrs.
Major Courses	14 courses/ 45 Cr Hrs. Includes internship/ report

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Standardized Format/Scheme of Studies for Four Year Integrated Curricula for Tourism & Hotel Management



Tourism & Hotel Management (BS)

Total no of credit hours:	130
Duration:	4-Year Program
8-Semester Duration:	16-18 weeks
Load course per semester:	14-19 Cr Hrs.
No of Courses per semester:	4-6

Tourism & Hotel Management (BS)

SEMESTER-I				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-101	English-I	03	Compulsory
2	THM-102	Islamic Studies	02	Compulsory
3	THM-201	Introduction to Hospitality	03	Foundation
4	THM-103	Introduction to Management	03	Compulsory
5	THM-202	Cultural Heritage of Pakistan	03	General
Total Credit Hours			14	
SEMESTER-II				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-104	English-II	03	Compulsory
2	THM-105	Pakistan Studies	02	Compulsory
3	THM-106	Tourism Resources of Pakistan	03	General
4	THM-203	Tourism Concepts & Principles	03+01	Foundation
5	THM-107	Introduction to Computer	03	Compulsory
Total Credit Hours			15	
SEMESTER-III				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-108	English-III	03	Compulsory
2	THM-109	Mathematics	03	Compulsory
3	THM-204	Hotel Management-I (Front Office)	03+01	Major
4	THM-205	Hotel Operations	03	Major
5	THM-206	Travel Operations	03	Foundation
6	THM-110	Public Relations	03	General
Total Credit Hours			19	
SEMESTER-IV				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-111	Business Communication	03	Compulsory
2	THM-112	Tour Guiding	03	Foundation
3	THM-113	Business Finance	03	General
4	THM-207	Hotel Management-II (Housekeeping Operations)	03+01	Major
5	THM-208	Cultural Resource Management	03+01	Foundation
Total Credit Hours			17	

SEMESTER-V				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-114	Organizational & Consumer Behavior	03	General
2	THM-209	Eco Tourism	03	Foundation
3	THM-210	Cultural Tourism	03	Foundation
4	THM-211	Global Destinations	03	Foundation
5	THM-115	Human Resource Management	03	General
6	THM-212	Hotel Management III (Food & Beverage Service)	03+01	Major
Total Credit Hours			19	
SEMESTER-VI				
S. No		Subject	Credit Hrs	Status
1	THM-213	Managerial Accounting	03	Foundation
2	THM-214	Tourism Management	03	Foundation
3	THM-215	Tourism & Hospitality Law	03	Major
4	THM-116	Total Quality Management	03	General
5	THM-216	Hotel Management-IV (Food & Beverage Production)	03+01	Major
Total Credit Hours			16	
SEMESTER-VII				
S. No		Subject	Credit Hrs	Status
1	THM-217	Tourism Marketing	03	Major
2	THM-218	Event Management	03	Major
3	THM-219	Research Methodology	03	Major
4	THM-220	Sustainable Tourism	03	Major
5	THM-221	Strategic Management for Tourism & Hospitality	03	Major
Total Credit Hours			15	
SEMESTER-VIII				
S. No		Subject	Credit Hrs	Status
1	THM-222	Tourism Policy & Planning	03	Major
2	THM-223	Project Management	03	Major
3	THM-117	Small & Medium Enterprises (Entrepreneurship)	03	General
4		Research Project/ Internship	06	Major
Total Credit Hours			15	
G. Total Credit Hours			130	

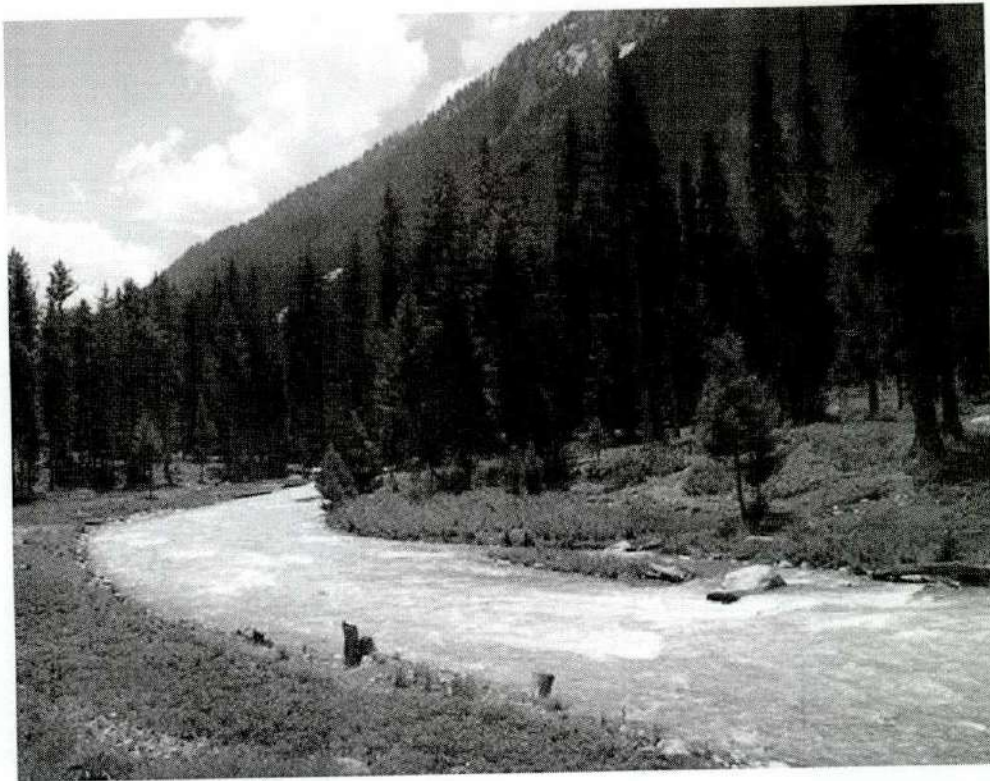
Examinations:

Examinations will be conducted according to the Rules and Regulations of University of Malakand

Additional Courses/ Optional/ Elective Courses

S. No	Paper Name	Credit Hrs.	Status
1.	Hotel & Restaurant Consultancy	03	Optional
2.	Destination Management	03	Optional
3.	Hygiene & Sanitation	03	Optional
4.	Revenue & Profit Management	03	Optional
5.	Culinary Art	03+01	Optional
6.	Airline Ticketing	03	Optional
7.	Food & Nutrition	03	Optional
8.	Personal Grooming	03	Optional
9.	Tourism & Hospitality Trends	03	Optional
10.	Service Quality in Hospitality & Tourism	03	Optional
11.	Travel & Tourism Administration	03	Optional
12.	Menu Planning	03	Optional

Standardized Format/ Scheme of Studies for Two-Year Integrated Curricula for Tourism & Hotel Management



Master of Tourism & Hotel Management

Total no of credit hours:	69
Duration:	2- Year Program
4-Semester Duration:	16-18 weeks
Load per Semester	15-21 Cr Hrs.
No of Courses per semester	4-6

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Department of Tourism & Hotel Management

University of Malakand

MA in Tourism & Hotel Management

Masters of Tourism & Hotel Management is 2 years program having 4 semesters. Students are required to earn 69 credit hours to complete this program (degree course). Degree is titled "**Masters in Tourism & Hotel Management**".

Eligibility: BA/ B.Sc or equivalent with minimum 45% marks from any recognized University.

Course Structure: Total number of subjects (courses) taught are 21 with 3-4 credit hours for each subject. As per HEC standardized format/ Scheme of studies following courses are offered:

Examinations:

Examinations will be conducted according to the Rules and Regulations of University of Malakand.

MA in Tourism & Hotel Management

SEMESTER-I			
S. No	Course Code	Subject	Credit Hrs.
1	THM-401	Introduction to Hospitality	03
2	THM-402	Tourism concepts & Principles	03
3	THM-301	Cultural Resource Management	03
4	THM-403	Tour Guiding & Travel Operations	03
5	THM-302	Business Communication	03
6	THM-404	Hotel Management I (Front Office Management)	03
Total Credit Hours			18
SEMESTER-II			
S. No	Course Code	Subject	Credit Hrs.
1	THM-405	Hotel Operations	04
2	THM-303	Organizational & Consumer Behavior	03
3	THM-406	Tourism Management	04
4	THM-407	Hotel Management II (Housekeeping Management)	03
5	THM-408	Hotel Management III (Food & Beverage Service)	03
Total Credit Hours			17
SEMESTER-III			
S. No	Course Code	Subject	Credit Hrs.
1	THM-409	Event Management	03
2	THM-304	Total Quality Management	03
3	THM-410	Tourism Marketing	03
4	THM-305	Accounting & Finance	03
5	THM-411	Hotel Management IV (Food & Beverage Production)	04
Total Credit Hours			16
SEMESTER-IV			
S. No	Course code	Subject	Credit Hrs.
1	THM-306	Human Resource Management	03
2	THM-412	Tourism & Hospitality Law	03
3	THM-413	Tourism Policy and Planning	03
4	THM-307	Small and Medium Enterprises (Entrepreneurship)	03
5	THM-414	Research Methodology	03
6		Internship/Presentation/Viva Voce	03
Total Credit Hours			18
G. Total Credit Hours			69

Tourism & Hotel Management (BS)

SEMESTER-I				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-101	English-I	03	Compulsory
2	THM-102	Islamic Studies	02	Compulsory
3	THM-201	Introduction to Hospitality	03	Foundation
4	THM-103	Introduction to Management	03	Compulsory
5	THM-202	Cultural Heritage of Pakistan	03	General
Total Credit Hours			14	
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1	THM-104	English-II	03	Compulsory
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4	THM-203	Tourism Concepts & Principles	03+01	Foundation
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Total Credit Hours			17	

SEMESTER-V				
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1	THM-114	Organizational & Consumer Behavior	03	General
2	THM-209	Eco Tourism	03	Foundation
3	THM-210	Cultural Tourism	03	Foundation
4	THM-211	Global Destinations	03	Foundation
5	THM-115	Human Resource Management	03	General
6	THM-212	Hotel Management III (Food & Beverage Service)	03+01	
Total Credit Hours			19	
SEMESTER-VI				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-213	Managerial Accounting	03	General
2	THM-214	Tourism Management	03	Major
3	THM-215	Tourism & Hospitality Law	03	Major
4	THM-116	Total Quality Management	03	General
5	THM-216	Hotel Management-IV (Food & Beverage Production)	03+01	Major
Total Credit Hours			16	
SEMESTER-VII				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-217	Tourism Marketing	03	Major
2	THM-218	Event Management	03	Major
3	THM-219	Research Methodology	03	Major
4	THM-220	Sustainable Tourism	03	Major
5	THM-221	Strategic Management for Tourism & Hospitality	03	Major
Total Credit Hours			15	
SEMESTER-VIII				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-222	Tourism Policy & Planning	03	Major
2	THM-223	Project Management	03	Major
3	THM-117	Small & Medium Enterprises (Entrepreneurship)	03	General
4		Research Project/ Internship	06	Major
Total Credit Hours			15	
G.Total Credit Hours			130	

SEMESTER-I				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-101	English-I	03	Compulsory
2	THM-102	Islamic Studies	02	Compulsory
3	THM-201	Introduction to Hospitality	03	Foundation
4	THM-103	Introduction to Management	03	Compulsory
5	THM-202	Cultural Heritage of Pakistan	03	General
Total Credit Hours			14	

THM-101

English -I

Cr. Hrs- 3

Unit-1

Fundamental of grammar

Parts of speech and their correct usage, sentence structure and types of sentences, sentence structure and types of sentences, spelling, vocabulary

Unit-2

Message design

- Process of preparing effective business message.
- The appearance design of business message
- Good-news and natural message.

Unit -3

Strategies for oral communication

- Strategies for successful speaking and successful listening
- Strategies for successful informative and persuasive speaking

Unit -4

The job application process

- The-written job presentation
- The job application process – interviews and follow-up.

Recommended books

- Eastwood, J (2004). *English Practice Grammar*, Karachi: Oxford University Press
- Howe, D. H., Kirkpatrick, T. A. & Kirkpatrick, D. L (2004). *Oxford English for Undergraduates*, Karachi: Oxford University Press
- Murphy, R. *Grammar in Use*. Cambridge University Press
- Thomson and Martinet, *Practical English Grammar*, OUP

Unit -1**Introduction to Quranic Studies**

- Basic concept of Quran, history of Quran, Uloomul Quran

Unit -2**Study of selected text from holy Quran**

- Verses of surah- Al-Baqara related to faith (verse No. 284-286)
- Verses of surah- Al-Hujrat related to Adaib Al-Nab (verse No. 1-18)
- Verses of surah- Al-Mumanoon related to characteristics of faithful (verse No. 1-11)
- Verses of surah- Al-Furqan related to social ethic (verse No. 63-77)
- Verses of surah- Al-inam related to ihkam (verse No. 152-154)

Unit -3**Basic concepts of Hadith**

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

Unit -4**Life of Prophet Muhammad (P.B.U.H)**

- Life of Muhammad bin Abdullah (before Prophethood)
- Life of the holy Prophet (S. A.W) In Makkah)
- Life of the holy Prophet (S. A.W) In Madina)

Unit -5**Islamic Civilization**

- Basic concept of islamic political system
- Islamic concept of sovereignty
- Basic institution of govt. in Islam

Unit -6**Tourism and Hospitality and Islamic concept**

- Ethics of Hospitality in Islam

- Ethics of food and beverages in Islam
- Ethics of travel and travellers in Islam

Recommended Books

- Ahmad Hasan (1993) *Principal of Islamic jurisprudence*: Islamic institute Islamabad Pakistan, Isl international Islamic university.
- Dr. Muhammad Zaiulhaq (2001) *Introduction to AlshariaAlismiya*, Islamabad Pakistan, Allma Iqbal Open University.
- Hamadullah Muhammad (1997) *Introduction to islam*, Truestar
- Hamadullah (1995) *Muhammad emergence of Islam*, Adam Publisher.
- Hamadullah Muhammad(1992) *Muslim conduct of state* ,Kazi Publisher.

THM-201

Introduction to Hospitality

Cr. Hrs-3

Unit-1

INTRODUCTION: Definition of Hospitality-History & early development of Hospitality- Basics of an industry-Scope of the hospitality industry-Hospitality as a unique industry- Special characteristics of hospitality management- Advantages and disadvantages of working in the hospitality industry

Unit-2

HOTEL ORGANIZATION: Definition of hotel- Types of hotels and their categorization- Organization of a Hotel- Structure of an Organization- Management Organization structure of large hotel- Hotel departments and their functions- Star Rating

Unit-3

DIMENSIONS OF FOOD & BEVERAGE: Introduction- Food Service Defined- Variations among Food Service Establishment; Menu items, Food quality, Menu prices, services, ambiance- Characteristic types of Food service Establishments, Beverage Service, Reasons for patronizing beverage service establishments- the focus of beverage service establishments

Unit-4

FOOD & BEVERAGE OPERATIONS: Introduction- system defined- Food & Beverage Systems; Purchasing, Receiving, Storing, Issuing, Producing, Selling, Serving- Other Food & Beverage Subsystem- The interrelatedness of Food and Beverage subsystems

Unit-5

PLANNING FOOD & BEVERAGE FACILITIES: Introduction- Prerequisite to planning Food and Beverage Facilities- Product Line- Styles of Service; American Service, Russian Service, French service, English service, Cafeteria service, Buffet service, Take out/ delivery service, Room service -Beverage Service-

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Facility layout & design- Layout & design of a Food Area, Layout & design of a Dining area, Layout & design of a Beverage area, Menu development-

Unit-6

DIMENSIONS OF LODGING: Introduction- Lodging properties defined- Variations in Lodging Establishments; Service, Accommodation, Décor, Rates, Target clientele- Characteristic types of Lodging Establishments, other lodging operations- Classification of Lodging Establishments-

Unit-7

LODGING OPERATIONS: Introduction- system defined- Lodging subsystem; Front Office subsystem, Housekeeping subsystem, Security subsystem, Front service, telephone service, food & beverage service, recreation/ entertainment, parking, parking service

Unit-8

PLANNING LODGING FACILITIES: Introduction- Planning lodging operations- Feasibility Studies- Engineering System- Layout and design

Unit-9

TOMMORROW'S HOSPITALITY INDUSTRY: Introduction- The bright Future of Hospitality- Social & Economic Changes- Growing Demand- Issues in Hospitality (Marketing, Legal, Human Resource, Operations and Consumer affairs)

Recommended Books:

- John. R Walker (2004) *Introduction to Hospitality Management 3rd edition*, Pearson.
- Doty Boen Oelkers (2007) *Travel and Tourism Marketing*, Thomson South-western
- David K. Hayes. Jack D . Ninemeier (2006) *Hotel Operations Management 2nd edition*, Prentice Hall.
- John Walker & Josienlyn T. Walker (2012) *Exploring the hospitality industry*, Prentice Hall.
- Sudhir Andrews (2007) *Introduction to Tourism & Hospitality Industry*, Tata McGraw-Hill
- Chon, K. and Sparrow, R. (2000) *Welcome to Hospitality: An Introduction, 2nd edition*. Delmar

THM-103

Introduction to Management

Cr. Hrs-3

Unit-1

Introduction

Introduction to Management and organization, Functions of Management, Roles of Managers, Management yesterday and today

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Unit-2

Defining the Manager's Terrain

Organizational Culture and Environment; the constraints, managing in a global environment, Social responsibilities and Managerial ethics

Unit-3

Planning

Decision Making; the essence of Manager's job, Fundamentals of planning, Strategic Management, Planning tools & techniques

Unit-4

Organizing

Organizational structure and design, Communication and information technology, Human Resource Management, Managing change and innovation

Unit-5

Leading

Foundations of Behavior, Understanding Groups and Teams, Motivating Employees, Leadership

Unit-6

Controlling

Foundations of control, Operations and value chain management,

Recommended books:

1. Stephen P. Robins, Mary Coulter (2013), *Fundamental of Management 7th edition*: Pearson Education: Canada.
2. Chuck Williams (2007) *Management*: South-Western Congage Learning: USA.
3. Beach D. S (1980) *Personnel; the Management Of people at Work*, Macmillan:New York.
4. Joseph L. Massie,(1986) *Essentials of Management 4th edition*: Prentice Hall
5. Stephen H. Goodman, Patricia M. Fandt, Joseph F. Michlitsch (2007) *Management: Challenges for Tomorrow's Leaders*, Thomson South-Western USA.

