

CURRICULUM FOR TWO-YEAR ASSOCIATE DEGREE / BS (4-YEAR) IN TOURISM AND HOTEL MANAGEMENT



**DEPARTMENT OF TOURISM & HOTEL MANAGEMNT
UNIVERSITY OF MALAKAND
2023-ONWARDS**

[Signature]
Chairman
Department of Tourism
& Hotel Management
University of Malakand

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05-DEC-2023

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Agenda Item-1: Approval of Vision, Mission Statement and objectives of the Department of Tourism and Hotel Management

Vision:


To impart quality education with the main focus on teaching, research, training and development in order to obtain a competitive edge in developing professional entrepreneurs and effective leaders for local as well as international tourism and hospitality industry.

Mission:

Cater the educational, professional and leadership needs of the graduates by providing quality teaching, research and capacitating them with state-of-the-art training facilities, equip them with exposure through linkages of academia and industry in tourism and hospitality sector.

Objectives of the Department:

- To establish conducive environment that empowers students with both conceptual knowledge and professional skills.
- To enhance practical exposure by providing state-of-the-art training facilities and labs in the fields of tourism and hospitality. These facilities are crucial for enriching students' understanding of both strategic and operational aspects within Tourism and hospitality.
- To foster awareness among students regarding emerging trends in the tourism and hospitality sector, placing a special emphasis on research as a means to stay current and innovative in this competitive industry.
- To establish strong linkages between academia and industry to expose students to real-world experiences and contribute to the development of the tourism and hospitality industry.


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Agenda Item-2: Approval of list of examiners for BS (4 Years) program viva voce examination

S. NO	NAME	ADRESS
1	Dr. Adnan Dogar	Chairman, Associate Professor, Department of Tourism & Hospitality, Kohsar University Murree
2	Dr. Zia Ullah	Head, Department of Tourism & Hospitality, Abdul Wali Khan University, Mardan
3	Dr. Abrar Ullah	Chairman, Department of Tourism & Hospitality, University of Swabi
4	Dr. Mohammad Alam	Assistant Professor, Department of Tourism & Hospitality, Hazara University, Mansehra
5	Dr. Jawad Hussain	Associate professor, Department of Commerce & Management Sciences, University of Malakand
6	Dr. Abdul Samad	Director, Directorate of Archaeology and Museums, Khyber Pakhtunkhwa
7	Dr. Shabir Ahmad	Assistant professor, Department of Commerce & Management Sciences, University of Malakand
8	Dr. Muhammad Usman	Assistant professor, Department of Commerce & Management Sciences, University of Malakand
9.	Dr. Altaf Hussin	Assistant professor, Department of Commerce & Management Sciences, University of Malakand
10.	Dr. Anas Mehmood Arif	Assistant Professor, Department of Tourism & Hospitality, Hazara University, Mansehra
11	Mr. Usman Khan	Lecturer, Department of Tourism & Hospitality Management, Kohsar University Murree
12	Dr. Zarawar Khan	Assistant Professor, Institute of Cultural Heritage Tourism & Hospitality Management, University of Swat.
13	Dr. Rahmat Karim	Department of Tourism & Hospitality, KI University Gilgit Baltistan.
14	Mr. Tariq Jang	Lecturer, Foundation University Islamabad
15	Prof. Dr Shafiq Ur Rehman	Professor, Department of Commerce and Management Sciences University of Malakand

Agenda Item-3: Nomination of two members of BOS for the board of faculty

1. Dr. Alam Zeb Associate professor
2. Mr. Muhammad Fahad Khan, Lecturer


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STRUCTURE

S.NO	Categories	No. of courses		Credit Hours	
		Min	Max	Min	Max
1.	General Education Cluster	12		30	
2.	Allied / Interdisciplinary courses	4-6		12-18	
4.	Major courses/Disciplinary courses	25-30		75-90	
5.	Capstone project/Internship	2		6	
	Total	40-45		120-144	

- Total numbers of credit hours 120-144
- Duration 4 years
- Semester duration 16-18 weeks
- Semesters 08
- Course load per semester 15-18 Cr Hrs.
- Number of course per semester 5-6


Semester	General education cluster	Major courses	Allied/ interdisciplinary courses	capstone Project/Internship	Total
Semester-1	4	2	-	-	6/16
Semester-2	4	2	-	-	6/16
Semester-3	4	2	-	-	6/16
Semester-4	-	5	-	-	5/15
Semester-5	-	4	2	-	6/18
Semester-6	-	3	2	1	6/18
Semester-7	-	4	2	-	6/18
Semester-8	-	4	-	1	5/15
BS T&HM	12	26	6	2	46
Credit Hours	30	78	18	6	132

Bachelor in Science (BS) in Tourism and Hotel Management is 4 years program having 8 semesters. Students are required to earn 132 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 46 with 2 to 3 credit hours for each subject. As per HEC standardized format/ Scheme of studies, following categories of courses are offered:

Categories of Courses	No of courses/ credit hours	
General Education Cluster	12 courses/ 30 Cr Hrs.	
Major Courses	26 courses/ 78 Cr Hrs.	
Allied Courses	6 courses/ 18 Cr Hrs.	
Capstone Project and Field Work/Internship	2 Projects/ (3+3=6 Cr Hrs) Includes internship and report	
	Total Courses 46	Total Credit hours 132


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BS (4-Year) Tourism and Hotel Management Layout/Framework

General Education Cluster		Allied Courses (Interdisciplinary courses)	
Title	Cr.Hrs	Title	Cr.Hrs
1. Ideology and constitution of Pakistan	2	1. Principles of Management	3
2. Functional English	3	2. Organizational Behavior	3
3. Quantitative Reasoning-I (Mathematics)	3	3. Human Resource Management	3
4. Quantitative Reasoning-II (Statistics)	3	4. Introduction to Business	3
5. Islamic Studies	2	5. Business Finance	3
6. Introduction to Expository Writing	3	6. Business Ethics & CSR	3
7. Introduction to Archeology	2		
8. Introduction to Geology	2+1		
9. Seerah and its Contemporary Application سیرت رسول ﷺ اور اس کی عصری معنویت	2		
any course can be selected from arts and humanity group in the general category (for non-Muslims)	2		
10. Civic and Community Engagement	2		
11. Introduction to Information and Communication Technologies (ICT)	2+1		
12. Entrepreneurship	2		
Total	30	Total	18

Major Courses			
Title	Cr.Hrs	Title	Cr.Hrs
1. Introduction to Tourism and Hospitality	3	14. Food and Beverages service	2+1
2. Cultural Heritage of Pakistan	3	15. Tourism Management	3
3. Tourism Resources of Pakistan	3	16. Tourism and Hospitality Law	3
4. Tourism concepts and principles	3	17. Food and beverages production	2+1
5. Front office operations and Management	2+1	18. Tourism Marketing	3
6. Hotel operations	3	19. Strategic Management for tourism and hospitality	3
7. Tourism and peace	3	20. Event Management	3
8. Tour Guiding and Travel operation	3	21. Sustainable Tourism	3
9. Housekeeping operations and Management	2+1	22. Tourism policy and planning	3
10. Cultural Resource Management	3	23. Project Management	3
11. Eco-Tourism	2+1	24. Research methodology	3
12. Sacred/Religious Tourism	3	25. Tourism Risk and Disaster Management	3
13. Global Destinations	3	26. Emerging trends in tourism & Hospitality	3

Total		78
Capstone Project and Field Work/Internship	2 Projects/ (3+3=6 Cr Hrs)	6
Grand Total		132

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Scheme of Studies for BS (4-Year) in Tourism and Hotel Management

Scheme of Studies

Semester-I			
Codes	Title of the Courses	Cr. Hrs.	Remarks
THM 111	Introduction to Tourism and Hospitality	3	Major
THM 112	Tourism Resources of Pakistan	3	Major
ISL 112/ ETH 118	Islamic Studies / Ethics (for non-Muslims)	2	General Education
ENG 101	Functional English	3	General Education
CS 110	Introduction to Information and Communication Technologies	3 (2+1)	General Education
SOC 114	Civic and Community Engagements	2	General Education
	Total	16	
Semester-II			
Codes	Title of the Courses	Cr Hrs	Remarks
QR 101	Quantitative Reasoning-I (Mathematics)	3	General Education
ENG 102	Introduction to Expository Writing	3	General Education
PSC 116	Ideology and constitution of Pakistan	2	General Education Cluster
ISL 113	سیرت رسول ﷺ اور اس کی عصری معنویت Seerah and its Contemporary Application/ any course can be selected from arts and humanity group in the general category (for non-Muslims)	2	General Education
THM 121	Cultural Heritage of Pakistan	3	Major
THM 122	Tourism Concepts and Principles	3	Major
	Total	16	
Semester-III			
Codes	Title	Cr Hrs	Remarks
ARC 114	Introduction to Archaeology	2	General Education
QR 102	Quantitative Reasoning-II (Statistics)	3	General Education
MGT 215	Entrepreneurship	2	General Education
GEOL 101	Introduction to Geology	2+1	General Education

THM 231	Cultural Resource Management	3	Major
THM 232	Front office operations and Management	2+1	Major
	Total	16	
Semester-IV			
Codes	Title of the Courses	Cr Hrs	Remarks
THM 241	Hotel Operations	3	Major
THM 242	Tour Guiding and travel Operation	3	Major
THM 243	Eco-Tourism	3	Major
THM 244	Sacred/Religious Tourism	3	Major
THM 245	Food and Beverages Services	2+1	Major
	Total	15	
Semester-V			
Codes	Title of the Courses	Cr Hrs	Remarks
THM 351	Housekeeping operations and Management	2+1	Major
THM 352	Emerging trends in Tourism and Hospitality	3	Major
THM 353	Food and beverages Production	2+1	Major
MGT 111	Principles of Management	3	Allied courses
MGT 112	Introduction to Business	3	Allied Courses
THM 354	Global destinations	3	Major
	Total	18	
Semester-VI			
Codes	Title of the Courses	Cr Hrs	Remarks
MGT 312	Organizational Behavior	3	Allied Course
MGT 215	Human Resource Management	3	Allied Course
THM 361	Tourism Management	3	Major
THM 362	Tourism and Hospitality Law	3	Major
THM 363	Tourism and peace	3	Major
THM 399	Internship/Field Work	3	Major
	Total	18	
Semester-VII			
Codes	Title of the Courses	Cr Hrs	Remarks
MGT 211	Business Finance	3	Allied Course
MGT 415	Business Ethics & CSR	3	Allied Course