THM-202

CULTURAL HERITAGE OF PAKISTAN

Cr. Hrs-3

Unit-1

Introduction to Pakistan Cultural Heritage

Definition of Cultural Heritage, Scope and Significance of Cultural Heritage, The role of Cultural Heritage in the development of Tourism,

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Unit-2

Indus Valley Civilization

Introduction, History, Characteristics of Indus civilization, Rise and fall

Unit-3

Gandhara Civilization

Introduction, History, Features of Gandhara Art, Important centers and sites
Rise and fall

Unit-4

World Heritage sites

Mohejodaro (Sindh)
Harappa (Punjab)
Makli/Thatta Monuments (Sindh)
Shahi/Lahore Fort and Shalamar Gardens (Punjab)
Rohtas Fort (Punjab)
Takht-e- Bahi (Khyber Pakhtunkhwa)
Archaeological sites of Taxila (Punjab & Khyber Pakhtunkhwa)

Unit-5

Museum (cultural Heritage)

Definition & its scope, Functions (collection, recording, preservation, identification, Exhibitions, Display, Education, Publication, Visit to Museum for exposure

Unit-6

Pre Muslim sites and Monuments

Mehergarh, Taxila, Peshawar, Swat, Dir, Takht –i- Bahi, Jamal Garhi, ShahbazGarhi

Unit-7

Muslim sites and Monuments

Banbhore, Mansura, Odegram, Mahabat Khan mosque, QilaBalaHisar, GorKhuttree, Shahi Fort, BadshahiMosque,Shahlamar garden, Lal Mara sharif, Shah RukhneAlam, Thatta

- Visits to Heritage sites and preparation of case studies

Recommended Books:

- Marshall, J.(1960) *A Guide to Taxila, Karachi*, Cambridge University Press,
- Thomson, G.(1978) *The Museum Environment: Conservation in the Arts, Archaeology and Architecture Series*, London.
- Khan, F.A. (1974) *Architecture and Art treasure of Pakistan*, Elit Publisher: Karachi.
- Wheeler, R.E. M. (1950) *Five Thousand Years of Pakistan, An Archeological outline*. London.
- Dani, A.H. (1982) *Thatta: Islamic Architecture*. Islamabad.

SEMESTER-II				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-104	English-II	03	Compulsory
2	THM-105	Pakistan Studies	02	Compulsory
3	THM-106	Tourism Resources of Pakistan	03	General
4	THM-203	Tourism Concepts & Principles	03+01	Foundation
5	THM-107	Introduction to Computer	03	Compulsory
Total Credit Hours			15	

THM-104

English-II

Cr. Hrs-3

Unit-1

Theory

- Element of effective language
- Correct use of words & Expression
- Phrases and kind s of phrases
- Clauses and kind of clauses

Unit-2

Paragraph writing

- Practice in writing a good, unified and coherent paragraph
- Principle of communication psychology

Unit-3

Academic skills

- Letter/memo writing, minutes of meetings, use of library and internet

Unit-4

Presentation skills

- Personality development (emphasis on contents and style)
- Comprehension.

Recommended of Books

- Eastwood, J. 2004. *English Practice Grammar* Karachi: Oxford University Press.

- Fisher, A. 2001. *Critical Thinking*. CUP.
- Goatly, A. 2000. *Critical Reading and Writing: An Introductory Course*. London: Taylor & Francis.
- Smazler, W. R. 1996. *Write to be read: Reading, Reflection and Writing*. Cambridge University Press.
- Wallace, M. 1992. *Study Skills*. Cambridge University Press.

THM-105

Pakistan studies

Cr. Hrs-2

Unit-1

Historical Perspective

- Ideological rationale with special reference to Sir Syed Ahmad Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah.
- Factors leading to Muslim Separatism
- People in land
- Indus civilization
- Muslim advent
- Location and Geo-Physical features

Unit-2

Government and politics in Pakistan

- Political and constitutional phases:
 - a. 1947-58
 - b. 1958-71
 - c. 1971-77
 - d. 1977-88
 - e. 1988-99
 - f. 1999- Onward

Unit-3

Contemporary Pakistan

- Economic institution and issues
- Society and social culture
- Ethnicity
- Foreign policy of Pakistan and challenges
- Futuristic outlook of Pakistan

Recommended Books

- Wolpert, Stanley A. (2000) *A New History of India 6th edition*. New York: OUP.
- Yusuf, Hamid (1999) *Constitutional Development in Pakistan 1947-1997*, Karachi. Oxford University Press.

- Bose, Sugata & Jalal, Ayesha. (2004). *Modern South Asia: History, Culture, Political Economy*. Lahore: Sange-e-Meel Publications.
- Khan, Hamid. (2010), *Constitutional and History of Pakistan*. Karachi : OUP.
- Rizvi, Hassan Askari (2000), *Pakistan and the Geo-Strategic Environment: A Study of foreign Policy*. St. Martin Press.
- Shafqat, saeed (2007) *New Perspective on Pakistan: Visions for the Future*. Karachi: OUP.

THM-106

Tourism Recourses of Pakistan

Cr. Hrs-3

Unit-1

Tourism in General

Tourism at Glance, Type of resources, Classification of resources, National and provincial tourism bodies, tourist path, tourism circuits, tourist facilities and services.

Unit-2

Natural Resources

Mountains, plains, Wildlife sanctuaries
National park and natural reserves in Pakistan

Unit-3

Beaches, landscapes & Hill stations

Beaches in sind and Baluchistan
Hill station: Muree, Ziarat, Naran, Kaghan, Galliyat, Study of Hill station attractions and their environment. Case studies of Swat valley, Hunza valley and Galliyat

Unit-4

Popular Tourist Recourses

Unit-5

Pilgrimage Destination

Muslim, Buddhist, Sikh, Hindu

Unit -6

Health tourism in Pakistan

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Unit -7

Practical/Visits

Visits tourist destinations and preparation of case studies

Recommended Books:

- Iftikhar Haider Malik (2006) *Culture and Customs of Pakistan*, Greenwood Press.
- Peter Heiden (2011) *Pakistan, Countries of the world*, ABDO Publisher.
- Austin Bush. (2010) *Pakistan Travel information and travel Guide*. Lonely Planet.
- Parach, Nadeem (2008) *before the lights went out*. Wordpress, Karachi.
- C. Michael Hall, Stephen Page (2000) *Tourism South and Southeast Asia*, Butterworth Heinemann.

THM-203

Tourism concepts & Principles

Cr. Hrs-3+01

Unit-1

Introduction

Introduction, Types and Forms, Components of Tourism and Tourism Management, Economic Importance, Benefits and costs of Tourism, Basis of Tourism, Geography of Pakistan, Geo-Physical Features of Pakistan

Unit-2

Major Components of Tourism

Travel (Air, Sea, and Road), Accommodations (Hotel and Restaurants), infrastructure, superstructure, composition related industries, resources (natural and cultural) and activities

Unit-3

Impacts of Tourism

Economic, environmental, social, cultural etc.

Unit-4

Tourism Management

What is management, Tourism products, role of management, strategies, Tourism organization, Financial Analysis

Unit-5

Tourism Marketing

What is marketing, market segments (target market), marketing mix, Market research, Packages

Unit-6

Tourism Policy and Planning

International policy, Pakistan policy and planning, role of Government and other organizations, Case study of an International Touristic destination

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University of Malakand

Unit-7

Practical case studies

International Tourist destination, Domestic Tourist Destination, visit to different local Tourist sites.

- Visits to tourist destinations

Recommended books:

- Charles R. Goeldner and J. R. Brent Ritchie (2011) *Tourism: Principles, Practices, Philosophies 12th edition*, John Wiley & Sons.
- Walker, John. (2002) *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ : Prentice Hall.
- Beaver , Allan (2006) *.A Dictionary of Travel and Tourism Terminology .* Oxfordshire, UK: CABI Publishing.
- Boniface, Brian G. and Chris Cooper (2001). *Worldwide Destinations: The Geography of Travel and Tourism*, 3rd edition. Oxford, UK: Butterworth – Heinemann.
- Cooper , C. , J. Fletcher , D. Gilbert , and R. Shepherd , (1998), *Tourism: Principles and Practice .* Essex, UK: Longman.

THM-107

Introduction to computer

Cr. Hrs-3

Unit-1

Basics of Computer

Introduction and history of Computers, Types of Computer, Computer Organization

Unit-2

Computer Software & Data Processing and Storage

Software Introduction, Types of Software, PC Platform, Computer Virus

Data Processing Techniques, Data Storage (Bit, Byte, RAM, ROM, cache Memory, Secondary Storage (FDD, HDD, Tape, CD)

Unit-3

The Processor

Bus, Port, Computer Motherboard; Microprocessor, Math Co-processor, Memory Chip, Support Chips, Built-in programs, Expansion Slots

Unit-4

Input and Output Devices.

- a) Input Devices
1. Keyboard and its types
 2. Point and Draw devices

3. Scanner, Digital Camera, Speech recognition system and multimedia
- b) Output Devices
1. Monitor(Graphic Adopter, Size, Resolution and Types of Monitors)
 2. Printers and Types (Dot matrix, inkjet and laser)
 3. Plotters (Raster and Pen)
 4. Presentation Graphics and special function terminals (ATMs POSs)

Unit-5

Windows & Basics of Internet usage

Windows Introduction, Finding Files, Installing Printers, The Desktop and types of windows(application, document, dialog), Elements of an application window, Understanding folders, copying, detecting and moving files

Introduction, World Wide Web and Web sites, Introduction to Internet based services and use of E-mail, Internet for Tourism & Hotel Management

Unit-6

Word Processing (MS Word) & Electronic Spreadsheet (MS Excel)

Basic concepts and features, creating, saving, editing, formatting and printing documents, Working with Tables, Basic concepts and features, Creating, saving Excel sheet, editing the sheet, Managing formula, formatting the sheet and printing the sheet, Working on workbook

Unit-7

Advance application for Tourism & Hospitality

Property Management System interface

- Point of sale system (Pos)
- Cash accounting System (Cas).Guest information systems
- Food & Beverage management applications
- Recipe Management/Sales analysis

Food and beverage applications

- Post order-entry units
- Key boards and monitors, touch screen terminals
- Post software

Account Applications

- Accounts receivable module
- Payroll module inventory module

Recommended Book

- Couter G, Marquis A (1999), *Microsoft Office 2000*, BPB Publications.
- O'Conner, P. (2004) *Using Computer in Hospitality*, 3rd edition. Thomson.
- Sawyer, William, Hutchinson,(2000), *Using Information Technology*, 2nd edition, McGraw Hill. .
- J. Glenn Brook shear,(2005) *Computer Science: An Overview*, 8th edition: Addison-Wesley.

- Timothy J. O'Leary, Linda I. O'Leary,(2004) *Computing Essentials, 15th edition*: McGraw-Hill's.
- June Jamrich Parsons and Dan Oja (2008), *Computer Concepts 11th edition*: Cengage Learning.
- L, Long N. 2000. *Fundamentals of computer.6th edition*.

SEMESTER-III				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-108	English-III	03	Compulsory
2	THM-109	Mathematics	03	Compulsory
3	THM-204	Hotel Management-I (Front Office)	03+01	Major
4	THM-205	Hotel Operations	03	Major
5	THM-206	Travel Operations	03	Foundation
6	THM-110	Public Relations	03	General
Total Credit Hours			19	

THM-108

English III

Cr. Hrs-3

Unit-1

- Essay writing
- Types of Essay
- Elements of a good Essay
- Paragraph writing
- Features of a good paragraph
- Pronunciation
- Role-plays, activities
- The psychology of effective communication
- Principle of communication psychology

Unit -2

- Report writing
- The need for business report
- Information report
- Analytical report
- Using visual aid
- Proof reading

Recommended books:

1. Smazler, W. R. (1996) *Write to be read: Reading, Reflection and Writing*. Cambridge University Press.
2. Howe, D. H., Kirkpatrick, T. A. & Kirkpatrick, D. L. (2004) *Oxford English for Undergraduates*. Karachi: Oxford University Press .
3. Goatly, A. (2000). *Critical Reading and Writing: An Introductory Course*. London: Taylor & Francis.
4. Eastwood, J. (2004). *English Practice Grammar* ,Karachi: Oxford University Press.

THM-109

Mathematics

Cr. Hrs-3

Unit-1

Whole Numbers

Reading and writing whole number, addition of whole number, subtraction of whole number, Multiplication of whole number, division of whole number, long division, rounding whole number, roots and order of operations, solving application problems

Unit-2

Multiplying and Dividing Fractions

Basic of fractions, mixed number, factor, Multiplication of fraction, applications of multiplication, dividing fractions, multiplication and division of mixed numbers

Unit-3

Adding and subtracting fractions

Adding and subtracting like factors, least common multiples, Adding and subtracting unlike fractions, Adding and subtracting mixed numbers, order relations and the order of operations

Unit-4

Decimals

Reading and writing decimal, rounding decimal, adding decimal, subtracting decimal, multiplying decimals, dividing decimals, writing fractions as decimals.

Unit-5

Ratio, proportion and percent

Ratios, rates, proportions, and applications of proportions, basic of percent, percent and fractions, the percent proportion, identifying the part in a percent problem, using proportions to solve percent problem, the percent equation, application of percent, compound interest

Unit-6

Measurement

The English system, the metric system-length, the metric system-capacity and weight (mass). Application of metric measurement, metric –English conversions and temperature

Unit-7

Geometry

Basic geometry terms, angles and their relationship, rectangles and squares, parallelograms and trapezoids, triangles, circles, volume, Pythagorean theorem, similar triangles.

Unit-8

Basic Algebra

Signed numbers, addition and subtraction of signed numbers, order of operations, evaluating expressions and formulas, solving equations with several steps, applications

Recommended Books:

- Anton, H. (2000) *calculus with analytical geometry, 5th edition*, John Wiley & sons, reprint National Book Foundation.
- Frank S. Budnick (1993) *Applied Mathematics for business economics and social sciences 4th edition*, McGraw-Hill.
- Gordon D. Prichett and John C. Saber (1993) *Mathematics with Applications in Management and Economic 7th edition*: Richard D Irwin Publisher.

THM-204

Hotel Management I (Front Office)

Cr. Hrs-3+1

Unit-1

The Hospitality industry and hotel reception

The hospitality industry, Organization structure, the departments in room division, career opportunities

Unit-2

Personal Hygiene

Introduction, personal hygiene code, personal hygiene routine

Unit-3

Care of the customer

Hotel security, Health & safety, the concept of hospitality and service, the customer care triangle, care of the customer, roles, responsibilities and attributes of a receptionist

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Unit-4

The reception office and communication

Communication, verbal communication, non-verbal communication, written communication, visual communication, telecommunication,

Unit-5

Reservations

Sources of reservation, modes of reservation, types of reservation, methods of reservation, close outs, yield management, overbooking, control of reservation, confirming reservation and status of reservation, revision and cancellations

Unit-6

Checking in and Staying

Registration, Room status, the check in process, walk-in or chance booking, VIP Check in, Group arrivals, Selling rooms- departure

Unit-7

Guest Accounting and Methods of Payment

Principles of hotel billing, Type of system, Machine billing, Property Management System, Control procedure, Night Audit, Cash Floats, Methods of Payment, Foreign Exchange, Petty cash and paid outs, rapid/speedy check outs.

Unit-8

Selling Techniques

Reception as a sales department, Purpose of selling, ABC of selling, The hotel product, Selling methods

Unit-9

Statistics and Reports

Business Statistics, Key Room statistics, Occupancy reports, Guest Statistics, Operational reports, Forecasts, Financial reports

- Visits to a 5-4 Star Hotel

Recommended Books:

- Peter Abbott and Sue Lewry (1999) *Front Office 2nd edition*, Butterworth Heinemann.
- Dix colin and Baird chris (1998) *Front Office 4th edition*, Harlow Longman.
- Sue Baker, Pam Bradley and Jeremy Huyton (2000) *Principles of hotel front office operations 2nd edition*: London Cassell.
- James A. Bardi, William Sullivan, Sheryl F. Kline(2006), *Hotel front office management edition 4th*. John Wiley & Sons
- South Asia Tourism Secretariat (2007) *Front Office, SATS*.

Unit-1

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

Unit-2

Forces affecting growth and change in the hospitality industry: Managing change, demand, diversity and culture change, supply land and its produce, workforce diversity, the impact of labor scarcity.

Unit-3

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

Unit-4

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

Unit-5

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

Unit-6

Operations; Housekeeping, Engineering and security: Housekeeping organization and operations, coordination with other departments, the hotel engineering functions/duties, engineering personnel, Duties of security department and personnel.

Unit-7

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

Unit-8

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

- Visits to a Star Rated Hotel

Recommended Books:

- Michael J. O'Fallon, Denney G. Rutherford (2010) *Hotel Management and Operations 5th edition*. John Wiley & Sons.
- Jack D. Ninemeier and David K. Hayes (2006) *Hotel Operations Management 2nd edition* Persons.
- John R. Walker (2004) *Introduction to Hospitality Management 3rd Edition*. Pearson.
- Suzanne Weissinger (2000) *Hotel and Motel Operations 2nd edition*. Delmar-Thomson Learning.
- John Cousins, David Foskett, and Cailein Gillespie (2006), *Food and beverage Management 2nd edition*. Person.
- YU, L. (1999) *the Hospitality Business: Management and Operations*. The Haworth Hospitality Press.
- Vension, P. (1983) *Managing Hotel*. Heinemann.