THM 471	Research methodology	3	Major
THM 472	Event Management	3	Major
THM 473	Sustainable Tourism	3	Major
THM 474	Tourism Risk and Disaster Management	3	Major
	Total	18	
Semester-VIII			
Codes	Title of the Courses	Cr Hrs	Remarks
THM 481	Tourism policy and Planning	3	Major
THM 482	Strategic Management for Tourism and Hospitality	3	Major
THM 483	Project Management	3	Major
THM 484	Tourism Marketing	3	Major
THM 500	Capstone project/ Thesis	3	Major
	Total	15	
Total Credit Hours		132	

- Teaching of Holy Quran is noncredit hours course which will be taught in all eight semesters (for Muslims students only)

Note:

Courses included in the General Education Category are designed by the respective departments including their course codes, credit hours and titles (reflected in the scheme of studies). All such courses approved by the Syndicate are available on the university website (www.uom.edu.pk). For any query the office of the Registrar Academics may be approached for clarification/guidance.

Semester-I			
Codes	Title of the Courses	Cr. Hrs.	Remarks
THM 111	Introduction to Tourism and Hospitality	3	Major
THM 112	Tourism Resources of Pakistan	3	Major
ISL 112/ ETH 118	Islamic Studies/ Ethics (for Non-Muslims)	2	General Education
ENG 101	Functional English	3	General Education
CS 110	Introduction to Information and Communication Technologies	2+1	General Education
SOC 114	Civic and Community Engagements	2	General Education
	Total	16	

THM 111 Introduction to Tourism and Hospitality Cr. Hrs-3

COURSE INTRODUCTION AND OBJECTIVES:

This course is designed to introduce students to the tourism and hospitality industry. Consideration is given to the concepts and vocabulary common throughout the tourism and hospitality sectors. A critical examination of the competition for resources with other industries is examined.

COURSE OBJECTIVES:

1. Describe the characteristics of tourism.
2. Define, understand, and explore a variety of tourism terminology and concepts.
3. Identify evolving issues and trends in the tourism industry and discuss their implications for festivals and events.
4. Define the interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events.
5. Describe the history and current scope of the Hospitality industry.
6. Describe the basic structure and organization of the foodservice industry.
7. List and describe the basics of catering operations.
8. Explain the structure, amenities and product types available in the lodging industry.

Unit-1

INTRODUCTION: Definition of Hospitality, The Nature of the Hospitality Industry, Characteristics of the Hospitality Industry, Relationship between the Hospitality Industry and Tourism, Career Prospect of the Hospitality Industry, Advantages and disadvantages of working in the hospitality industry

Unit-2

Accommodation: different types of accommodations, motel, rotel, floatel, boatel. Resorts and its types. Boutique hotel guest houses, Airbnb.

Unit-3

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

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

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 *Introduction to Hospitality Management latest edition*, Pearson.
- Dotty Boen Oelkers *Travel and Tourism Marketing*, Thomson South-western Latest Edition
- David K. Hayes. Jack D . Ninemeier *Hotel Operations Management latest edition*, Prentice Hall Latest Edition
- John Walker & Josienlyn T. Walker *Exploring the hospitality industry*, Prentice Hall. Latest Edition

THM 112

Tourism Resources of Pakistan

Cr. Hrs-3

COURSE INTRODUCTION AND OBJECTIVES:

This course focuses on the classification of the tourism resources of Pakistan. The course further makes clarification of tourist's circuits and paths, tourist facilities. The student will get knowledge about the popular destinations in Pakistan. The course also emphasis to permeate students with an appreciation of the finite natural and cultural resources, and the importance of prudent and responsible management.

OBJECTIVES:

1. Enhancement of students' knowledge about the tourism destinations of Pakistan
2. Provision of information about tourists circuits in Pakistan.
3. The existence facilities at natural and cultural sites, and the required amenities.
4. Future opportunities for developing different kinds of conventional tourism.

COURSE OUTCOMES:

After the successful completion of the course the students will be able:

- To know about the tourism attractions of Pakistan.
- The level of facilities required at international standards.
- To develop various types of tourism activities according to the natural and cultural resource available in Pakistan.
- To apply principles of ethics, cultural sensitivity, and modern business practices.
- To demonstrate an ability to engage in collaborative actions.