THM-206

TRAVEL OPERATIONS

Cr. Hrs-3

Unit-1

Introduction to travel business

Introduction, Tourism and travel industry, growth of tourism, why do people travel, travel agent

Unit-2

The role of travel agent

Information service, other services, how they make business, importance of travel agent

Unit-3

Checking stationary and office supplies

Materials, usage, stock levels and re-order points, ordering and receiving, storing and controlling

Unit-4

Business correspondence and planning travel itinerary

Incoming and outgoing correspondence, Mailing, postages, internal correspondence, identifying and meeting the needs, correct timing, follow-up, complaints

Unit-5

Air travel, airline and other ticketing

What is IATA, Classes of service, excess baggage charges, forbidden items, special passengers, passports

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and visas, health consideration, airline ticket format, checking of airline tickets, other types of ticketing, computerized reservation

Unit-6

Preparing travel and hotel vouchers and selling

Vouchers and their use, controlling vouchers, airline vouchers, selling, buying motivation, promotional materials, after sales follow up

Unit-7

Time differences and travel directories

Time differences, GMT, IATA codes, Using the ABC, Hotel index

Unit-8

closing down and travel legislation

Working area, office equipment, travel legislations

- Visits to Travel agency

Recommended Books

- Negi and Jagmohan 1998: *Travel Agency and Tour Operations; concepts and principles*, Kanishka: New Delhi.
- Gwenda Syratt and Jane Archer (2003) *Manual of Travel Agency Practice 3rd edition*, Butterworth – Heinemann.
- South Asia Tourism Secretariat (1997) *Travel Operations*, SATS.
- Negi and Jagmohan (1998) *Travel Agency and Tour Operation; Concepts and Principles*, Kanishka Publishers .
- Kaye Stearman (2010) *Travel and Tourism* , Evans Brothers Limited

THM-110

PUBLIC RELATIONS

Cr. Hrs-3

Unit-1

INTRODUCTION

- Origin and definition
- Purpose of Public Relations
- Significance of Public Relations
- Ethics of Public Relations
- Publics of Public Relations

Unit-2

ORGANIZATIONAL CONTEXT OF PUBLIC RELATIONS

- Public Relation starts with administration.
- The staff role.
- Decision-making in organization
- The Department.
- Working with other departments.
- The outside council or firm.

Unit-3

SOCIAL CONTEXT OF PUBLIC RELATIONS

- The basic trends.
- Consequences of the trends.

Unit- 4

THE PROCESS OF PUBLIC RELATIONS

- Fact finding and feedback.
- Planning and programing.
- Action and communication.
- Evaluation.

Unit- 5

PUBLIC MEDIA

- Press.
- Radio.
- Television.
- Others

Unit-6

PUBLIC RELATIONS IN DEVELOPING COUNTRIES

- Problems of PR in developing countries.
- Two special communication tasks.
- Opportunities for public relations.
- Applying the six point planning model.

Recommended books

- Jacquie L'Etang (2007) *Public Relations: Concepts, Practice and Critique*, Sage Publishing
- Cutlip, Scott .M., Center, Allen, Broom, Glen M. (1985) *Effective Public Relations*, 6th edition, Prentice-Hall
- Fraser P. Seitel (1998) *The Practice of Public Relations*, Prentice Hall.
- Dennis L. Wilcox, Phillip H. Ault (2001) *Essentials of Public Relation*: Allyn & Bacon Publisher.
- Wilcox Dennis L. (2008) *Public Relations: Strategies and Tactics*, 9th edition. Prentice Hall.
- Ronald D. Smith (2009) *Strategic Planning for Public Relations* 3rd edition, Routledge

SEMESTER-IV				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-111	Business Communication	03	Compulsory
2	THM-112	Tour Guiding	03	Foundation
3	THM-113	Business Finance	03	General
4	THM-207	Hotel Management-II (Housekeeping Operations)	03+01	Major
5	THM-208	Cultural Resource Management	03+01	Foundation
Total Credit Hours			17	

THM-111

Business Communication

Cr. Hrs-3

Unit-1

Effective Business Communication

What is communication, importance of Communication, Communication Model, Barriers in Communication, rules to overcome Barriers Communication, old vs New style in Communication. Talk tactics.

Unit-2

The Seven C's

Completeness, conciseness, consideration, concreteness, clarity, courtesy, correctness

Unit-3

The process of preparing an effective business message

Five planning steps, Basic organization, composing the message

Unit-4

Parts and types of Business message

Standard & Optional parts, Letter layout, Good news, Bad news, Neutral and persuasive messages

Unit-5

Strategies for successful speaking and successful listening

Strategies for improving oral presentation, strategies for reducing stage fright

Recommended Books:

- Herta A Murphy and Jane P Thomas (2007) *Effective Business Communication 7th edition*, McGraw-Hill.
- Courtland L. Bovee and John V. Thill (2010) *Business Communication Today 10th edition*, Prentice McGraw- Hall.
- Stewart, Zimiber & Clark: *Business English & Communication*
- Kitty O Locker: *Business & Administrative communication*

THM-112

TOUR GUIDING

Cr. Hrs-3

Unit-1

Introduction to Travel and Tourism

The history of Tourism, What is Tourism, Domestic Tourism, Tourism Product, Tourism and Environment, Travel Agent, Tour Operator

Unit-2

Preparing for a Tour

Personal Hygiene, the itinerary, Timing and practicalities, Vehicle and driver, Group requirements and special needs

Unit-3

Meeting the participants for a sightseeing excursion

Before departure time, locating driver and vehicle, identifying Tour Participants, Late comers and No-shows, departure

Unit-4

Effective communication and caring for customer

Methods of communication, Barriers to communication, caring for customer, going the extra mile

Unit-5

leaving the departure point and leading a Tour Group

Introducing yourself as the Guide, Explaining the tour itinerary, Giving instructions, Group management, leading the participants in different venues, Group cohesion

Unit-6

Giving a commentary and answering questions

Preparing a commentary, speaking in public, microphone techniques, success of a commentary, how to answer questions, concise answers, difficult or awkward questions, never lie, persistent questions

36

Unit-7

Code of conduct, Legislation and Liaison

Code of conduct, receiving information, Legislation, reporting information, emergencies

Unit-8

Using different forms of transport and Establishing good security measures

Different forms of transportation, Guest comfort, personal property, legal activities, vehicle security, liaising with security staff and police

Unit-9 Concluding a Tour

Obtaining feedback from the participants; formal, informal, promoting tours, ending the tour and saying goodbye, lost property, tips and gratuities. Visits tourist destinations and preparation of case studies

- Visits to tourist sights and preparation of case studies

Recommended Books

- Zenaida L. Cruz (2008) *Principles & Ethics of Tour Guiding*, REX Publishing.
- Marc Mancini (2000) *conducting Tour 3rd edition*, Delmar Thomson Learning.
- Verité Reily Collins (2000) *Becoming a Tour Guide: The Principles of Guiding and Site Interpretation*, Thomson Learning.
- South Asia Tourism Secretariat (1997) *Travel Guiding*, SATS.

THM-113

Business Finance

Cr. Hrs-3

Unit-1

Introduction

Introduction, nature, scope and functions of Financial Management, Financial decisions areas, objective of financial management, framework for financial management

Unit-2

Working capital management

Concepts and components, determinants of working capital requirement, working capital conversion cycle, and identification of risk, Cash and marketable securities management, objectives of cash management, rational for holding cash, determinants of cash needs, cash management strategies. Credit policy: optimal credit policy, credit granting policy, credit collection policy, analysis of changes in credit policy.

Unit-3

Sources for Finance

Short term financing, trade credits, commercial bank loans, collateral supported loans and commercial paper, intermediate financing

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Unit-4

Financial Markets

Money market, institutional framework with reference to Pakistan, capital markets, primary vs secondary markets.

Unit-5

The valuation concepts

Key concept of value, time value concept, the valuation process, the fundamental valuation model, valuation of securities.

Unit-6

Financial forecasting and capital budgeting

short term financial projections, cash budget and pro-forma financial statements, long term financial projections, Nature and process, Estimation and identification of the relevant cash flows, capital budgeting, evaluation techniques, capital rationing. Dividend policy: Determinants of individual policy, alternate dividend policy

Recommended Books

- Richard Barealey, Frinklin Allen, and Pitabas Mohanty (2012) *Principles of corporate Finance 10th edition*. Tata McGraw-Hill.
- Eugene F.Brigham and Michael C.Ehrhardt (2012) *Financial Management 12th edition*, Cengage Learning.
- James C. Van Horne (2012) *Fundamentals of Financial Management 13th edition*. PHI Learning.
- Lawrence J.Gitman(2006) *Principles of Managerial finance 11th edition*. Pearson.

THM-207

Hotel Management II (Housekeeping)

Cr. Hrs-3+1

Unit-1

Introduction

The organization of Housekeeping department, types of rooms, duties and responsibilities of housekeeping staff, Functions of Housekeeping department, Competencies of a housekeeping professionals, security and safety First Aid, Liaison with other departments

Unit-2

Cleaning Procedures

cleaning equipment, cleaning agents, Cleaning methods, Principles of cleaning, Types of cleaning and cleaning procedures

Unit-3

Room Preparation

Bed stripping, Bed Making, types of service, room supplies, setting up the trolley, servicing of a checkout

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room, bathroom cleaning, final cleaning, the dirty dozen, evening service, second service, servicing of a vacant room.

Unit-4

Public area management and service

Introduction of public areas, role of public area supervisor, Public area cleaning workflow, Laundry equipment & machine used, stain removal, classification of stains, handling non-routine cleaning, pest control, types of pesticide, Lost and found.

Unit-5

The Linen and uniform Room

The Linen room, storage condition, types of linen, exchange of linen, the uniform room, types of uniform, uniform exchange procedure with laundry, Par stock and inventory control, stock taking procedure

Unit-6

Furnishing

Different types of floors, carpets, curtains, cushions, blankets, furniture used in room, interior décor, control and practice

Unit-7

Demonstration & Practice

Demonstrate and practice

Practical work will be conducted in labs.

- Visits to Hotel Industry

Recommended Books

- Thomas J. A. Jones (2007) *Professional Management of Housekeeping Operations 5th edition*, John Wiley & Sons.
- Raghubalan (2011) *Hotel Housekeeping: Operations and Management 2nd edition*, Oxford University Press.
- Sudhir Andrews (2007) *Hotel Housekeeping Management and Operations 1st edition*. McGraw-Hill.
- Matt A. Casado (2011), *Housekeeping Management 2nd edition*, John & Wiley & Sons.
- Walker, John. (2002), *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ : Prentice Hall.

Unit-1

Introduction: Define culture, aspects of culture, Material and non-material culture, Ideal and real culture, Elements of culture, Beliefs, values, norms, Organization of culture, Traits, complexes, patterns, other related concepts. Cultural Resource Management its scope and importance, Archaeology, the role of Archaeology in the development of Tourism, Geography and geo-physical features of Pakistan, Cultural Resources and Tourism

Unit-2

Sites and Monuments: Pre Muslim sites and monuments: Major cultural parameters of Taxila, Peshawar, Swat, Dir, TakhtiBhai, Jamal Garhi, Shahbazgari.

Muslim period sites and monuments: Major cultural parameters of Bambhore, Mansura, Multan, Odigram, Lahore, Uchh Sharif, Rohtas Fort, Lal Mara Sharif, Attock and Peshawar Forts

Indus Valley civilization, Gandhara Art, Cultural Heritage

Unit-3

Cultural Heritage Management; theories and methods: Cultural heritage management. Tangible and intangible heritage, Evaluation issues, legislation, sustainability, socio economic impacts. Integrated approaches to manage heritage, Protection of the environment and the role of archaeology

Unit-4

Cultural heritage documentation and presentation: Approaches and techniques, heritage resources, Site inspections, Resources and standards.

Unit-5

Cultural heritage planning and development: Practical approaches and methods of Heritage development and planning, Preservation, Development initiatives.

Unit-6

The museums: Introduction, museum philosophy, documentation, function and structure, exhibition policies, museum artifacts, presenting the conservation of heritage, Education and research program, Role and services of museums.

Unit-7

Preventive conservation: Storage and display, Disaster planning, conservation policies, collection surveys.

Unit-8

Conservation project management: Ethics of archaeological conservation, Planning and management of conservation projects, History of structure, survey techniques, philosophy and technology, control and monitoring.

Unit-9

Tourism resource management: Tourism resources, supply and demand of tourism, government tourism administration, role of private sector, NGOs participation, Tourism impacts, human and financial resources, public awareness, local community and tourism activities. Change process.

- Visits to cultural sites and preparation of case studies

Recommended Books:

- Chakrabarti, D. K. (1990) *The External Trade of the Indus Civilization*. New Delhi: Mun- shiram Manoharlal Publications.
- Sharma, R. C. (2004) *Interaction between Brahmanical and Buddhist Art*: New Delhi.
- Nasim Khan, M. (2010) *The Sacred and the Secular. Investigating the Stupa and Settlement Site of Aziz, Peshawar Valley, Khyber Pukhtoonkhwa* (3 vols). Peshawar.
- Salim, M. (1986) *The Middle Stone Age Cultures of Northern Pakistan*, Islamabad,
- Behrendt, K. A. (2007) *The Art of Gandhara in the Metropolitan Museum of Art*, New Haven/CT.

SEMESTER-V				
S. No	Course code	Subject	Credit Hrs	Status
1	THM-114	Organizational & Consumer Behavior	03	General
2	THM-209	Eco Tourism	03	Foundation
3	THM-210	Cultural Tourism	03	Foundation
4	THM-211	Global Destinations	03	Foundation
5	THM-115	Human Resource Management	03	General
6	THM-212	Hotel Management III (Food & Beverage Service)	03+01	
Total Credit Hours			19	

THM-114 Organizational and Consumer Behavior Cr. Hrs-3

Unit-1

Organizational Behavior

Key concepts, Historical perspective on Organizational behavior, Organizational behavior and contemporary issues, Structure and Design, The nature and purpose of organization, The classical and modern concepts of organization, Span of control and organization structure. Authority relations, Line, staff and functional authority, OB Model and Challenges and Opportunities for OB

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Unit-2

Delegation and decentralization

Departmentalization, organizational life cycle stages, the contingency approach of organization design, today's organization and various design, Organizational effectiveness.

Unit-3

Organizational Culture

The dynamics of organizational culture, the basic approaches of organizational culture, the cross culture awareness, total quality culture creation, changing and development cohesive organization's culture.

Unit-4

Organizational Change and development

The nature and typology of organizational change, The diagnosis of forces of change, the models and dynamics of planned change, Resistance to change and its management, Techniques for managing change.

Unit-5

Organizational Development

Objective and model, change management and contemporary issues in TQM.

Unit-6

Foundations of individual Behavior

The perception process, the attribution theory, Personality and organizational behavior, Attitude, personal values and ethics, Learning & behavioral modification, behavioral learning models, principles of behavior modification, the process of modifying on the job behavior, Behavior self-management

Unit-7

Socialization and mentoring

The organizational socialization process, the socialization techniques, mentoring organizational roles and norms

Unit-8

Work group behavior

Work group, types, functions and development process, work group structure, composition and effectiveness, inter group interactions, organization influence tactics, organization's politics, strategies for improving work group performance.

Unit-9

Organizational Conflicts Management

The nature of conflicts, Functional versus, dysfunctional conflict, approaches to effective conflict resolution, conflict stimulation.

Recommended Books

- John w. newstrom (2011) *Organizational Behavior Human Behavior at Work 13th edition*. McGraw-Hill.
- Mullins, L. J. (2001) *Hospitality Management and Organizational Behavior*, 6th edition. Prentice Hall.
- Fred Luthans (2011) *Organizational Behavior 12th edition*. McGraw-Hill
- Leon G.Schiffman anf Leslie Lazar Kanuk(2007) *consumer Behavior 9th edition* , Prentice Hall
- Neal Quester and Hawkins (2002) *Consumer Behavior Implications For Marketing Strategy 3rd edition*. McGraw-Hill.
- Hofstede, G.H. (1991) *Cultures and Organizations: Software of the Mind*. McGraw Hill.
- Luthans F. (1989) *Organizational Behavior, 5th edition*. McGraw-Hill.

THM-209

Eco Tourism

Cr. Hrs-3

Unit-1

Introduction to ecotourism

Emergence, definitions & concept of ecotourism

Unit-2

Ecotourism & local Communities

Definition of community, the role of community in ecotourism, community based ecotourism (CBE), potential positive and negative impacts, key consideration for ecotourism at community level, link between communities, resources, and tourism in sustainable ecotourism

Unit-3

Ecotourism and the tourism industry

Ecotourism links in the tourism chain, private tour operators in the planning process, demand for nature Tourism

Unit-4

Stakeholder's participation in ecotourism

Core decision makers, supporting players in ecotourism operation

Unit-5

Ecotourism and protect areas

The role of ecotourism in protected areas, potential opportunities & threats

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Unit-6

Strategic planning for sustainable ecotourism

Ecotourism management plan, prerequisites for an ecotourism management plan, financing the plan

- Visits to Ecological sites

Recommended Books:

- Fennel, David (200) *Ecotourism 3rd edition*, Routledge.
- Stephen Wearing, John Neil (2012) *Eco tourism, Impact, potentials and possibilities 2nd edition*: Butterworth – Heinemann.
- Ralf Buckley (2009) *Ecotourism principles and practices*, CABI Publishing
- David A. Fennell, Ross Kingston Dowling (2003) *Eco Tourism Policy and Planning*: CABI Publishing.
- Ralf Buckley (2003) *Case Studies in Eco Tourism*: CABI Publishing

THM-210

Cultural Tourism

Cr. Hrs-3

Unit-1:

Introduction (An Overview)

- Meaning of Culture, Society, civilization, Organization, Institution
- Definition of Culture Tourism
- Culture Diversity
- Impact of Tourism on Culture
- Living Culture Heritage, Archaeological Heritage
- International cultural tourism Charter

Unit-2

Culture Tourism Sources (Basis)

- the Land
- Climate
- Economy
- Language and literature
- Socio-Religious group
- Custom and Traditions

Unit-3

Attractions of Cultural Tourism in Pakistan

- Tangible & intangible Culture
- Archaeological sites
- Museums

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- Architecture
- Fair & Festivals
- Art and crafts Exhibitions
- Rural and Urban Tourism
- Religious/Spiritual
- Folklores
- Performing art (Music, Drama, and dance)
- Traditional Sports
- Food & Gastronomy
- Event and Exhibitions

Unit-4

Culture Tourism issues and challenges

- En-dangerous Cultural & Traditions
- Globalization
- Terrorism
- Poverty
- Awareness, Education, and training
- Authentic data & Ownership
- Preservation & conservation
- Management & Marketing
- Research and Planning

Unit-5

Tourism & Cultural Policies

- Cultural policy of Pakistan
- Tourism policy of Pakistan
- Case study and assignments
- Visit to Cultural Sites

Recommended Book

- Marshall, J. (1960) *A Guide to Taxila, Karachi*, Cambridge University Press,
- Thomson, G. (1978) *The Museum Environment: Conservation in the Arts, Archaeology and Architecture Series*, London.
- Khan, F.A. (1974) *Architecture and Art treasure of Pakistan*, Elit Publisher: Karachi.
- Wheeler, R.E. M. (1950) *Five Thousand Years of Pakistan, An Archeological outline*. London.
- Dani, A.H. (1982) *Thatta: Islamic Architecture*. Islamabad.

Unit: 1**The Elements of the Geography of Travel and Tourism**

- An introduction to the geography of travel and tourism
- The geography of demand for tourism
- The geography of resources for tourism
- Climate and tourism
- The geography of transport for travel and tourism

Unit: 2**The Regional Geography of Travel and Tourism**

- An introduction to the tourism geography of Europe
- An introduction to the tourism geography of Britain
- The tourism geography of England and the Channel Islands
- The tourism geography of Scotland, Wales and the Isle of Man
- The tourism geography of Ireland
- The tourism geography of Scandinavia
- The tourism geography of the Benelux countries
- The tourism geography of Austria, Germany and Switzerland
- The tourism geography of France
- The tourism geography of Spain and Portugal
- The tourism geography of Italy
- The tourism geography of Malta, Greece and Cyprus
- The tourism geography of Eastern Europe, Russia and the Commonwealth of Independent States (CIS)
- The tourism geography of the Middle East
- The tourism geography of Africa
- The tourism geography of South Asia
- The tourism geography of East Asia
- The tourism geography of Australasia
- The tourism geography of North America
- The tourism geography of Latin America and the Caribbean
- The future geography of travel and tourism

Recommended Books:

- Brian G. Boniface and Chris Cooper (2005) *Worldwide Destinations the geography of travel and tourism 4th edition*, Elsevier
- Shackley, M. (2000) *Visitor Management: Case Studies from World Heritage Sites*, Elsevier Butterworth-Heinemann.
- Ritchie, J. R. B. and Crouch, G. I. (2003) *the Competitive Destination*. CABI Publisher.
- Lew, A., Yu, L., Guangrui, Z. and Ap, J. (2003) *Tourism in China*. Haworth.
- World Tourism Organization (1999) *Tourism at World Heritage Sites*. WTO
- Kelly, I. and Nankervis, T. (2001) *Visitor Destinations*. John Wiley & Sons.

Unit-1**Introduction**

Introduction to HRM, Importance of HRM, HR Manager's duties, Line and staff Management

Unit-2**Recruitment and placement**

Job Analysis, Human resource planning and recruiting, employee testing and selection, interviewing candidates

Unit-3**Training and development**

Training and development employees, Performance management and appraisal, Coaching, careers and talent management

Unit-4**Compensation**

Establishing strategic plans, pay for performance financial incentives, benefits and services

Unit-5**Employee Relations**

Ethics, justice and fair treatment in HR Management, Labor Relations and collective bargaining, Employee safety and health, Managing Global Human Resource, Managing Human Resource in Entrepreneurial Firms

Recommended Books:

- Garry Dessler and Biju Varkkey (2011), *Human Resource Management 12th edition*, Pearsons.
- John m. ivancevich (2003) *Human Resource Management 9th edition*, McGraw-Hill.
- Raymonde Noe, john Hollenbeck and Barry Gerhart (2007) *Fundamentals of Human Resource Management 2nd edition*, McGraw-Hill.
- Dennis Nickson (2007) *Human Resource Management for the Hospitality and Tourism industries*, Butterworth-Heineman.
- Walker, John. (2002), *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ : Prentice Hall.
- Woods, R.H. (1997) *Managing Hospitality Human Resource, 2nd edition*. Educational Institute of the American Hotel and Motel Association.

THM-212 Hotel Management III (Food & Beverage Service) Cr. Hrs-3+1

Unit-1

The food service industry: sectors of food service industry, food service operation, the meal experience, food production method, food and beverage service methods.

Unit-2

Staff attributes, skills, and knowledge: success in food and beverage services, attributes of food and beverages service personnel, service conventions, basic technical skills, interpersonal skills, health, safety and security.

Unit-3

Food and beverage services areas and equipment: design and purchasing factors, stillroom, hotplate, wash-up, color and lighting considerations, bar, furniture, linen, tableware, glassware, disposables.

Unit-4

The menu, menu knowledge: origin of the menu, classic menu sequence, classes of menu, influence on the menu, menu and service knowledge.

Unit-5

Beverages: non-alcoholic and alcoholic, tea, coffee, other still room beverages, non-alcoholic beverages, wine and drink lists, cocktails and mixed drinks, bitters, wines, spirits, liqueurs, beers, tasting techniques, matching food with wine and other drinks.

Unit-6

The service sequence (table service): taking booking, preparation for service, the order of service, taking food and beverage orders, service of food, services of alcoholic beverages, cleaning during service.

Unit-7

The service of breakfast and afternoon tea: breakfast service, afternoon tea services

Unit-8

Specialized forms of service: floor/room service, lounge service, hospital tray service, home delivery, airline tray service, rail service.

Unit-9

Supervisory aspects of food and beverage services: legal considerations, sales promotion, customer

relation, staffing levels, staff organization and training, food and beverage pricing, food and beverage control, performance measures.

- Visits to Hotel industry

Recommended Books

- John Cousins, and Dennis Lillicrap (2010) *Food and Beverage service, 8th edition*, Hodder Education.
- Sudhir Andrews (2007) *Introduction to tourism & Hospitality industry 1st edition*. McGrae-Hill
- John Cousins, David Foskett, and Cailein Gillespie (2006) *Food and beverage Management 2nd edition*. Prentice.
- Alan Clarke and Wei Chen (2007) *international hospitality management concepts and cases 1st edition*. Butterworth-Heinemann.
- Walker, John. (2002), *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ : Prentice Hall.

SEMESTER-VI				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-213	Managerial Accounting	03	Foundation
2	THM-214	Tourism Management	03	Foundation
3	THM-215	Tourism & Hospitality Law	03	Major
4	THM-116	Total Quality Management	03	General
5	THM-216	Hotel Management-IV (Food & Beverage Production)	03+01	Major
Total Credit Hours			16	

THM-213 MANAGERIAL ACCOUNTING Cr. Hrs-3

Unit-1

Introduction

Purpose and nature of Accounting, various areas of accounting, forms of business enterprises, Accounting information users, GAAP, Conversion, Business transaction and accounting equation.

Unit-2

Accounting process

Recording changes in financial position, double entry accounting system, journal, ledger, Trial balance

The Accounting Cycle

Measuring business income, adjusting process, completion of accounting cycle, work sheet, financial statements

Unit-4

Accounting for merchandizing companies

Accounting for receivables accounting for inventory, accounting for depreciation of fixed assets, depreciation methods

Recommended Books

- Craig Deegan (2002) *Financial Accounting Theory*, McGraw-Hill
- Frederick L. Jones and Dasaratha V. Rama (2006) *Accounting Information Systems 2nd edition*, Thomson South-Western.
- Hansen and Mowen (2009) *Management Accounting 6th edition*: Thomson South-Western.
- Richard A. Barealey, Franklin Allen, and Pitabas Mohanty (2012) *Principles of corporate Finance 10th edition*. Tata McGraw-Hill.
- Frank Wood and Alan Sangster (2010) *Business Accounting 11th edition*. Pearson.

THM-214

Tourism Management

Cr. Hrs-3

Unit-1

Tourism today: why it is global phenomenon embracing all our lives

Introduction, travel and sustainability, the leisure society, the internet, tourism growth and development, tourism, the tourist and travel, new forces affecting tourism-globalization, inequality and the developed and developing world.

Unit-2

Tourism: Its origin, growth and future

Changing pattern of SPA development as a form of tourism, tourism and the coast, the sea side resort, the emergency of domestic tourism promotion, the future of tourism, forecasting the international growth, space tourism.

Unit-3

Demand: Why do people engage in tourism

What is tourism demand, the motivation dichotomy, why do people go on holiday, intrinsic and extrinsic motivation, classifying and understanding tourist motives, consumer behavior and tourism. The future of tourism demand

Unit-4

The supply of tourism

Influences on tourism supply issues, the business environment, managing tourism supply issues, accommodation, visitor attractions and activities, transport, tourism organizations and agencies and the

supply of tourism, Tourist information centers and visitor servicing, managing the supply of tourism in new millennium.

Unit-5

Transporting the Tourist I: Surface transport

Transport, tourism and the tour, Policy issues in tourist transport, Land based transport, water based transport, managing land and surface based tourist transport.

Unit-6

Transporting the Tourist II

The role of the airport as a tourist terminal facility, the international airline industry, managing the airline industry, regulating international air transport, Airline marketing; its role and recent innovations. The low cost carriers; aligning service provision to demand, Airline marketing and developing client relationships; frequent flyer programmes and alliances. Future trends

Unit-7

Accommodation and hospitality services

The hospitality sector, the accommodation sector, the accommodation sector as a global phenomenon and operational issues. The characteristics of the accommodation industry, types of tourist accommodation,

Unit-8

Tour operating and travel retailing

The tour operator, holiday maker, consumer trends affecting the future of tour operating, consumer issues in tour operating, marketing and planning the holiday, travel agents and information communication technology, social networking and tourism, the future of travel retailing.

Unit-9

Visitor attraction

Classify visitor attractions, recent trends and patterns, product considerations, attraction as a leisure product, visitor's attractions and the product life cycle, visitor experience, managing the visitor experience, potential and prospects, the future for visitor attraction management

Unit-10

The management of Tourism

Managing tourism business, the purpose of management in tourism organizations, what do tourism managers manage? Marketing tourism as a management function, managing operational issues in tourism business, Managing service provision, human resource issues and service delivery, tourism and innovation, tourism management in action

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Unit-11

The public sector and tourism

Governments and tourism, Planning and Tourism, Government tourism strategies, the public sector marketing of tourism, the future of the public sector in the management of tourism.

Unit-12

Managing the visitor and their impacts

The geography of tourism, its application to impact analysis, Analyzing the impact of tourism, the economic impact of tourism, social and cultural impact of tourism, tourism and the environment, visitor management, future issues for visitor management.

Unit-13

The future of Tourism: post tourism

The spread of tourism, understanding the future of tourism, understand the future divers of change for global tourism, the pressure for tourism to change, crisis and disasters in tourism, Technology and tourism, Climate change, tourism and the environment, limiting tourism; the beginning of the end? Towards a new tourism management concept; managed tourism

Recommended Books:

- Charles R. Goeldner and J. R. Brent Ritchie (2011) *Tourism: Principles, Practices, Philosophies 12th edition*, John Wiley & Sons.
- Stephen Page (2009) *Tourism Management 3rd edition*, Butterworth – Heinemann.
- Lesley Pender and Richard Sharpley (2004) *The Management of Tourism 1st edition*. SAGE Publisher.
- David Weaver, Laura Lawton.(2009), *Tourism Management, 4th edition*.
- Boniface , Brian G. , and Chris Cooper .(2001) *Worldwide Destinations: The Geography of Travel and Tourism, 3rd edition* ,Oxford, UK : Butterworth – Heinemann.
- Charles R. Goeldner and J. R. Brent Ritchie (2008) *Tourism: Principles, Practices, Philosophies 11th edition*, John Wiley& Sons.

THM-215

Tourism and Hospitality Law

Cr. Hrs-3

Unit-1

LAW OF CONTRACT

- Definition
- Essential of Valid Contract
- Kinds of Contract
- Discharge of Contract

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- Breach of Contract
- Remedies for Breaching an Enforceable Contract

Unit-2

HOSPITALITY CONTRACTS

- Specific Contract Clauses
- Franchise Contracts
- Management Contracts

Unit-3

HOTEL OPERATOR OBLIGATIONS

- Hospitality Operator Duties towards Guest
- Hospitality Operator responsibilities for Guest Property
- Hospitality Operator responsibilities of Serving Food

Unit-4

LEGAL OBLIGATIONS IN TRAVEL AND TOURISM

- Tourism
- Travel
- Tour Operators and Travel Agents
- Accommodations and Transportation
- Labor Laws
- Health and Safety
- Liability for Lost and Theft
- Wild Life
- Forest Act
- Taxation

Unit-5

BREIFE INTRODUCTION OF PAKISTANI LAW REGARDING TOURISM & HOTELING

- Pakistan Hotels and Restaurants Act-1976
- Tourist Guides Act-1982
- Travel Agency Act-1976
- Food Stuff Control Act-1958
- Immigration Law of Pakistan

Recommended Books

- Stephen C. Barth (2011) *Hospitality Law: Managing Legal Issues in the Hospitality Industry 4th edition*: New Jersey: Jonson Wiley & Sons.

- Jack P. Jefferies and Banks Brown (2010) *Understanding Hospitality Law 5th edition*. American Hotel & Lodging Educational Institute.
- A.M. Chaudhry (2012) *The Law of Torts*, PLD Publishers, Lahore
- Naveed Zafar Advocate (2007) *The Contract Act (IX of 1872)*, Eastern Law Book House, Lahore

THM-116

Total Quality Management

Cr. Hrs-3

Unit-1

Introduction

Concept of Management, concept of Totality, Concept of quality, the quality Gurus, Zero Defect management, quality in business performance, service quality vs product quality, case study of service organization

Unit-2

Leadership for TQM

Attitude and involvement of top management, Characteristics of quality leaders, Ethics management program, communication, culture, case study

Unit-3

Information Analysis and Information Planning

How to gather process and retrieve information, environmental scanning, SWOT Analysis, Porter's model, Information and customer, case study

Unit-4

Human Resource Development and Management

Involvement, training and development, performance appraisal, selection, compensation system, case study

Unit-5

Management of process quality

History of quality control, product inspection vs quality control, Feedback vs feed forward, process control in service organization, quality functions, deployment, just in time vs just in case, case study

Unit-6

Customer focus and satisfaction

Process vs customer, driver of customer satisfaction, measurement of customer satisfaction, service quality, customer retention and profitability, buyer and supplier relationship

Unit-7

Benchmarking

Evolution and essence of bench marking, benefits of bench marking, strategic and operational bench marking, bench marking process

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Unit-8

Quality and re-engineering

Activity analysis, re-engineering, principles of re-engineering

PROJECT: choose a company and find out the aspects of quality that is followed by the company and prepare a brief report.

Recommended Books

- Dale H. Besterfield (2011) *Total Quality Management 3rd edition*, Prentice Hall.
- Joel E. Ross (1999) *Total Quality Management 3rd edition.*, St. Lucie press
- V.S.Bagad (2008) *Total Quality Management 1st edition*, Technical Publication Pune.
- Stephen George and Arnold Weimerskirch (1998) *Total Quality Management: Strategies and Techniques Proven at Today's Most Successful Companies 2nd edition*: John Wiley & Sons.

THM-216 Hotel Management IV (Food & Beverage Production) Cr. Hrs-3+1

Unit-1:

The food service industry: history of modern food service, the organization of modern kitchens standards professionalism.

Unit-2

Sanitation and safety: sanitation, food hazards, personal hygiene, food storage, food handling and preparation, cleaning sanitizing equipment, setting up a system for food safety.

Unit-3

Tools and Equipment: introduction to quantity food equipment, cooking equipment, processing equipment, holding and storage equipment, pots, pans, and containers, measuring devices, knives, handles tools, and small equipment.

Unit-4

Basic cooking principles: heat and food, effects of heat on foods, heat transfer, cooking timers, cooking methods, Moist heat methods, dry heat methods, microwave cooking, building flavor.

Unit-5

Menus, Recipes and cost Management: menu forms and functions, Building Menu, Measurement, food cost calculations, controlling food.

Unit-6

MISE EN PLACE: planning and organizing production, using knife, preliminary cooking and flavoring, preparation for frying, handling convenience foods.

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Assistant Registrar (Academics)
University of Malakand

Unit-7

Stock and sauces: stock, ingredients, procedures, reduction and glazes, convenience bases.

Sauces: understanding sauce, roux, other thickening agents, finishing techniques, sauce families, production.

Unit-8

Soups: understanding soups, classification of soups, service of soups, clear soups, broths, vegetable soups, other clear soups, thick soups, cream soups, puree soups.

Unit-9

Cooking Fish, poultry and game birds: composition and structure, handling and storage, roasting and baking, broiling and grilling, pan frying, deep frying, simmering and poaching and special problems cooking in fish

Unit-10

Understanding meats and game: understanding basic cuts, Bone structure, Beef, lamb, veal, and cuts, cooking and handling meats, tenderness and appropriate cooking methods.

Unit-11

Cooking meats and game: roasting and baking, broiling, grilling, and pan grilling, simmering, braising.

Unit-12

Breakfast preparation: understanding eggs, cooking eggs, Omelets and bakery items

Unit-13

Nutrition, pasta, noodles rice, desserts, salads and salads dressing, other starches, Hors d'oeuvres and dressing, food presentation. Garnishing, Cooking vegetables, Yeast Products, Cakes and icing,

- Visits to hotel Industry

Recommended Book:

- Wayne Gisslen (2006) *Professional Cooking, 6th Edition*, John Wiley & Sons.
- Pauli, Eugen (1997), *Classical Cooking the Modern Way 3rd edition*, John Wiley & Sons.
- Usha Raina and Sushma Kashyap (2010) *Basic Food Preparation Complete Manual 4th edition*, Orient Black Swan.
- John Cousins, David Foskett, and Cailein Gillespie (2006), *Food and beverage Management 2nd edition*. Prentice.
- Dennis Lillicrap and John Cousins (2010) *Food and beverage service 8th edition*. Hodder Education.

- Knight, John B, and Lendel H. Kotschevar (2000) *Quantity Food Production, Planning and Management, 3rd edition*, John Wiley & Sons.