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

Unit -7

Practical/Visits

Visits tourist destinations and preparation of case studies

Recommended Books:

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

Semester-II			
Codes	Title of the Courses	Cr Hrs	Remarks
QR 101	Quantitative Reasoning-I (Mathematics)	3	General Education Cluster
ENG 102	Introduction to Expository Writing	3	General Education Cluster
PSC 116	Ideology and constitution of Pakistan	2	General Education Cluster
ISL 113	سیرت رسول ﷺ اور اس کی عصری معنویت Seerah and its Contemporary Application	2	General Education Cluster
THM 121	Cultural Heritage of Pakistan	3	Major
THM 122	Tourism concepts and Principles	3	Major
	Total	16	

THM 121 Cultural Heritage Of Pakistan Cr. Hrs-3

COURSE INTRODUCTION & OBJECTIVES:

The course investigates the relationship between culture, heritage and tourism, by examining the socio-cultural complexities of cultural heritage tourism. Heritage tourism defines the modern market-centered approach to historic preservation. Issues and trends in the management of tangible and intangible assets, such as interpretation, globalization, cross-cultural values, impacts of development, sustainable tourism, etc. are also investigated. Focus will be placed on war heritage, UNESCO world heritage sites in Pakistan, the role of cultural and creative industries in tourism

COURSE OUTCOME:

After the course students will be able to:

- Acquire knowledge and demonstrate an understanding of the relationship between culture and tourism, concepts and theories of cultural tourism
- How cultural tourism affects and is affected by stakeholders
- The relationship between cultural tourism and debates about contemporary issues.
- Analyze how heritage tourism works in Pakistan.

- Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.
- Demonstrate an ability to work independently and verbally present and/or write scholarly papers, to express opinions and arguments with respect to contemporary cultural tourism issues and trends.

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,

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. *A Guide to Taxila, Karachi*, Cambridge University Press, Latest Edition

- Thomson, G. *The Museum Environment: Conservation in the Arts, Archaeology and Architecture Series*, London. Latest Edition
- Khan, F.A. *Architecture and Art treasure of Pakistan*, Elit Publisher: Karachi. Latest Edition
- Wheeler, R.E. M. *Five Thousand Years of Pakistan, An Archeological outline*. London. Latest Edition
- Dani, A.H. (1982) *Thatta: Islamic Architecture. Islamabad.*

THM 122

Tourism Concepts and Principles

Cr. Hrs-3

COURSE INTRODUCTION AND OBJECTIVES:

This course aims to familiarize the student with the different types of concepts, their importance, strategies and success stories (Case studies). It also aims at identifying students with the proper plans and critical analysis for best management and operations practices to achieve sustainable development. The main objectives of the course are to explain the concepts of tourism practices, the historical changes that have occurred in tourism and its significant impact on current tourism practices.

COURSE OUTCOMES:

- Knowledge and understanding of tourism and hospitality with emphasis on its available resources (Natural and Cultural), infrastructure and superstructure Management.
- Marketing and business skills
- Evaluate critically, from a strategic perspective.
- Communication skills
- Practical, innovative, demonstrative and employment related skills
- Integrate subject specific knowledge and transferable skills to develop a specialist in depth, conduct a research investigation, and effectively report the findings.
- Computer and Information Management Technology Skills

Unit-1

Introduction

Introduction, Types and Forms, Components of Tourism, Economic Importance, Benefits and costs of Tourism, Basis of Tourism

Unit-2

Classification of tourists

Inbound outbound, national, internal, domestic tourists, Purpose of travel, types of tourists, importance of tourist classifications, factors that motivates tourists to travel.

Unit-3

Tourist behavior models, Plogs model, Cohen, smith, Global travel survey model, Leiper's model, Push and Pull factors, Whole Tourism system.

Unit-4

Impacts of Tourism

Positive and negative impacts, Economic, environmental, social, cultural impacts.

Unit-5

Tourism Marketing

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

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 , the 5 As of tourist destination,

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 *Tourism: Principles, Practices, Philosophies latest edition*, John Wiley & Sons. Latest Edition
- Walker, John. *Introduction to Hospitality latest edition*. Upper Saddle River, NJ : Prentice Hall.
- Beaver , Allan A *Dictionary of Travel and Tourism Terminology* . Oxfordshire, UK: CABI Publishing. Latest Edition
- Boniface, Brian G. and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism, latest edition*. Oxford, UK: Butterworth – Heinemann. Latest Edition
- Cooper , C. , J. Fletcher , D. Gilbert , and R. Shepherd, *Tourism: Principles and Practice* . Essex, UK: Longman. Latest Edition

Semester-III			
Codes	Title	Cr Hrs	Remarks
ARC 114	Introduction to Archaeology	2	General Education Cluster
QR 102	Quantitative Reasoning-II (Statistics)	3	General Education Cluster
MGT 215	Entrepreneurship	2	General Education Cluster
GEOL 101	Introduction to Geology	2+1	General Education Cluster
THM 231	Cultural Resource Management	3	Major
THM 232	Front office operations and Management	2+1	Major
	Total	16	

THM 231	Cultural Resource Management	Cr. Hrs-3
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Course Introduction and Objectives:

This subject is specially designed for students to teach them managing the heritage resources for tourism and to guide them that how tourists make use of and 'consume' heritage. The module will encourage the student to look at the growth of the tourism industry and how it has affected the heritage, museum and art gallery sector. It takes account of the opportunities and threats posed by tourism to the 'heritage industry' and considers international and national policies, charters and legislation regarding cultural and heritage tourism.