SEMESTER-VII				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-217	Tourism Marketing	03	Major
2	THM-218	Event Management	03	Major
3	THM-219	Research Methodology	03	Major
4	THM-220	Sustainable Tourism	03	Major
5	THM-221	Strategic Management for Tourism & Hospitality	03	Major
Total Credit Hours			15	

THM-217

Tourism Marketing

Cr. Hrs-3

Unit-1

INTRODUCTION

Marketing- Hospitality & Tourism Marketing- Marketing Management- Marketing Management Philosophies- characteristics of Service Marketing- Marketing's Future

Unit-2

THE ROLE OF MARKETING IN STRATEGIC PLANNING

Nature of high performance Business- Corporate Strategic Planning- Business strategy Planning- Unique Challenges of the Hotel Industry

Unit-3

MARKETING INFORMATION SYSTEMS & MARKETING RESEARCH

Marketing Information System- Research Problems Areas- The Internet; A great source of Marketing Information- Marketing Research in small business/smaller organizations

Unit-4

CONSUMER & ORGANIZATIONAL BUYING BEHAVIOR

Personal Characteristics affecting consumer behavior- The buyer decision process- The organizational buying process- Major influences on organizational buyers. Organizational buying decisions- group business market

Unit-5

MARKET SEGMENTATION, TARGETING & POSITIONING

Market segmentation- Targeting- The frequent business traveller- Market positioning

Unit-6

DESIGNING AND MANAGING PRODUCTS

Department of Tourism & Hotel Management, University of Malakand


Assistant Registrar (Academics)
University of Malakand

What is product- product levels- Augmented products- Brand Decisions- New product development- Marketing highlight- Product Life Cycle strategies-

Unit-7

PRICING PRODUCTS: PRICING CONSIDERATIONS, APPROACHES AND STRATEGY

Price- Factors to consider when setting prices- General Pricing Approaches- Pricing strategies- Segmented Pricing- Price Fixing- Other pricing considerations- Price changes

Unit-8

DISTRIBUTION CHANNELS

Nature of distribution channels- Marketing intermediaries- Top ten ideas for working with travel agents- Channel behavior and the organization- Selecting channel members- Responsibilities of channel members and suppliers

Unit-9

PROMOTING PRODUCTS: COMMUNICATION AND PROMOTION POLICY AND ADVERTISING

The communication process- Promotion tools and promotion mix- advertising- Major decisions in advertising- Public Relations-Major activity of PR department- Public Relations process- Sales promotion

Unit-10

ELECTRONIC MARKETING, PROFESSIONAL SALES AND DESTINATION MARKETING

Internet marketing- Direct Marketing- Sales Force Objectives- Sales Force structure and size- Managing the sales Force- Importance of Tourism to a Destination Economy- Tourism strategies and Investments- Segmentation and Monitoring the Tourist Market-Organizing & Managing Tourism Marketing

Recommended Book:

- Philip R Kotler, John T. Bowen and James Makens (2009) *Marketing for Hospitality & tourism 5th edition. Pearson.*
- G.P.Raju (2009) *Tourism Marketing and Management 1st edition: Manglam publication*
- Manpal Singh (2008) *Tourism Management 1st edition: Himalaya Books PVT.LTD*
- Philip Kotler, John Bowen and James Makens (2002) *Marketing for Hospitality and Tourism 3rd edition. Prentice Hall.*
- J. Christopher Holloway (2004) *Marketing for Tourism Edition 4th Prentice Hall.*
- Dotty Boen Oelkers (2007) *Travel and Tourism Marketing, Thomson South-Western.*
- Beid, R.D. and Bojanic, D.C. (2006) *Hospitality Marketing Management. John Wiley & Sons.*
- Bowie, D. and Buttle, F. (2004) *Hospitality Marketing. Butterworth-Heinemann.*
- Brassington, F. and Pettitt, S. (2003) *Principle of Marketing, 3rd edition. Prentice Hall.*

Unit-1**Introduction**

Birth of an events industry, what are events, types of events, the structure of the events industry, event management education and training.

Unit-2**The impacts of Events**

Balancing the impact of events, Government's use of events as economic development strategies, economic impact studies.

Unit-3**Event Tourism**

Developing destination-based event tourism strategies, the event strategic planning process, situational analysis, development of event tourism goal, creation of an event tourism organization structure, development of an event tourism strategy, implementation of an event tourism strategy, evaluation of an event tourism strategy, tourism events and regional development.

Unit-4**Conceptualizing the event**

introduction, stake holders in events, the host organization, the host community, sponsors, media, co-workers, participants and spectator, creating the event concept, evaluating the event concept, synergy of ideas

Unit-5**The planning function**

introduction, what is planning, planning for events, elements of the strategic event planning process, developing strategic plan

Unit-6**Human Resource Management and Events**

Introduction, considerations associated with human resource planning for events, human resource planning process for events, recruitment, selection and induction, motivating staff and volunteers, techniques for effective staff and volunteers, team building, legal obligations.

Unit-7**Strategic marketing for events**

Introduction, what is marketing, steps in strategic marketing process, planning event product experiences, integrated marketing communication for events

Unit-8**Sponsorship of events**

Introduction, what is sponsorship, trends influencing the growth in sponsorship, sponsorship benefits for events and sponsors, the value of sponsorship policy, managing and servicing sponsorship

Unit-9

Control & Budgeting

Introduction, what is control, elements in categories of control, control methods, the budget, reporting.

Unit-10

Risk Management & legal issues

Introduction, risk management process, legal issues, contracts, constructing a contract, trademark and logos, regulations, licenses and permits

On-site logistics, techniques of logistics management, control of events logistics, evaluation of logistics

Unit-11

Staging events

Introduction, what is staging, theming and event design, programming, choice of venue, audience/guests, the stage, power. Lights, sound, audio visual and special effects, pops and decoration, catering, performers, the crew, hospitality, the production schedule, recording the event, contingencies

Unit-12

Evaluation and reporting

Introduction, what is event evaluation, when to evaluate event, reporting to the stakeholders, types of research, what to evaluate, measuring visitors expenditures, media monitoring and evaluation, finalization

Unit-13

Trends and issues

Introduction, societal trends and their impacts on events, the growth of event industry, information technology, the growth of event research, increasing the government involvement in events

Recommended books

- Glenn Bowdin, Johnny Allen, Rob Harris and Ian McDonnell (2010) *Events Management 3rd edition*, Routledge.
- Ian Yeoman, Martin Robertson and Jane Ali Knight (2004), *Festivals and Events Management 1st edition*. Butterworth – Heinemann.
- Razaq Raj, Paul Walters and Tahir Rashid (2013) *Events Management: Principles and Practice 2nd edition*. SAGE Publication.
- Vaibhav Mehndiratta (2008), *Event Management 1st edition*: Abhishek Publisher.
- Lynn Van Der Wagen and Brenda R. Carlos (2004) *Event Management*, Prentice Hall

Unit-1**Introduction to Research**

What is research, Business research, Definition of Research, types of Research, Basics or fundamentals of research, internal & External research, Ethics of research

Unit-2**The Hallmarks of research**

Purposiveness Rigor, Testability, Precision & Confidence, Objectivity, Generalization, Limitation of research

Unit-3**Steps of Hypothesis-Deductive Methods**

Observation, Preliminary information gathering, theory formulation, Hypothesizing, future data collection, Data analysis, Deduction

Unit-4**Business research**

The internet, electronically mails, Browsers, Websites

Unit-5**Research process**

Defined broad problem area, preliminary data gathering, problem definition, theoretical frame work, generation of hypothesis, research design, data collection, analysis& interpretation, deduction, report writing, report presentation, decision

Unit-6**Data Collection Methods**

Sources of data, primary Sources, secondary sources, data collection methods- interviewing, structured/unstructured-Questionnaires-Attributes of good questionnaire, other methods- Observational Surveys-sampling-Electronic Sources

Unit-7**The research report**

Research Proposal, Report, report writing, purpose of the report, characteristics of the report

Unit-8**Integral Parts of the report**

Title page, preface, Acknowledgment, research proposal and Authorization letter-Executive Summary- Table contents, Introduction section, Body of the report, Final part of the report, References, Bibliography, Appendix, Oral presentation.

Recommended Books:

- Wayne Dean Goddard, Stuart Melvill (2011), *Research Methodology 2nd edition*. Juta & Co. Ltd.
- Ellis, See et al (1994) *Research Methods in the Social Sciences*, Madison, WCB, Brown and Benchmark Publishers.
- Baker, Therese L.(1988). *Doing Social Research*, New York: McGraw Hill.
- Baker, Therese L. (1994) *Doing Social Research 2nd edition* , New York: McGraw Hill,
- Inc. Benjafield, Jhon G. (1994). *Thinking Critically about Research Methods*. London: Allyn and Bacon.

THM-220

Sustainable Tourism

Cr. Hrs-3

Unit-1

The Context; the Issues; A Global Overview

- What is sustainability? Principles and Concepts of sustainability.
- Environment; tourism; a marketing perspective
- Social and Economic sustainability-Global environmental issues
- International summary of tourism and environment: north Europe, the Mediterranean region and North America
- International summary of tourism and environment: East Asia and the Pacific; the Caribbean; Eastern Europe and states of the former **USSR**, and rest of the world
- Travel and tourism: the world's largest industry
- The environmental significance of holiday and leisure tourism

Unit-2

Managing Tourism for Sustainability at Specific Destinations

- Managing tourism - the local destination focus
- Managing tourism - the local destination- the public sector role
- Managing tourism - the local destination- the private sector role
- The marketing process for sustainable tourism at destination

Unit-3

The Issues and Cases of Good Management Practice in the Main Sectors of Travel and Tourism

- The 'R Word' guide to corporate action on sustainability
- Sustainability in the accommodation sector - with international illustrations
- Sustainability in the visitor attractions sector
- Sustainability in the transport sector - with international illustrations
- Sustainability in the tour operator sector - with international illustrations

Unit-4

International Cases of Good Management Practice for Sustainability

Recommended Books

- David Weaver (2006) *Sustainable Tourism 1st edition*, Butterworth- Heinemann.
- Rebecca Hawkins, Victor T.C. T. C. Middleton (1998) *Sustainable Tourism*, Butterworth-Heinemann.
- John Swarbrooke (1999) *Sustainable Tourism Management*, CABI Publisher
- Irene M. Herremans (2006) *Cases in Sustainable Tourism: An Experiential Approach to Making Decisions*, Haworth Hospitality Press.
- David L. Edgell (2006) *Managing Sustainable Tourism: A Legacy for the Future*, Haworth Hospitality press.

THM-221 Strategic management for Tourism and Hospitality Cr. Hrs-3

Unit-1

Strategy and strategic objectives for travel and tourism organizations

What is strategy, the elements of strategy, Levels of strategic decisions, Mission and mission statements and how businesses set objectives do. Travel and tourism as a service industry, Service product characteristics and travel and tourism- specific characteristics of service

Unit-2

Internal Analysis

Purposes of internal analysis, the components of internal analysis, resource analysis, competences, core competences, outcome of the analysis and analysis of value adding activities

Unit-3

Financial Analysis, Products and Market

An introduction to financial analysis; Understanding financial structure Sources of corporate funding Cost of capital financial analysis, Finance and risk in travel and tourism. Ways of defining and understanding markets, STP marketing, S - market segmentation – targeting P - Product positioning, Products, The product life cycle, new product development, Product portfolio theory

Unit-4

External Analysis, external and internal environment

The macro environment STEEP analysis the relationships between the STEEP influences Using the STEEP analysis Competitive analysis, The competitive analysis of nations or regions, An alternative approach to competitive and collaborative analysis, A resource- based approach to environmental analysis, Strategic group analysis. SWOT analysis, General Principles, SWOT implementation.

Unit-5

Strategic Choices,

Competitive strategy, Michael Porter's generic strategies, Criticisms of Porters generic strategy framework, Other competitive strategy frameworks Competence based competitive advantage Core competence, generic strategy and the value chain - a synthesis, Strategic directions.

Unit-6

Strategic evaluation, selection and Strategic implementation

Identifying strategic options applying evaluation criteria, financial tools for evaluation, other tools for evaluation, Strategic evaluation in emergent strategies, Implementation and the strategic process, Resources and implementation, Organizational culture and implementation, Structure and implementation, managing the changes in implementation

Recommended Books;

- Luiz Mountinho (2011) *Strategic Management in Tourism 2nd edition*, CABI Publisher
- Go, F.M. and Pine, R. (1995) *Globalization Strategy in the Hotel Industry*, London: Routledge.
- Davidson, R. (1998) *Travel and Tourism in Europe*, 2nd edition. Longman, Harlow: UK.
- Fevzi, Okumus, Levent, Altinay, Prakash, Chathoth (2010) *Strategic Management for Hospitality and Tourism 1st edition*: Butterworth-Heinemann.
- Lasserre, P. (2003) *Global Strategic Management*. Palgrave Macmillan.

SEMESTER-VIII				
S. No	Course Code	Subject	Credit Hrs	Status
1	THM-222	Tourism Policy & Planning	03	Major
2	THM-223	Project Management	03	Major
3	THM-117	Small & Medium Enterprises (Entrepreneurship)	03	General
4		Research Project/ Internship	06	Major
Total Credit Hours			15	
G. Total Credit Hours			130	

THM-222

Tourism Policy and Planning

Cr. Hrs-3

Unit-1

Introduction: Governments, Leisure and Tourism, Policy making and Planning, Government Roles Perspective, Tourism Policy of Pakistan

Unit-2

Leisure and Tourism: Rights, Needs and Citizenship: Introduction, Human Rights definitions, Leisure rights, Sporting rights, Artistic and Cultural rights, rights, Group rights, Meaningfulness of rights declaration, The rights of the citizen

Unit-3

Political ideologies and the role of the state: Introduction, Review of Tourism Policy of Pakistan.

Unit-4

The Market versus the state: The Triumph of Capitalism. Mainstream Economics, The working of the market, Types of market Failure, Social/ Political Arguments for Government Involvement

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Unit-5

Public Policy-making: Formal Constitutions. Unitary vs Federal Systems, The location of leisure and tourism, Formal decision-making procedures,

Unit-6

Leisure and Tourism Plans and Planning: Strategic Planning. Guidelines, Local cultural strategies, Outdoor Recreation and open space. The strategic Planning process

Unit-7

Planning Methods: Planning techniques and approaches. Standards of provision, Resource based planning, Grass demand/ market share (GDMS) approach, spatial approaches, the recreation opportunity spectrum

Unit-8

Forecasting Leisure and Tourism Demand: Forecasting, Demand change factors, Forecasting Techniques

Unit-9

Economic Evaluation Techniques: Cost benefit analysis, Economic-impact Analysis.

Unit-10

Performance Evaluation: Evaluation in context, Steps in evaluation process, Approaches, Application in Leisure in Tourism, Goals and performance indices

Recommended Books:

- Dianne Dredge and John Jenkins (2011) *stories of Practices: Tourism Policy and Planning*, Ashgate Pub Co.
- Charles R. Goeldner and J. R. Brent Ritchie (2011), *Tourism: Principles, Practices, Philosophies 12th edition*, John Wiley & Sons.
- Geetanjali Gangoli (2010), *Tourism Policy and Planning*, ABD Publishers
- David L. Edgell, Maria DelMastro Allen and Jason (2007) *Tourism Policy and Planning yesterday, today and tomorrow 1st edition*, Butterworth- Heinemann
- Chauhan Ravee (2009) *Tourism Policy and Planning*; Vista International Publishing

THM-223

PROJECT MANAGEMENT

Cr. Hrs-3

Course Outline: Project Management course is split into three parts- Project Initiation, Project Implementation and Project Termination preceded by Project Management.

Introduction

Introduction to Project Management: definition of Project, Importance of Project Management, Project life cycle, types of projects, project management and related industries, project initiation and selection, project manager, project organization, project planning, conflicts and negotiation, project implementation, budgeting and cost estimation, scheduling, resources allocation, monitoring and information system, project control, project termination, project auditing.

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Project Feasibility study: How to prepare project feasibility study, format of feasibility study, contents of feasibility study, making accurate estimates, student's presentations of feasibility studies.

Recommended Books

- Gido & Clements (2008) *Successful Project Management 4th edition*, South-Western Cengage.
- James P. Lewis (2007) *Fundamentals of Project Management 3rd edition*, AMACOM
- K. Nagarajan (2004) *Project Management 2nd edition*, New Age International
- Larry Richman (2002) *Project Management step by step 1st edition*, AMACOM.
- Frank Heyworth (2002) *A Guide to Project Management*, Council of Europe.

THM-117 SMALL AND MEDIUM ENTERPRISES (ENTREPRENEURSHIP) Cr. Hrs-3

Unit-1

Introduction

Entrepreneurship Perspective, economics and entrepreneurship, process, ventures, practices and characteristics

Unit-2

Entrepreneurship and new free enterprise

Entrepreneurship ventures opportunities, innovations, change, fantasies, environment of small business, sources and resolutions, corporate entrepreneurship, risk failure and new venture unit, feasibility of planning and concepts of planning, stages of growth model, responsibility of feasibility plan.

Unit-3

Product and service concepts

Product servicing concepts and commercial opportunities (macro over view), product and technology, identification opportunities, Product development life cycle, product protection, trade mark and patents, process of patents, validity of property rights and accessing government information. Human resource side of enterprise, infrastructure of services, types of service venture, success factors.

Unit-4

Marketing and new venture development

Marketing research for new ventures, marketing concepts, startup of marketing research, market focused on organization, source of market intelligence, competitive analysis and implications of market research. Marketing strategies and functions and product concepts, 4Ps, making marketing plan, changing international ventures

Unit-5

Entrepreneurial team and business formation

Human resource and relations, BOD, legal aspects, acquiring a business, evaluation of acquisition opportunities and methods of evaluation, Financial resources and asset management, different types of financing buy or lease. Organization cycle and growth of organization, strategic management for success of enterprise, looking towards entrepreneurial career

Unit-6

Going Global and Accessing resources for growth from external sources

Motivation to go global, strategic effects of going global, strategic issues, important consideration foreign market selection, entrepreneurial partnering, Using external parties to help grow a business, franchising, investing in a franchise, joint venture, types of joint venture, acquisition, merges, overcoming constraints by negotiating more resources.

Recommended Books

- Coulter, M. (2003) *Entrepreneurship in action, 2nd edition*. Prentice Hall.
- Donald F. Kuratk. (2008) *Entrepreneurship: Theory, Process, Practice 8th edition*: Cengage South-Western Learning.
- Robert D. Hisrich (2011) *Entrepreneurship 6th edition*, New York: McGraw- Hill.
- S. Anil Kumar (2003) *Entrepreneurship Development: New Age International Publishers*.
- By Sangramkeshar Mohant (2005) *Fundamental Of Entrepreneurship*, Prentice Hall.
- Gerald I. Susman (2007) *Small and Medium-sized Enterprises and the Global Economy*: Edward Elgar.

MA in Tourism & Hotel Management

SEMESTER-I			
S. No	Course Code	Subject	Credit Hrs.
1	THM-401	Introduction to Hospitality	03
2	THM-402	Tourism concepts & Principles	03
3	THM-301	Cultural Resource Management	03
4	THM-403	Tour Guiding & Travel Operations	03
5	THM-302	Business Communication	03
6	THM-404	Hotel Management I (Front Office Management)	03
Total Credit Hours			18
SEMESTER-II			
S. No	Course Code	Subject	Credit Hrs.
1	THM-405	Hotel Operations	04
2	THM-303	Organizational & Consumer Behavior	03
3	THM-406	Tourism Management	04
4	THM-407	Hotel Management II (Housekeeping Management)	03
5	THM-408	Hotel Management III (Food & Beverage Service)	03
Total Credit Hours			17
SEMESTER-III			
S. No	Course Code	Subject	Credit Hrs.
1	THM-409	Event Management	03
2	THM-304	Total Quality Management	03
3	THM-410	Tourism Marketing	03
4	THM-305	Accounting & Finance	03
5	THM-411	Hotel Management IV (Food & Beverage Production)	04
Total Credit Hours			16
SEMESTER-IV			
S. No	Course code	Subject	Credit Hrs.
1	THM-306	Human Resource Management	03
2	THM-412	Tourism & Hospitality Law	03
3	THM-413	Tourism Policy and Planning	03
4	THM-307	Small and Medium Enterprises	03
5	THM-414	Research Methodology	03
6		Internship/Presentation/Viva Voce	03
Total Credit Hours			18
G. Total Credit Hours			69

SEMESTER-I			
S. No	Course Code	Subject	Credit Hrs.
1	THM-401	Introduction to Hospitality	03
2	THM-402	Tourism concepts & Principles	03
3	THM-301	Cultural Resource Management	03
4	THM-403	Tour Guiding & Travel Operations	03
5	THM-302	Business Communication	03
6	THM-404	Hotel Management I (Front Office Management)	03
Total Credit Hours			18

THM-401

Introduction to Hospitality

Cr. Hrs-3

Unit-1

INTRODUCTION: Definition of Hospitality-History & early development of Hospitality- Basics of an industry-Scope of the hospitality industry-Hospitality as a unique industry- Special characteristics of hospitality management- Advantages and disadvantages of working in the hospitality industry

Unit-2

HOTEL ORGANIZATION: Definition of hotel- Types of hotels and their categorization- Organization of a Hotel- Structure of an Organization- Management Organization structure of large hotel- Hotel departments and their functions- Star Rating

Unit-3

DIMENSIONS OF FOOD & BEVERAGE: Introduction- Food Service Defined- Variations among Food Service Establishment; Menu items, Food quality, Menu prices, services, ambiance- Characteristic types of Food service Establishments, Beverage Service, Reasons for patronizing beverage service establishments- the focus of beverage service establishments

Unit-4

FOOD & BEVERAGE OPERATIONS: Introduction- system defined- Food & Beverage Systems; Purchasing, Receiving, Storing, Issuing, Producing, Selling, Serving- Other Food & Beverage Subsystem- The Interrelatedness of Food and Beverage subsystems

Unit-5

PLANNING FOOD & BEVERAGE FACILITIES: Introduction- Prerequisite to planning Food and Beverage Facilities- Product Line- Styles of Service; American Service, Russian Service, French service, English service, Cafeteria service, Buffet service, Take out/ delivery service, Room service -Beverage Service

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Facility layout & design- Layout & design of a Food Area, Layout & design of a Dining area, Layout & design of a Beverage area, Menu development-

Unit-6

DIMENSIONS OF LODGING: Introduction- Lodging properties defined- Variations in Lodging Establishments; Service, Accommodation, Décor, Rates, Target clientele- Characteristic types of Lodging Establishments, other lodging operations- Classification of Lodging Establishments-

Unit-7

LODGING OPERATIONS: Introduction- system defined- Lodging subsystem; Front Office subsystem, Housekeeping subsystem, Security subsystem, Front service, telephone service, food & beverage service, recreation/ entertainment, parking, parking service

Unit-8

PLANNING LODGING FACILITIES: Introduction- Planning lodging operations- Feasibility Studies- Engineering System- Layout and design

Unit-9

TOMMORROW'S HOSPITALITY INDUSTRY: Introduction- The bright Future of Hospitality- Social & Economic Changes- Growing Demand- Issues in Hospitality (Marketing, Legal, Human Resource, Operations and Consumer affairs)

Recommended Books:

- John. R Walker (2004) *Introduction to Hospitality Management 3rd edition*, Pearson.
- Doty Boen Oelkers (2007) *Travel and Tourism Marketing*, Thomson South-western
- David K. Hayes. Jack D. Ninemeier (2006) *Hotel Operations Management 2nd edition*, Prentice Hall.
- John Walker & Josienlyn T. Walker (2012) *Exploring the hospitality industry*, Prentice Hall.
- Sudhir Andrews (2007) *Introduction to Tourism & Hospitality Industry*, Tata McGraw-Hill
- Chon, K. and Sparrow, R. (2000) *Welcome to Hospitality: An Introduction, 2nd edition*. Delmar

THM-402

Tourism concepts & Principles

Cr. Hrs-3

Unit-1

Introduction

Introduction, Types and Forms, Components of Tourism and Tourism Management, Economic Importance, Benefits and costs of Tourism, Basis of Tourism, Geography of Pakistan, Geo-Physical Features of Pakistan

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Unit-2

Major Components of Tourism

Travel (Air, Sea, and Road), Accommodations (Hotel and Restaurants), infrastructure, superstructure, composition related industries, resources (natural and cultural) and activities

Unit-3

Impacts of Tourism

Economic, environmental, social, cultural etc.

Unit-4

Tourism Management

What is management, Tourism products, role of management, strategies, Tourism organization, Financial Analysis

Unit-5

Tourism Marketing

What is marketing, market segments (target market), marketing mix, Market research, Packages

Unit-6

Tourism Policy and Planning

International policy, Pakistan policy and planning, role of Government and other organizations, Case study of an International Touristic destination

Unit-7

Practical case studies

International Tourist destination, Domestic Tourist Destination, visit to different local Tourist sites.

Recommended books:

- Charles R. Goeldner and J. R. Brent Ritchie (2011) *Tourism: Principles, Practices, Philosophies 12th edition*, John Wiley & Sons.
- Walker, John. (2002) *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ: Prentice Hall.
- Beaver, Allan (2006) *A Dictionary of Travel and Tourism Terminology*. Oxfordshire, UK: CABI Publishing.
- Boniface, Brian G. and Chris Cooper (2001). *Worldwide Destinations: The Geography of Travel and Tourism*, 3rd edition. Oxford, UK: Butterworth – Heinemann.
- Cooper, C. J. Fletcher, D. Gilbert, and R. Shepherd, (1998), *Tourism: Principles and Practice*. Essex, UK: Longman.

THM-301

Cultural Resource Management

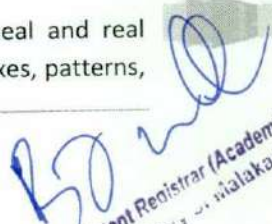
Cr. Hrs-3

Unit-1

Introduction: Define culture, aspects of culture, Material and non-material culture, Ideal and real culture, Elements of culture, Beliefs, values, norms, Organization of culture, Traits, complexes, patterns,

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other related concepts. Cultural Resource Management its scope and importance, Archaeology, the role of Archaeology in the development of Tourism, Geography and geo-physical features of Pakistan, Cultural Resources and Tourism

Unit-2

Sites and Monuments: Pre Muslim sites and monuments: Major cultural parameters of Taxila, Peshawar, Swat, Dir, TakhtiBhai, Jamal Garhi, Shahbazgari.

Muslim period sites and monuments: Major cultural parameters of Bambhore, Mansura, Multan, Odigram, Lahore, Uchh Sharif, Rohtas Fort, Lal Mara Sharif, Attock and Peshawar Forts

Indus Valley civilization, Gandhara Art, Cultural Heritage

Unit-3

Cultural Heritage Management; theories and methods: Cultural heritage management. Tangible and intangible heritage, Evaluation issues, legislation, sustainability, socio economic impacts. Integrated approaches to manage heritage, Protection of the environment and the role of archaeology

Unit-4

Cultural heritage documentation and presentation: Approaches and techniques, heritage resources, Site inspections, Resources and standards.

Unit-5

Cultural heritage planning and development: Practical approaches and methods of Heritage development and planning, Preservation, Development initiatives.

Unit-6

The museums: Introduction, museum philosophy, documentation, function and structure, exhibition policies, museum artifacts, presenting the conservation of heritage, Education and research program, Role and services of museums.

Unit-7

Preventive conservation: Storage and display, Disaster planning, conservation policies, collection surveys.

Unit-8

Conservation project management: Ethics of archaeological conservation, Planning and management of conservation projects, History of structure, survey techniques, philosophy and technology, control and monitoring

Unit-9

Tourism resource management: Tourism resources, supply and demand of tourism, government tourism administration, role of private sector, NGOs participation, Tourism impacts, human and financial resources, public awareness, local community and tourism activities. Change process.

Recommended Books:

- Chakrabarti, D. K. (1990) *The External Trade of the Indus Civilization*. New Delhi: Mun- shiram Manoharlal Publications.
- Sharma, R. C. (2004) *Interaction between Brahmanical and Buddhist Art*: New Delhi.
- Nasim Khan, M. (2010) *The Sacred and the Secular. Investigating the Stupa and Settlement Site of Aziz, Peshawar Valley, Khyber Pukhtoonkhwa* (3 vols). Peshawar.
- Salim, M. (1986) *The Middle Stone Age Cultures of Northern Pakistan*, Islamabad,
- Behrendt, K. A. (2007) *The Art of Gandhara in the Metropolitan Museum of Art*, New Haven/CT.

THM-403

TOUR GUIDING & TRAVEL OPERATIONS

Cr. Hrs-3

Unit-1

Introduction to Travel and Tourism

The history of Tourism, What is Tourism, Domestic Tourism, Tourism Product, Tourism and Environment, Travel Agent, Tour Operator

Unit-2

Preparing for a Tour and meeting the participants for a sightseeing excursion

Personal Hygiene, the itinerary, Timing and practicalities, Vehicle and driver, Group requirements and special needs. Before departure time, locating driver and vehicle, identifying Tour Participants, Late comers and No- shows, departure

Unit-3

Effective communication and caring for customer

Methods of communication, Barriers to communication, caring for customer, going the extra mile

Unit-4

leaving the departure point and leading a Tour Group

Introducing yourself as the Guide, Explaining the tour itinerary, Giving instructions, Group management, leading the participants in different venues, Group cohesion

Unit-5

Giving a commentary and answering questions and Code of Conduct

Preparing a commentary, speaking in public, microphone techniques, success of a commentary, how to answer questions, concise answers, difficult or awkward questions, never lie, persistent questions. Code of conduct, receiving information, Legislation, reporting information, emergencies

Unit-6

Using different forms of transport and Establishing good security measures

Different forms of transportation, Guest comfort, personal property, legal activities, vehicle security, liaising with security staff and police

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Unit-7 Concluding a Tour

Obtaining feedback from the participants; formal, informal, promoting tours, ending the tour and saying goodbye, lost property, tips and gratuities

Unit-8

The role of travel agent

Information service, other services, how they make business, importance of travel agent

Unit-9

Checking stationary, office supplies and Business correspondence and planning travel itinerary

Materials, usage, stock levels and re-order points, ordering and receiving, storing and controlling. Incoming and outgoing correspondence, Mailing, postages, internal correspondence, identifying and meeting the needs, correct timing, follow-up, complaints

Unit-10

Air travel, airline and other ticketing

What is IATA, Classes of service, excess baggage charges, forbidden items, special passengers, passports and visas, health consideration, airline ticket format, checking of airline tickets, other types of ticketing, computerized reservation

Unit-11

Preparing travel and hotel vouchers and selling

Vouchers and their use, controlling vouchers, airline vouchers, selling, buying motivation, promotional materials, after sales follow up

Unit-12

Time differences, travel directories and Closing down and travel legislation

Time differences, GMT, IATA codes, Using the ABC, Hotel index. Working area, office equipment, travel legislations

Recommended Books

- Negi and Jagmohan 1998: *Travel Agency and Tour Operations; concepts and principles*, Kanishka: New Delhi.
- Gwenda Syrratt and Jane Archer (2003) *Manual of Travel Agency Practice 3rd edition*, Butterworth – Heinemann.
- South Asia Tourism Secretariat (1997) *Travel Operations*, SATS.
- Zenaida L. Cruz (2008) *Principles & Ethics of Tour Guiding*, REX Publishing.
- Marc Mancini (2000) *conducting Tour 3rd edition*, Delmar Thomson Learning.
- Verité Reily Collins (2000) *Becoming a Tour Guide: The Principles of Guiding and Site Interpretation*, Thomson Learning.
- South Asia Tourism Secretariat (1997) *Travel Guiding*, SATS.

- Negi and Jagmohan (1998) *Travel Agency and Tour Operation; Concepts and Principles*, Kanishka Publishers.
- Kaye Stearman (2010) *Travel and Tourism*, Evans Brothers Limited

THM-302

Business Communication

Cr. Hrs-3

Unit-1

Effective Business Communication

What is communication, importance of Communication, Communication Model, Barriers in Communication, rules to overcome Barriers Communication, old vs New style in Communication. Talk tactics.

Unit-2

The Seven C's

Completeness, conciseness, consideration, concreteness, clarity, courtesy, correctness

Unit-3

The process of preparing an effective business message

Five planning steps, Basic organization, composing the message

Unit-4

Parts and types of Business message

Standard & Optional parts, Letter layout, Good news, Bad news, Neutral and persuasive messages

Unit-5

Strategies for successful speaking and successful listening

Strategies for improving oral presentation, strategies for reducing stage fright

Recommended Books:

- Heria A Murphy and Jane P Thomas (2007) *Effective Business Communication 7th edition*, McGraw-Hill.
- Courtland L. Bovee and John V. Thill (2010) *Business Communication Today 10th edition*, Prentice McGraw- Hall.
- Stewart, Zimiber & Clark: *Business English & Communication*
- Kitty O Locker: *Business & Administrative communication*

Unit-1**The Hospitality industry and hotel reception**

The hospitality industry, Organization structure, the departments in room division, career opportunities

Unit-2**Personal Hygiene**

Introduction, personal hygiene code, personal hygiene routine

Unit-3**Care of the customer**

Hotel security, Health & safety, the concept of hospitality and service, the customer care triangle, care of the customer, roles, responsibilities and attributes of a receptionist

Unit-4**The reception office and communication**

Communication, verbal communication, non-verbal communication, written communication, visual communication, telecommunication,

Unit-5**Reservations**

Sources of reservation, modes of reservation, types of reservation, methods of reservation, close outs, yield management, overbooking, control of reservation, confirming reservation and status of reservation, revision and cancellations

Unit-6**Checking in and Staying**

Registration, Room status, the check in process, walk-in or chance booking, VIP Check in, Group arrivals, Selling rooms- departure

Unit-7**Guest Accounting and Methods of Payment**

Principles of hotel billing, Type of system, Machine billing, Property Management System, Control procedure, Night Audit, Cash Floats, Methods of Payment, Foreign Exchange, Petty cash and paid outs, rapid/speedy check outs.

Unit-8**Selling Techniques**

Reception as a sales department, Purpose of selling, ABC of selling, The hotel product, Selling methods

Unit-9**Statistics and Reports**

Business Statistics, Key Room statistics, Occupancy reports, Guest Statistics, Operational reports, Forecasts, Financial reports

Recommended Books:

- Peter Abbott and Sue Lewry (1999) *Front Office 2nd edition*, Butterworth Heinemann.
- Dix Colin and Baird Chris (1998) *Front Office 4th edition*, Harlow Longman.
- Sue Baker, Pam Bradley and Jeremy Huyton (2000) *Principles of hotel front office operations 2nd edition*: London Cassell.
- James A. Bardi, William Sullivan, Sheryl F. Kline (2006), *Hotel front office management edition 4th*. John Wiley & Sons
- South Asia Tourism Secretariat (2007) *Front Office, SATS*.

Assistant Registrar (Academics)
University of Malakand


Assistant Registrar (Academics)
University of Malakand

SEMESTER-II			
S. No	Course Code	Subject	Credit Hrs.
1	THM-405	Hotel Operations	04
2	THM-303	Organizational & Consumer Behavior	03
3	THM-406	Tourism Management	04
4	THM-407	Hotel Management II (Housekeeping Management)	03
5	THM-408	Hotel Management III (Food & Beverage Service)	03
Total Credit Hours			17

THM-405	Hotel Operations	Cr. Hrs-4
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Unit-1

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

Unit-2

Forces affecting growth and change in the hospitality industry: Managing change, demand, diversity and culture change, supply land and its produce, workforce diversity, the impact of labor scarcity.

Unit-3

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

Unit-4

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

Unit-5

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

Unit-6

Operations; Housekeeping, Engineering and security: Housekeeping organization and operations, coordination with other departments, the hotel engineering functions/duties, engineering personnel, Duties of security department and personnel.

Unit-7

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

Unit-8

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

Unit-9

Visit to Star Rated Hotel for Practical Exposure

Recommended Books:

- Michael J. O'Fallon, Denney G. Rutherford (2010) *Hotel Management and Operations 5th edition*. John Wiley & Sons.
- Jack D. Ninemeier and David K. Hayes (2006) *Hotel Operations Management 2nd edition* Persons.
- John R. Walker (2004) *Introduction to Hospitality Management 3rd Edition*. Pearson.
- Suzanne Weissinger (2000) *Hotel and Motel Operations 2nd edition*. Delmar-Thomson Learning.
- John Cousins, David Foskett, and Caillein Gillespie (2006), *Food and Beverage Management 2nd edition*. Person.
- YU, L. (1999) *the Hospitality Business: Management and Operations*. The Haworth Hospitality Press.
- Vension, P. (1983) *Managing Hotel*. Heinemann.