Course Outcomes:

Upon the completion of the course students will be able to:

- To give an intellectual framework for understanding the definitions, concepts and philosophies surrounding heritage tourism and its management
- To some key issues in heritage tourism including, sustainability, benefits and negative impacts, public interest and the different types of heritage tourism
- To an understanding of heritage tourism in terms of different contexts - for example in relation to urban, rural and site-specific environments
- To an intellectual framework in order to understand the consumption of heritage tourism products and activities

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.

Recommended Books:

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

THM 232 Front Office Operations and Management Cr. Hrs-2+1

Course introduction and objectives:

This subject is designed with the aim of capacitating students with the overall hospitality industry. It is combination of theory and practical providing foundation for their career in hotel industry. This course has been designed with a view to integrate diverse skills and knowledge about the hotel management and foundation in front office skills, housekeeping, , essential cookery , hygiene, food safety and quality as well as presentation techniques which are indispensable ingredients to launch a successful career in the food-service industry. This course provides students with practical information about hotel management and knowledge of hospitality issues and strategies.

Course outcomes:

After studying the course students will be able to:

- Develop values and attitudes about the dynamic nature of the hospitality industry.
- Apply the acquired knowledge, values, and skills in the field of hospitality.
- Start small size entrepreneurship.
- Develop a range of technical, personal, interpersonal, organizational, and generic skills that can be applied in various contexts, both within and beyond the workplaces of hospitality industry

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

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


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Semester -IV			
Codes	Title of the Courses	Cr Hrs	Remarks
THM 241	Hotel Operations	3	Major
THM 242	Tour Guiding and Travel Operation	3	Major
THM 243	Eco-Tourism	3	Major
THM 244	Sacred/Religious Tourism	3	Major
THM 245	Food and Beverages Services	2+1	Major
Total		15	

THM 241 Hotel Operations Cr. Hrs-3

Course introduction and Objectives:

The course of Hotel Operations is designed for the purpose to Improving the efficiency and performance of operational processes in the hoteling industry. To develop methods that can distinguish a hotel from its competition while also improving user experience and customer satisfaction. To examine the present situation of the hotel and provide a customized solution based on the demands of the customer in order to increase the total worth of the hotel asset.

Course outcomes:

- Develop learner-centered course outcomes regarding hotel operations that are measurable, specific, and observable.
- Focus on overarching knowledge and skills about hoteling industry rather than small or trivial details.
- Specify the skills and knowledge that students must demonstrate to prove mastery instead of focusing on the process.

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, co-ordination 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 *Hotel Management and Operations latest edition. John Wiley & Sons. Latest Edition*
- .Jack D. Ninemeier and David K. Hayes *Hotel Operations Management latest edition* Persons.
- John R. Walker, *Introduction to Hospitality Management Latest Edition. Pearson.*

- Suzanne Weissinger, *Hotel and Motel Operations latest edition*. Delmar-Thomson Learning.
- John Cousins, David Foskett, and Caillein Gillespie, *Food and Beverage Management latest edition*. Person.
- YU, L. *the Hospitality Business: Management and Operations*. The Haworth Hospitality Press. Latest Edition

THM 242 Tour Guiding and Travel Operations Cr. Hrs-3

COURSE INTRODUCTION & OBJECTIVES:


The course exposes students to knowledge on the operations and management of tour and travel segments of the tourism industry. It equips them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

Course objectives

1. Knowledge of the tour operations industry
2. Knowledge and skills of tour operators' products
3. Knowledge and skills essential in the administration and management of tour operations as a business
4. Acknowledge the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping
5. Understand different types of tour operators as well as basic types of organizational structures
6. Identify tour distribution channels
7. Evaluate the significance of business plan for tour operators
8. Appreciate the ways in destination research, development, and supply negotiations
9. Device and develop tour itinerary planning
10. Understand how to strategically price the tour
11. Understand the three major function of tour operations; pre-tour operation, tour execution, and post-tour phase
12. Appreciate an administration of tour operation and its environment

Unit-1

Introduction to Travel and Tourism:


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Concept of Travel and tourism, Nature and features of Tourism as an industry, Travel Trade Meaning and definition of travel agency and tour operator, Travel trade-an historical perspective, Types of travel agency and tour operator business, Destination company-functions, Distinction between wholesale travel agency and tour operator business, Integration and linkages in the travel agency business, Role and Contribution of travel companies in the growth and development of tourism, Travel Trade- the Changing Environment.

Unit-2

Organizational Structure and Functions of Travel Agency Business:

How to start a Travel Business, Choice of Travel Agency Ownership, Organization structure and Working of Travel Agency and Tour Operator, Travel Agency- MNCs meaning and Benefits, Procedure for the approval from Government of Pakistan, Functions of travel companies.

Unit-3

Itinerary Development:

Introduction, Meaning and Definition, Types of Itineraries, How to Develop an effective Itinerary, Reference tools for Itinerary Preparation, Step- by- Step procedures.

Unit-3

Tour Packaging Management:

Concept, Origin and Development of Tour packaging, Types of Tour Package, Components of a standard package Tours, Tour Package- Pre information

Unit-4

Tour Costing and Pricing:

Defining the concept of cost, Tour Cost- a focus on cost effectiveness, Components of tour cost, Fixed and variable costs, Direct and indirect costs, Factors affecting the Tour Cost, costing a tour package, Cost sheet-meaning and significance, Procedure for Cost determination, Calculation of tour price, Factors affecting the tour pricing, Significance of profit margin, Pricing strategies for package tours.

Unit-5

Public sector Tourism Enterprises and Tour Packaging Business:

Public sector Undertaking, Government involvement in Tourism Operations, Major Tourism Enterprises in Public Sector, Equipping the office, filling system, building a Tour company, success prescriptions, prepare for failure then concentrate on success.

RECOMMENDED BOOKS/READINGS:

- Barbara Braidwood, Susan Boyee & Richard Cropp; Tour Guiding Business by Unistar Books Pvt Ltd. Latest Edition
- Negi, Jagmohan: Travel Agency and Tour Operation: Concepts and Principles, Kanishka, New Delhi. Latest Edition
- Tour Guiding; South Asian Tourism secretariat.
- Tour operation South Asian Tourism secretariat.
- Yale, Pat, The Business of Tour Operations, London: Longman Group. Latest Edition
- Webster, Susan, Group Travel Operating Procedures *latest edition* ,Van Nostrand Reinhold.

THM 243

Eco-Tourism

Cr. Hrs-3

Course introduction and objectives:

The course provides an overview of the nature tourism and ecotourism as a market, the supply and demand sides and the main characteristics of them. The purpose of the course is to examine issues associated with ecotourism and how it can be managed in the context of sensitive, untouched, wilderness areas. The main elements are, broadly, a focus on the natural environment, ecological and cultural sustainability, education and interpretation, and local and regional benefits. The course places special emphasis on developing the students' skills of individual thinking, problem solving and working in groups. The course contains on site - studies and field trips to special areas and participation on guided students with respect to ecotourism within Pakistan.

Course Outcome:

After completion of the course, the students will be able:

- To understand the principles, operations, and regulation of ecotourism.
- The sustainability of tourism and Factors affecting tourism.
- Compilation of tourist guides
- Characteristics of sustainable tourism.

Unit-1

Introduction to ecotourism

Emergence, definitions & concept of ecotourism

Unit-2

Ecotourism and 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, types of protected areas, national parks, wildlife sanctuaries game reserves, potential opportunities & threats.

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. *Ecotourism latest edition*, Routledge.
- Stephen Wearing, John Neil, *Eco tourism, Impact, potentials and possibilities latest edition*: Butterworth – Heinemann
- Buckley *Ecotourism principles and practices*, CABI Publishing, Latest Edition
- David A. Fennel, Ross Kingston Dowling (2003) *Eco Tourism Policy and Planning*: CABI Publishing. Latest Edition
- Ralf Buckley, *Case Studies in Eco Tourism*: CABI Publishing. Latest Edition

COURSE INTRODUCTION & OBJECTIVES:

The course will cover different aspects of tourism related to Religious (or Sacred) sites and places still in use of the followers of various religious groups within the country and abroad regardless of any factual and/or theistic biasness. It will also cover visits to various sites and places/buildings associated with the followers of different religions. For example, Buddhist stupas and monasteries in the Swat, Taxila and Peshawar valleys, Sikh shrines, Jain/Hindu temples, Muslim religious establishments, tombs/graveyards, Christian churches, etc.

COURSE CONTENTS:**Unit -1**

Basic concepts – History of Religious travel & tourism – Religious tourism as educational & spiritual phenomena.

Unit -2

Ancient religions of the world and tourism – spiritual philosophies – religious destinations in the world – religious destinations in Pakistan.

Unit -3

Tourism & Hospitality and Islamic concepts – ethics of hospitality in Islam –ethics of food and beverages in Islam – ethics of travel and travelers in Islam,

Management issues for religious heritage attractions – impacts of religious tourism – in personal, local community, economy, politically, worldwide.

Unit -4

Religious history of Pakistan, Classification of religious/sacred places (of the Muslims, Christians, Buddhists, Hindus, Jains, Parsis, Sikhs, Kalashas, etc.), Types of religious heritage (Masjid, Tombs, Idgahs, Stupas, Monasteries, Temples, Dharmasalas, Sacred caves/grounds/places, Churches, Gurdwaras, Places (such as grounds, trees, hill-tops, caverns, rivers, springs, etc.) associated with great religious leaders of various religions.