THM-303

Organizational and Consumer Behavior

Cr. Hrs-3

Unit-1

Organizational Behavior

Key concepts, Historical perspective on Organizational behavior, Organizational behavior and contemporary issues, Structure and Design, The nature and purpose of organization, The classical and modern concepts of organization, Span of control and organization structure. Authority relations, Line, staff and functional authority

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Unit-2

Delegation and decentralization

Departmentalization, organizational life cycle stages, the contingency approach of organization design, today's organization and various design, Organizational effectiveness.

Unit-3

Organizational Culture

The dynamics of organizational culture, the basic approaches of organizational culture, the cross culture awareness, total quality culture creation, changing and development cohesive organization's culture.

Unit-4

Organizational Change and development

The nature and typology of organizational change, The diagnosis of forces of change, the models and dynamics of planned change, Resistance to change and its management, Techniques for managing change.

Unit-5

Organizational Development

Objective and model, change management and contemporary issues in TQM.

Unit-6

Foundations of individual Behavior

The perception process, the attribution theory, Personality and organizational behavior, Attitude, personal values and ethics, Learning & behavioral modification, behavioral learning models, principles of behavior modification, the process of modifying on the job behavior, Behavior self-management

Unit-7

Socialization and mentoring

The organizational socialization process, the socialization techniques, mentoring organizational roles and norms

Unit-8

Work group behavior

Work group, types, functions and development process, work group structure, composition and effectiveness, inter group interactions, organization influence tactics, organization's politics, strategies for improving work group performance.

Unit-9

Organizational Conflicts Management

The nature of conflicts, Functional versus, dysfunctional conflict, approaches to effective conflict resolution, conflict stimulation.

Recommended Books

- John w. Newstrom (2011) *Organizational Behavior Human Behavior at Work 13th edition*. McGraw-Hill.
- Mullins, L. J. (2001) *Hospitality Management and Organizational Behavior*, 6th edition. Prentice Hall.
- Fred Luthans (2011) *Organizational Behavior 12th edition*. McGraw-Hill
- Leon G.Schiffman anf Leslie Lazar Kanuk(2007) *consumer Behavior 9th edition* , Prentice Hall
- Neal Quester and Hawkins (2002) *Consumer Behavior Implications For Marketing Strategy 3rd edition*. McGraw-Hill.
- Hofstede, G.H. (1991) *Cultures and Organizations: Software of the Mind*. McGraw Hill.
- Luthans F. (1989) *Organizational Behavior, 5th edition*. McGraw-Hill.

THM-406

Tourism Management

Cr. Hrs-4

Unit-1

Tourism today: why it is global phenomenon embracing all our lives

Introduction, travel and sustainability, the leisure society, the internet, tourism growth and development, tourism, the tourist and travel, new forces affecting tourism-globalization, inequality and the developed and developing world.

Unit-2

Tourism: Its origin, growth and future

Changing pattern of SPA development as a form of tourism, tourism and the coast, the sea side resort, the emergency of domestic tourism promotion, the future of tourism, forecasting the international growth, space tourism.

Unit-3

Demand: Why do people engage in tourism

What is tourism demand, the motivation dichotomy, why do people go on holiday, intrinsic and extrinsic motivation, classifying and understanding tourist motives, consumer behavior and tourism. The future of tourism demand

Unit-4

The supply of tourism

Influences on tourism supply issues, the business environment, managing tourism supply issues, accommodation, visitor attractions and activities, transport, tourism organizations and agencies and the supply of tourism, Tourist information centers and visitor servicing, managing the supply of tourism in new millennium.

81

Unit-5

Transporting the Tourist I: Surface transport

Transport, tourism and the tour, Policy issues in tourist transport, Land based transport, water based transport, managing land and surface based tourist transport.

Unit-6

Transporting the Tourist II

The role of the airport as a tourist terminal facility, the international airline industry, managing the airline industry, regulating international air transport, Airline marketing; its role and recent innovations. The low cost carriers; aligning service provision to demand, Airline marketing and developing client relationships; frequent flyer programmes and alliances. Future trends

Unit-7

Accommodation and hospitality services

The hospitality sector, the accommodation sector, the accommodation sector as a global phenomenon and operational issues. The characteristics of the accommodation industry, types of tourist accommodation,

Unit-8

Tour operating and travel retailing

The tour operator, holiday maker, consumer trends affecting the future of tour operating, consumer issues in tour operating, marketing and planning the holiday, travel agents and information communication technology, social networking and tourism, the future of travel retailing.

Unit-9

Visitor attraction

Classify visitor attractions, recent trends and patterns, product considerations, attraction as a leisure product, visitors' attractions and the product life cycle, visitor experience, managing the visitor experience, potential and prospects, the future for visitor attraction management

Unit-10

The management of Tourism

Managing tourism business, the purpose of management in tourism organizations, what do tourism managers manage? Marketing tourism as a management function, managing operational issues in tourism business, Managing service provision, human resource issues and service delivery, tourism and innovation, tourism management in action

Unit-11

The public sector and tourism

Governments and tourism, Planning and Tourism, Government tourism strategies, the public sector marketing of tourism, the future of the public sector in the management of tourism.

Unit-12

Managing the visitor and their impacts

The geography of tourism, its application to impact analysis, Analyzing the impact of tourism, the economic impact of tourism, social and cultural impact of tourism, tourism and the environment, visitor management, future issues for visitor management.

Unit-13

The future of Tourism: post tourism

The spread of tourism, understanding the future of tourism, understand the future divers of change for global tourism, the pressure for tourism to change, crisis and disasters in tourism, Technology and tourism, Climate change, tourism and the environment, limiting tourism; the beginning of the end? Towards a new tourism management concept; managed tourism

Recommended Books:

- Charles R. Goeldner and J. R. Brent Ritchie (2011) *Tourism: Principles, Practices, Philosophies 12th edition*, John Wiley & Sons.
- Stephen Page (2009) *Tourism Management 3rd edition*, Butterworth – Heinemann.
- Lesley Pender and Richard Sharpley (2004) *The Management of Tourism 1st edition*. SAGE Publisher
- David Weaver, Laura Lawton.(2009), *Tourism Management*, 4th edition.
- Boniface, Brian G. , and Chris Cooper .(2001) *Worldwide Destinations: The Geography of Travel and Tourism*,3rd edition ,Oxford, UK : Butterworth – Heinemann.
- Charles R. Goeldner and J. R. Brent Ritchie (2008) *Tourism: Principles, Practices, Philosophies 11th edition*, John Wiley& Sons.

THM-407

Hotel Management II (Housekeeping)

Cr. Hrs-3

Unit-1

Introduction

The organization of Housekeeping department, types of rooms, duties and responsibilities of housekeeping staff, Functions of Housekeeping department, Competencies of a housekeeping professionals, security and safety First Aid, Liaison with other departments

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Unit-2

Cleaning Procedures

cleaning equipment, cleaning agents, Cleaning methods, Principles of cleaning, Types of cleaning and cleaning procedures

Unit-3

Room Preparation

Bed stripping, Bed Making, types of service, room supplies, setting up the trolley, servicing of a checkout room, bathroom cleaning, final cleaning, the dirty dozen, evening service, second service, servicing of a vacant room.

Unit-4

Public area management and service

Introduction of public areas, role of public area supervisor, Public area cleaning workflow, Laundry equipment & machine used, stain removal, classification of stains, handling non-routine cleaning, pest control, types of pesticide, Lost and found.

Unit-5

The Linen and uniform Room

The Linen room, storage condition, types of linen, exchange of linen, the uniform room, types of uniform, uniform exchange procedure with laundry, Par stock and inventory control, stock taking procedure

Unit-6

Furnishing

Different types of floors, carpets, curtains, cushions, blankets, furniture used in room, interior décor, control and practice

Unit-7

Demonstration & Practice

Demonstrate and practice

Practical work will be conducted in labs.

Recommended Books

- Thomas J. A. Jones (2007) *Professional Management of Housekeeping Operations 5th edition*, John Wiley & Sons
- Raghubalan (2011) *Hotel Housekeeping: Operations and Management 2nd edition*, Oxford University Press.
- Sudhir Andrews (2007) *Hotel Housekeeping Management and Operations 1st edition*. McGraw-Hill.
- Matt A. Casado (2011), *Housekeeping Management 2nd edition*, John & Wiley & Sons.
- Walker, John. (2002), *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ : Prentice Hall.

Unit-1

The food service industry: sectors of food service industry, food service operation, the meal experience, food production method, food and beverage service methods.

Unit-2

Staff attributes, skills, and knowledge: success in food and beverage services, attributes of food and beverages service personnel, service conventions, basic technical skills, interpersonal skills, health, safety and security.

Unit-3

Food and beverage services areas and equipment: design and purchasing factors, stillroom, hotplate, wash-up, color and lighting considerations, bar, furniture, linen, tableware, glassware, disposables.

Unit-4

The menu, menu knowledge: origin of the menu, classic menu sequence, classes of menu, influence on the menu, menu and service knowledge.

Unit-5

Beverages: non-alcoholic and alcoholic, tea, coffee, other still room beverages, non-alcoholic beverages, wine and drink lists, cocktails and mixed drinks, bitters, wines, spirits, liqueurs, beers, tasting techniques, matching food with wine and other drinks.

Unit-6

The service sequence (table service): taking booking, preparation for service, the order of service, taking food and beverage orders, service of food, services of alcoholic beverages, cleaning during service.

Unit-7

The service of breakfast and afternoon tea: breakfast service, afternoon tea services

Unit-8

Specialized forms of service: floor/room service, lounge service, hospital tray service, home delivery, airline tray service, rail service.

Unit-9

Supervisory aspects of food and beverage services: legal considerations, sales promotion, customer

relation, staffing levels, staff organization and training, food and beverage pricing, food and beverage control, performance measures.

Recommended Books

- John Cousins, and Dennis Lillicrap (2010) *Food and Beverage service, 8th edition*, Hodder Education.
- Sudhir Andrews (2007) *Introduction to tourism & Hospitality industry 1st edition*. McGrae-Hill
- John Cousins, David Foskett, and Cailein Gillespie (2006) *Food and beverage Management 2nd edition*. Prentice.
- Alan Clarke and Wei Chen (2007) *international hospitality management concepts and cases 1st edition*. Butterworth-Heinemann.
- Walker, John. (2002), *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ : Prentice Hall.

SEMESTER-III			
S. No	Course Code	Subject	Credit Hrs.
1	THM-409	Event Management	03
2	THM-304	Total Quality Management	03
3	THM-410	Tourism Marketing	03
4	THM-305	Accounting & Finance	03
5	THM-411	Hotel Management IV (Food & Beverage Production)	04
Total Credit Hours			16

THM-409

Event Management

Cr. Hrs-3

Unit-1

Introduction

Birth of an events industry, what are events, types of events, the structure of the events industry, event management education and training.

Unit-2

The impacts of Events

Balancing the impact of events, Government's use of events as economic development strategies, economic impact studies.

Unit-3

Event Tourism

Developing destination-based event tourism strategies, the event strategic planning process, situational analysis, development of event tourism goal, creation of an event tourism organization structure,

development of an event tourism strategy, implementation of an event tourism strategy, evaluation of an event tourism strategy, tourism events and regional development.

Unit-4

Conceptualizing the event

introduction, stake holders in events, the host organization, the host community, sponsors, media, co-workers, participants and spectator, creating the event concept, evaluating the event concept, synergy of ideas

Unit-5

The planning function

introduction, what is planning, planning for events, elements of the strategic event planning process, developing strategic plan

Unit-6

Human Resource Management and Events

Introduction, considerations associated with human resource planning for events, human resource planning process for events, recruitment, selection and induction, motivating staff and volunteers, techniques for effective staff and volunteers, team building, legal obligations.

Unit-7

Strategic marketing for events

Introduction, what is marketing, steps in strategic marketing process, planning event product experiences, integrated marketing communication for events

Unit-8

Sponsorship of events

Introduction, what is sponsorship, trends influencing the growth in sponsorship, sponsorship benefits for events and sponsors, the value of sponsorship policy, managing and servicing sponsorship

Unit-9

Control & Budgeting

Introduction, what is control, elements in categories of control, control methods, the budget, reporting.

Unit-10

Risk Management & legal issues

Introduction, risk management process, legal issues, contracts, constructing a contract, trademark and logos, regulations, licenses and permits

On-site logistics, techniques of logistics management, control of events logistics, evaluation of logistics

Unit-11

Staging events

Introduction, what is staging, theming and event design, programming, choice of venue,

audience/guests, the stage, power. Lights, sound, audio visual and special effects, pops and decoration, catering, performers, the crew, hospitality, the production schedule, recording the event, contingencies

Unit-12

Evaluation and reporting

Introduction, what is event evaluation, when to evaluate event, reporting to the stakeholders, types of research, what to evaluate, measuring visitors expenditures, media monitoring and evaluation, finalization

Unit-13

Trends and issues

Introduction, societal trends and their impacts on events, the growth of event industry, information technology, the growth of event research, increasing the government involvement in events

Recommended books

- Glenn Bowdin, Johnny Allen, Rob Harris and Ian McDonnell (2010) *Events Management 3rd edition*, Routledge
- Ian Yeoman, Martin Robertson and Jane Ali Knight (2004), *Festivals and Events Management 1st edition*. Butterworth – Heinemann.
- Razaq Raj, Paul Walters and Tahir Rashid (2013) *Events Management: Principles and Practice 2nd edition*. SAGE Publication.
- Vaibhav Mehndiratta (2008), *Event Management 1st edition*: Abhishek Publisher.
- Lynn Van Der Wagen and Brenda R. Carlos (2004) *Event Management*, Prentice Hall

THM-304

Total Quality Management

Cr. Hrs-3

Unit-1

Introduction

Concept of Management, concept of Totality, Concept of quality, the quality Gurus, Zero Defect management, quality in business performance, service quality vs product quality, case study of service organization

Unit-2

Leadership for TQM

Attitude and involvement of top management, Characteristics of quality leaders, Ethics management program, communication, culture, case study

Unit-3

Information Analysis and Information Planning

How to gather process and retrieve information, environmental scanning, SWOT Analysis, Porter's model, Information and customer, case study

Unit-4

Human Resource Development and Management

Involvement, training and development, performance appraisal, selection, compensation system, case study

Unit-5

Management of process quality

History of quality control, product inspection vs quality control, Feedback vs feed forward, process control in service organization, quality functions, deployment, just in time vs just in case, case study

Unit-6

Customer focus and satisfaction

Process vs customer, driver of customer satisfaction, measurement of customer satisfaction, service quality, customer retention and profitability, buyer and supplier relationship

Unit-7

Benchmarking

Evolution and essence of bench marking, benefits of bench marking, strategic and operational bench marking, bench marking process

Unit-8

Quality and re-engineering

Activity analysis, re-engineering, principles of re-engineering

PROJECT: choose a company and find out the aspects of quality that is followed by the company and prepare a brief report.

Recommended Books

- Dale H. Besterfield (2011) *Total Quality Management 3rd edition*, Prentice Hall.
- Joel E. Ross (1999) *Total Quality Management 3rd edition.*, St. Lucie press
- V.S.Bagad (2008) *Total Quality Management 1st edition*, Technical Publication Pune.
- Stephen George and Arnold Weimerskirch (1998) *Total Quality Management: Strategies and Techniques Proven at Today's Most Successful Companies 2nd edition*: John Wiley & Sons.

THM-410

Tourism Marketing

Cr. Hrs-3

Unit-1

INTRODUCTION

Marketing- Hospitality & Tourism Marketing- Marketing Management- Marketing Management Philosophies- characteristics of Service Marketing- Marketing's Future

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Unit-2

THE ROLE OF MARKETING IN STRATEGIC PLANNING

Nature of high performance Business- Corporate Strategic Planning- Business strategy Planning- Unique Challenges of the Hotel Industry

Unit-3

MARKETING INFORMATION SYSTEMS & MARKETING RESEARCH

Marketing Information System- Research Problems Areas- The Internet; A great source of Marketing Information- Marketing Research in small business/smaller organizations

Unit-4

CONSUMER & ORGANIZATIONAL BUYING BEHAVIOR

Personal Characteristics affecting consumer behavior- The buyer decision process- The organizational buying process- Major influences on organizational buyers. Organizational buying decisions- group business market

Unit-5

MARKET SEGMENTATION, TARGETING & POSITIONING

Market segmentation- Targeting- The frequent business traveller- Market positioning

Unit-6

DESIGNING AND MANAGING PRODUCTS

What is product- product levels- Augmented products- Brand Decisions- New product development- Marketing highlight- Product Life Cycle strategies-

Unit-7

PRICING PRODUCTS: PRICING CONSIDERATIONS, APPROACHES AND STRATEGY

Price- Factors to consider when setting prices- General Pricing Approaches- Pricing strategies- Segmented Pricing- Price Fixing- Other pricing considerations- Price changes

Unit-8

DISTRIBUTION CHANNELS

Nature of distribution channels- Marketing intermediaries- Top ten ideas for working with travel agents- Channel behavior and the organization- Selecting channel members- Responsibilities of channel members and suppliers

Unit-9

PROMOTING PRODUCTS: COMMUNICATION AND PROMOTION POLICY AND ADVERTISING

The communication process- Promotion tools and promotion mix- advertising- Major decisions in advertising- Public Relations-Major activity of PR department- Public Relations process- Sales promotion

Unit-10

ELECTRONIC MARKETING, PROFESSIONAL SALES AND DESTINATION MARKETING

Internet marketing- Direct Marketing- Sales Force Objectives- Sales Force structure and size- Managing

the sales Force- Importance of Tourism to a Destination Economy- Tourism strategies and Investments- Segmentation and Monitoring the Tourist Market-Organizing & Managing Tourism Marketing

Recommended Book:

- Philip R Kotler, John T. Bowen and James Makens (2009) *Marketing for Hospitality & tourism 5th edition* Pearson
- G.P.Raju (2009) *Tourism Marketing and Management 1st edition*: Manglam publication
- Manpal Singh (2008) *Tourism Management 1st edition*: Himalaya Books PVT.LTD
- Philip Kotler, John Bowen and James Makens (2002) *Marketing for Hospitality and Tourism 3rd edition*.Prentice Hall.
- J. Christopher Holloway (2004) *Marketing for Tourism Edition 4th*. Prentice Hall.
- Dotty Boen Oelkers (2007) *Travel and Tourism Marketing*, Thomson South-Western.
- Beid, R.D. and Bojanic,D.C. (2006) *Hospitality Marketing Management*. John Wiley & Sons.
- Bowie, D. and Buttle, F. (2004) *Hospitality Marketing*. Butterworth-Heinemann.
- Brassington, F. and Pettitt, S. (2003) *Principle of Marketing, 3rd edition*. Prentice Hall.