Unit -5

Living pilgrimages, Moral values pertaining to religious/sacred places, Management/organizational structure of sacred places, financial management for Religious Sites, Security/Human Resource management for Religious Sites, Awareness, marketing, and promotion for Religious Sites

Recommended Books:

1. Nasim Khan, M. Treasures from Kashmir Smast – The Earliest Shivaite Monastic Establishment. Peshawar. Latest Edition
2. Nasim Khan, M. The Sacred and the Secular: Investigating the Stupa⁷³ and Settlement Site of Aziz Dheri, Peshawar Valley, Khyber Pukhtoonkhwa (3 volumes). Peshawar. Latest Edition
3. Shah, Ibrahim (2007) Hindu Art in Pakistan: a Study Based on Museums Collection), (PhD thesis, unpublished), Peshawar: Department of Archaeology, University of Peshawar
4. The Mahabat Khan Mosque and its Decorative Beauty (MPhil thesis, unpublished), Department of Archaeology, University of Peshawar, 1996
5. Khan, A. N. Multan: History and Architecture, Islamabad, 1983
6. Development of Mosque Architecture in Pakistan, Islamabad, 1991.
7. Sehrai, F.U. A Guide to Takht-i Bahi,
8. Marshall, J. (1975) Taxila: An Illustrated Account of Archaeological Excavations Carried Out at Taxila Under the Orders of the Government of India Between the Years 1913-1914, (3vols.), New Delhi repr. (1st edn. Cambridge University Press 1951), (Vol. I: Structural Remains)
9. Rahman, A. Islamic Architecture of Pakistan: An Introduction, Peshawar, 1981
10. Hasan, Shaikh Khurshid. The Islamic Architectural Heritage of Pakistan, Royal Book Company, Karachi, 2000.

THM 245	Food and Beverages Services	Cr. Hrs-2+1
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Course Objectives

To make the students familiarize themselves with Food and Beverage Operations. The F&B Services providing businesses deliver food and beverages to their customers at a particular location (on-premise) such as hotel, restaurant, or at the customer's intended premises (off-premise).

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, wins, 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 try 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, latest edition*, Hodder Education.
- Sudhir Andrews, *Introduction to tourism& Hospitality industry latest' edition*. McGrae-Hill
- John Cousins, David Foskett, and Cailein Gillespie (2006) *Food and beverage Management latest edition*. Prentice.
- Alan Clarke and Wei Chen, *International hospitality management concepts and cases latest edition*. Butterworth-Heinemann.

- Walker, John. (2002), *Introduction to Hospitality latest edition*. Upper Saddle River, NJ : Prentice Hall.


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Semester-V			
Codes	Title of the Courses	Cr Hrs	Remarks
THM 351	Housekeeping operations and Management	2+1	Major
THM 352	Emerging trends in Tourism and Hospitality	3	Major
THM 353	Food and beverages Production	2+1	Major
MGT 111	Principles of Management	3	Allied courses
MGT 112	Introduction to Business	3	Allied Courses
THM 354	Global destinations	3	Major
	Total	18	

THM 351 Housekeeping Operations and Management Cr. Hrs-3

COURSE INTRODUCTION & OBJECTIVES:

To give the students practical knowledge and supervisory duties of day-to-day procedures of housekeeping department. Acquaintance of different types of equipment and their uses. Cleaning of windows, floors and bathrooms, Bed making. Polishing of different types of articles. Cleaning and polishing of metals, brass, silver, copper. Cleaning of public areas. Overall cleaning of various types of rooms and bathrooms. Use of various machines used by the house keeping department. First Aid Procedures as dealt in theory. The objectives of this course are to help students understand, organize, and perform effectively the operations of the rooms division of a hotel. The course's overall objective is to prepare the student for the management career in the hospitality field.

COURSE OUTCOMES: Through the study to be carried out with the use of visual aids and onsite visits, the student will become capable to:

- Be a successful seller of rooms and other services of the hotel.
- Understand the reservations, check-in and check-out procedures.
- Collaborate with his/her colleagues, as well as with the other departments of the hotel • Offer high level services and contribute to the hotel's security.
- Plan, organize and control the room division's operations.

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 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, *Professional Management of Housekeeping Operations latest edition*, John Wiley & Sons.
- Raghubalan, *Hotel Housekeeping: Operations and Management latest edition*, Oxford University Press.
- Sudhir Andrews, *Hotel Housekeeping Management and Operations latest edition*. McGraw-Hill.
- Matt A. Casado, *Housekeeping Management latest edition*, John &Wiley & Sons.
- Walker, John, *Introduction to Hospitality latest edition*. Upper Saddle River, NJ : Prentice Hall.

THM 352 Emerging Trends In Tourism & Hospitality Cr. Hrs-3

COURSE INTRODUCTION & OBJECTIVES:

For the last few years, the tourism industry is witnessing some emerging trends and issues among bulk of tourists, which is resulting in some new developments in the industry itself. It is expected that these upcoming trends will influence the strategy development, business, marketing policies and the tourism planning in the year ahead. This course focuses on the key issues and the forthcoming trends in the tourism and hospitality industry.