THM-305

ACCOUNTING & FINANCE

Cr. Hrs-3

Unit-1

Introduction

Purpose and nature of Accounting, various areas of accounting, forms of business enterprises, Accounting information users, GAAP, Conversion, Business transaction and accounting equation.

Unit-2

Accounting process

Recording changes in financial position, double entry accounting system, journal, ledger, Trial balance

The Accounting Cycle

Measuring business income, adjusting process, completion of accounting cycle, work sheet, financial statements

Unit-4

Accounting for merchandizing companies

Accounting for receivables accounting for inventory, accounting for depreciation of fixed assets, depreciation methods

Recommended Books

- Craig Deegan (2002) *Financial Accounting Theory*, McGraw-Hill
- Frederick L. Jones and Dasaratha V. Rama(2006) *Accounting Information Systems 2nd edition*, Thomson South-Western.
- Hansen and Mowen(2009) *Management Accounting 6th edition*: Thomson South-Western.

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- Richard A .Barealey, Frinklin Allen, and Pitabas Mohanty (2012) *Principles of corporate Finance 10th edition*. Tata McGraw-Hill.
- Frank Wood and Alan Sangster (2010) *Business Accounting 11th edition*. Pearson.

Unit-1

Introduction

Introduction, nature, scope and functions of Financial Management, Financial decisions areas, objective of financial management, framework for financial management

Unit-2

Working capital management

Concepts and components, determinants of working capital requirement, working capital conversion cycle, and identification of risk, Cash and marketable securities management, objectives of cash management, rational for holding cash, determinants of cash needs, cash management strategies. Credit policy: optimal credit policy, credit granting policy, credit collection policy, analysis of changes in credit policy.

Unit-3

Sources for Finance

Short term financing, trade credits, commercial bank loans, collateral supported loans and commercial paper, intermediate financing

Unit-4

Financial Markets

Money market, institutional framework with reference to Pakistan, capital markets, primary vs secondary markets.

Unit-5

The valuation concepts

Key concept of value, time value concept, the valuation process, the fundamental valuation model, valuation of securities.

Unit-6

Financial forecasting and capital budgeting

short term financial projections, cash budget and pro-forma financial statements, long term financial projections, Nature and process, Estimation and identification of the relevant cash flows, capital budgeting, evaluation techniques, capital rationing. Dividend policy: Determinants of individual policy, alternate dividend policy

Recommended Books

- Richard Barealey, Frinklin Allen, and Pitabas Mohanty (2012) *Principles of corporate Finance 10th edition*. Tata McGraw-Hill.

- Eugene F.Brigham and Michael C.Ehrhardt (2012) *Financial Management 12th edition*, Cengage Learning.
- James C. Van Horne(2012) *Fundamentals of Financial Management 13th edition*. PHI Learning.
- Lawrence J.Gitman(2006) *Principles of Managerial finance 11th edition*. Pearson.

THM-411 Hotel Management IV (Food & Beverage Production) Cr. Hrs-4

Unit-1:

The food service industry: history of modern food service, the organization of modern kitchens standards professionalism.

Unit-2

Sanitation and safety: sanitation, food hazards, personal hygiene, food storage, food handling and preparation, cleaning sanitizing equipment, setting up a system for food safety.

Unit-3

Tools and Equipment: introduction to quantity food equipment, cooking equipment, processing equipment, holding and storage equipment, pots, pans, and containers, measuring devices, knives, handles tools, and small equipment.

Unit-4

Basic cooking principles: heat and food, effects of heat on foods, heat transfer, cooking timers, cooking methods, Moist heat methods, dry heat methods, microwave cooking, building flavor.

Unit-5

Menus, Recipes and cost Management: menu forms and functions, Building Menu, Measurement, food cost calculations, controlling food.

Unit-6

MISE EN PLACE: planning and organizing production, using knife, preliminary cooking and flavoring, preparation for frying, handling convenience foods.

Unit-7

Stock and sauces: stock, ingredients, procedures, reduction and glazes, convenience bases.

Sauces: understanding sauce, roux, other thickening agents, finishing techniques, sauce families, production.

Unit-8

Soups: understanding soups, classification of soups, service of soups, clear soups, broths, vegetable soups, other clear soups, thick soups, cream soups, puree soups.

Unit-9

Cooking Fish, poultry and game birds: composition and structure, handling and storage, roasting and baking, broiling and grilling, pan frying, deep frying, simmering and poaching and special problems cooking in fish

Unit-10

Understanding meats and game: understanding basic cuts, Bone structure, Beef, lamb, veal, and cuts, cooking and handling meats, tenderness and appropriate cooking methods.

Unit-11

Cooking meats and game: roasting and baking, broiling, grilling, and pan grilling, simmering, braising.

Unit-12

Breakfast preparation: understanding eggs, cooking eggs, Omelets and bakery items

Unit-13

Nutrition, pasta, noodles rice, desserts, salads and salads dressing, other starches, Hors d'oeuvres and dressing, food presentation. Garnishing, Cooking vegetables, Yeast Products, Cakes and icing,

Recommended Book:

- Wayne Gisslen (2006) *Professional Cooking, 6th Edition*, John Wiley & Sons.
- Pauli, Eugen (1997), *Classical Cooking the Modern Way 3rd edition*, John Wiley & Sons.
- Usha Raina and Sushma Kashyap (2010) *Basic Food Preparation Complete Manual 4th edition*, Orient Black Swan.
- John Cousins, David Foskett, and Cailein Gillespie (2006), *Food and beverage Management 2nd edition*. Prentice.
- Dennis Lillicrap and John Cousins (2010) *Food and beverage service 8th edition*. Hodder Education.
- Knight, John B, and Lendel H. Kotschevar (2000) *Quantity Food Production, Planning and Management, 3rd edition*, John Wiley & Sons.

SEMESTER IV			
S. No	Course code	Subject	Credit Hrs.
1	THM-306	Human Resource Management	03
2	THM-412	Tourism & Hospitality Law	03
3	THM-413	Tourism Policy and Planning	03
4	THM-307	Small and Medium Enterprises (Entrepreneurship)	03
5	THM-414	Research Methodology	03
6		Internship/Presentation/Viva Voce	03
Total Credit Hours			18
G. Total Credit Hours			69

THM-306 Human Resource Management Cr. Hrs-3

Unit-1

Introduction

Introduction to HRM, Importance of HRM, HR Manager's duties, Line and staff Management

Unit-2

Recruitment and placement

Job Analysis, Human resource planning and recruiting, employee testing and selection, interviewing candidates

Unit-3

Training and development

Training and development employees, Performance management and appraisal, Coaching, careers and talent management

Unit-4

Compensation

Establishing strategic plans, pay for performance financial incentives, benefits and services

Unit-5

Employee Relations

Ethics, justice and fair treatment in HR Management, Labor Relations and collective bargaining, Employee safety and health, Managing Global Human Resource, Managing Human Resource in Entrepreneurial Firms

Recommended Books:

- Garry Dessler and Biju Varkkey (2011), *Human Resource Management 12th edition*, Pearsons.
- John m. ivancevich (2003) *Human Resource Management 9th edition*, McGraw-Hill.

- Raymonde Noe, John Hollenbeck and Barry Gerhart (2007) *Fundamentals of Human Resource Management 2nd edition*, McGraw-Hill.
- Dennis Nickson (2007) *Human Resource Management for the Hospitality and Tourism industries*, Butterworth-Heinemann.
- Walker, John. (2002), *Introduction to Hospitality 3rd edition*. Upper Saddle River, NJ : Prentice Hall.
- Woods, R.H. (1997) *Managing Hospitality Human Resource, 2nd edition*. Educational Institute of the American Hotel and Motel Association.

THM-412

Tourism and Hospitality Law

Cr. Hrs-3

Unit-1

LAW OF CONTRACT

- Definition
- Essential of Valid Contract
- Kinds of Contract
- Discharge of Contract
- Breach of Contract
- Remedies for Breaching an Enforceable Contract

Unit-2

HOSPITALITY CONTRACTS

- Specific Contract Clauses
- Franchise Contracts
- Management Contracts

Unit-3

HOTEL OPERATOR OBLIGATIONS

- Hospitality Operator Duties towards Guest
Hospitality Operator responsibilities for Guest Property
- Hospitality Operator responsibilities of Serving Food

Unit-4

LEGAL OBLIGATIONS IN TRAVEL AND TOURISM

- Tourism
- Travel
- Tour Operators and Travel Agents
- Accommodations and Transportation
- Labor Laws
- Health and Safety
- Liability for Lost and Theft

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- Wild Life
- Forest Act
- Taxation

Unit-5

BREIFE INTRODUCTION OF PAKISTANI LAW REGARDING TOURISM & HOTELING

- Pakistan Hotels and Restaurants Act-1976
- Tourist Guides Act-1982
- Travel Agency Act-1976
- Food Stuff Control Act-1958
- Immigration Law of Pakistan

Recommended Books

- Stephen C. Barth (2011) *Hospitality Law: Managing Legal Issues in the Hospitality Industry 4th edition*: New Jersey: Jonson Wiley & Sons.
- Jack P. Jefferies and Banks Brown (2010) *Understanding Hospitality Law 5th edition*. American Hotel & Lodging Educational Institute.
- A.M. Chaudhry (2012) *The Law of Torts*, PLD Publishers, Lahore
- Naveed Zafar Advocate (2007) *The Contract Act (IX of 1872)*, Eastern Law Book House, Lahore

THM-413

Tourism Policy and Planning

Cr. Hrs-3

Unit-1

Introduction: Governments, Leisure and Tourism, Policy making and Planning, Government Roles Perspective, Tourism Policy of Pakistan

Unit-2

Leisure and Tourism: Rights, Needs and Citizenship: Introduction, Human Rights definitions, Leisure rights, Sporting rights, Artistic and Cultural rights, rights, Group rights, Meaningfulness of rights declaration, The rights of the citizen

Unit-3

Political ideologies and the role of the state: Introduction, Review of Tourism Policy of Pakistan.

Unit-4

The Market versus the state: The Triumph of Capitalism. Mainstream Economics, The working of the market, Types of market Failure, Social/ Political Arguments for Government Involvement

Unit-5

Public Policy-making: Formal Constitutions. Unitary vs Federal Systems, The location of leisure and tourism, Formal decision-making procedures,

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Unit-6

Leisure and Tourism Plans and Planning: Strategic Planning. Guidelines, Local cultural strategies, Outdoor Recreation and open space. The strategic Planning process

Unit-7

Planning Methods: Planning techniques and approaches. Standards of provision, Resource based planning, Grass demand/ market share (GDMS) approach, spatial approaches, the recreation opportunity spectrum

Unit-8

Forecasting Leisure and Tourism Demand: Forecasting, Demand change factors, Forecasting Techniques

Unit-9

Economic Evaluation Techniques: Cost benefit analysis, Economic-impact Analysis.

Unit-10

Performance Evaluation: Evaluation in context, Steps in evaluation process, Approaches, Application in Leisure in Tourism, Goals and performance indices

Recommended Books:

- Dianne Dredge and John Jenkins (2011) *stories of Practices: Tourism Policy and Planning*, Ashgate Pub Co.
- Charles R. Goeldner and J. R. Brent Ritchie (2011), *Tourism: Principles, Practices, Philosophies 12th edition*, John Wiley & Sons.
- Geetanjali Gangoli (2010), *Tourism Policy and Planning*, ABD Publishers
- David L. Edgell, Maria DelMastro Allen and Jason (2007) *Tourism Policy and Planning yesterday, today and tomorrow 1st edition*, Butterworth- Heinemann
- Chauhan Ravee (2009) *Tourism Policy and Planning*, Vista International Publishing

THM-307 SMALL AND MEDIUM ENTERPRISES (ENTREPRENEURSHIP) . Cr. Hrs-3

Unit-1

Introduction

Entrepreneurship Perspective, economics and entrepreneurship, process, ventures, practices and characteristics

Unit-2

Entrepreneurship and new free enterprise

Entrepreneurship ventures opportunities, innovations, change, fantasies, environment of small business, sources and resolutions, corporate entrepreneurship, risk failure and new venture unit, feasibility of planning and concepts of planning, stages of growth model, responsibility of feasibility plan.

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Unit-3

Product and service concepts

Product servicing concepts and commercial opportunities (macro over view), product and technology, identification opportunities, Product development life cycle, product protection, trade mark and patents, process of patents, validity of property rights and accessing government information. Human resource side of enterprise, infrastructure of services, types of service venture, success factors.

Unit-4

Marketing and new venture development

Marketing research for new ventures, marketing concepts, startup of marketing research, market focused on organization, source of market intelligence, competitive analysis and implications of market research. Marketing strategies and functions and product concepts, 4Ps, making marketing plan, changing international ventures

Unit-5

Entrepreneurial team and business formation

Human resource and relations, BOD, legal aspects, acquiring a business, evaluation of acquisition opportunities and methods of evaluation, Financial resources and asset management, different types of financing buy or lease. Organization cycle and growth of organization, strategic management for success of enterprise, looking towards entrepreneurial career

Unit-6

Going Global and Accessing resources for growth from external sources

Motivation to go global, strategic effects of going global, strategic issues, important consideration foreign market selection, entrepreneurial partnering, Using external parties to help grow a business, franchising, investing in a franchise, joint venture, types of joint venture, acquisition, merges, overcoming constraints by negotiating more resources.

Recommended Books

- Coulter, M. (2003) *Entrepreneurship in action, 2nd edition*. Prentice Hall.
- Donald F. Kuratk. (2008) *Entrepreneurship: Theory, Process, Practice 8th edition*: Cengage South-Western Learning.
- Robert D. Hisrich (2011) *Entrepreneurship 6th edition*, New York: McGraw- Hill.
- S. Anil Kumar (2003) *Entrepreneurship Development: New Age International Publishers*.
- By Sangramkeshar Mohant (2005) *Fundamental Of Entrepreneurship*, Prentice Hall.
- Gerald I. Susman (2007) *Small and Medium-sized Enterprises and the Global Economy*: Edward Elgar.

Unit-1**Introduction to Research**

What is research, Business research, Definition of Research, types of Research, Basics or fundamentals of research, internal & External research, Ethics of research

Unit-2**The Hallmarks of research**

Purposiveness Rigor, Testability, Precision & Confidence, Objectivity, Generalization, Limitation of research

Unit-3**Steps of Hypothesis-Deductive Methods**

Observation, Preliminary information gathering, theory formulation, Hypothesizing, future data collection, Data analysis, Deduction

Unit-4**Business research**

The internet, electronically mails, Browsers, Websites

Unit-5**Research process**

Defined broad problem area, preliminary data gathering, problem definition, theoretical frame work, generation of hypothesis, research design, data collection, analysis& interpretation, deduction, report writing, report presentation, decision

Unit-6**Data Collection Methods**

Sources of data, primary Sources, secondary sources, data collection methods- interviewing, structured/unstructured-Questionnaires-Attributes of good questionnaire, other methods- Observational Surveys-sampling-Electronic Sources

Unit-7**The research report**

Research Proposal, Report, report writing, purpose of the report, characteristics of the report

Unit-8**Integral Parts of the report**

Title page, preface, Acknowledgment, research proposal and Authorization letter-Executive Summary- Table contents, Introduction section, Body of the report, Final part of the report, References, Bibliography, Appendix, Oral presentation.

Recommended Books:

- Wayne Dean Goddard, Stuart Melvill (2011), *Research Methodology 2nd edition*. Juta & Co. Ltd.
- Ellis, See et al (1994) *Research Methods in the Social Sciences*, Madison, WCB, Brown and Benchmark Publishers.
- Baker, Therese L.(1988). *Doing Social Research*, New York: McGraw Hill.
- Baker, Therese L. (1994) *Doing Social Research 2nd edition* , New York: McGraw Hill,
- Inc. Benjafield, Jhon G. (1994). *Thinking Critically about Research Methods*. London: Allyn and Bacon.

NOMINATION OF PANEL OF EXAMINERS FOR EVALUATION OF VIVA VOCE BS (HONS) AND MA PROGRAM

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3	Dr. Zakir Ullah Jan	Associate Professor, Department of Archaeology
4	Mr. Asad Raza	Head, Department of Tourism & Hospitality, Hazara University, Mansehra
5	Dr. Shafiq-ur-Rahman	Head, Department of Management Studies, University of Malakand
6	Dr. Abdul Samad	Head, Department of Archaeology, Hazara University, Mansehra
7	Dr. Arab Naz	Chairman, Department of Sociology and Social Work, University of Malakand
8	Mr. Abbas Pervez	Director Room Division, Pearl Continental Hotel, Peshawar
9.	Mr. Sajid Badshah	Lecturer, Department of Tourism & Hospitality, Abdul Wali Khan University, Mardan
10.	Mr. Anas Mehmood	Lecturer, Department of Tourism & Hospitality, Hazara University, Mansehra

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**MEMBERS OF THE BOARD OF STUDIES OF THE DEPARTMENT OF TOURISM &
HOTEL MANAGEMENT, UNIVERSITY OF MALAKAND, CHAKDARA**

S. No	Name/ Designation	Status	Signature
1.	Mohammad Hanif Khan Yousafzai Incharge, Department of Tourism and Hotel Management, University of Malakand	Convener/Ex- Officio	
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8.	Mr. Mohammad Zubair, Lecturer, Department of Tourism and Hotel Management, University of Malakand	Member	