The main objectives of the course are:

1. Training and education
2. Challenges of tourism and hospitality industry
3. Crisis and forecasting of tourism & hospitality industry
4. Organization and management (practical issues and current trends in the hotel, catering and tourism industry)
5. Product and food innovation
6. Current trends & Tourism

COURSE OUTCOMES:

- Critical review of the key trends in tourism and hospitality sector on local, regional, and global levels.
- Deduce key trends through interpreting and critiquing academic theory and current industry practice of the key challenges that the sector faces.
- Concisely advocate and substantiate professional judgments to a variety of audiences through a diagnosis of emerging challenges that may inhibit growth in the sector, proposing creative

strategies to combat them exemplifying ethical responsibility and evidence-based decision making.

Unit -1

Overview of World Tourism:

Introduction, Tourism and Hospitality Industry, Trends in Tourism and Hospitality, Looking beyond the short term.

Unit -2

Actual Challenges to the Tourism and Hospitality Industry:

What is Crisis, how long will the crisis last, How does the crisis reflect on the Tourism and Hospitality Industry, How do Tourism and Hospitality players react, what should the tourism and hospitality industry expect?

Unit -3

Financial crisis and Tourism and Hospitality:

Investment in Tourism and Hospitality as a subject of theory of efficient capital market, Conditions and Interdependencies of the Subprime Crisis for Tourism and hospitality, Facts, Figures and Legacies of Speculation in Tourism.

Unit -4

Forecasting the future of Tourism and Hospitality:

Introduction – Winning in a Turbulent Era, The Economic Downturn, Scenarios for the Road to Recovery, Key Themes for 2020 in the Hospitality and Tourism Sector, Drivers of Change over the Next Decade, The World in 2030, Technology and Tomorrow’s Customer, Travel in 2015 – What Does the Market Think?, Building a Future Ready Organization – Practical Actions.

Unit -5

The Future of Mobility – Scenarios for the Year 2025:

Why Are We Looking into the Future of Mobility? Looking into the Future: The Scenario Technique, What Will Our World Look Like in the Year 2025?, Scenario “Mobility Calls for Action” – A Look Back from the Year 2025, What Does All This Mean to Our Mobility? – How Mobile Are We in the Year 2025?

Unit -6

Future of Global Aviation:

Commercial Jetliners, history and forecast, Companies and Airlines, Negotiation positions, Negotiation options.

Unit -7

What's Next for Online Tourism and Hospitality:

Mobile, Semantic Web, Customization, Media Versus Transaction Models, Differentiation Beyond Price, Travel Company Media Offerings/Monetizing Downstream Traffic, social media, Metasearch (Travel Search Engines)

RECOMMENDED BOOKS:

1. Trends and issues in Global Tourism by Roland Canardy and Martin Buck, Latest Edition, Springer
2. The future of Hospitality and Travel by Maruim Cetron, Latest Edition
3. New Trends in Tourism and Hotel Industry by Atul Saxena, Latest Edition
4. Emerging Trends in Tourism by Ashok Aima.

THM 353

Food and Beverages Production

Cr. Hrs-2+1

Introduction and Objectives:

Introduction to food and beverage production. Basics of food preparation: Knife skills, chicken, beef, mutton, etc. Cutting and Chopping; onions, tomatoes, potatoes, fruits, and vegetables. Trussing. Safe knife handling. Cooking methods: Moist heat cooking. Dry heat cooking. Baking, Braising, Barbecuing, Frying, Grilling, Roasting, Poaching, Preserving, Sautéing, Steaming, Stewing, Stir frying. Effect of heat on various foods. Kitchen staff and their responsibilities: Executive Chef, Sous Chef, Food storage: General storage, Dry foods, refrigeration, freezing, food production equipment. Preparation of soups, gravies, appetizers, pastries, cakes, non-alcoholic beverages: coffee, tea, fruit and vegetable juices, novelty juices. Creativity in food production. Personal hygiene in catering and food service areas.


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


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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,

- Visits to hotel Industry

Recommended Book:

- Wayne Gisslen (2006) *Professional Cooking, 6th Edition*, John Wiley & Sons.
- Pauli, Eugen, *Classical Cooking the Modern Way latest edition*, John Wiley & Sons.
- Usha Raina and Sushma Kashyap (2010) *Basic Food Preparation Complete Manual latest 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 latest edition*. Hodder Education.

THM 354

Global Destinations

Cr. Hrs-3

Course Objectives:

World Tourism Destinations are one of the most important aspect which contributed to the expanding of the tourism movements. This course examines world top tourism destinations; countries, capitals, and world heritage list. Also tourist motivation to travel, international travel trends will be introduced.

Unit: 1

Introduction

- 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 Geography of Travel and Tourism of Pakistan

Unit: 3

The Regional Geography of Travel and Tourism

An introduction to the tourism geography of Europe

- 1- The tourism geography of France
- 2- The tourism geography of Spain and Portugal
- 3- The tourism geography of Italy

Unit: 4

An introduction to the tourism geography of Africa

- 1- The tourism geography of South Africa,
- 2- The tourism geography of Morocco,
- 3- The tourism geography of Tunisia

Unit: 5

An introduction to the tourism geography of Asia.

- 1- The tourism geography of Malaysia
- T2- he tourism geography of Hong Kong
- 2- The tourism geography of Thailand

Recommended books:

- Brian G. Boniacc and Chris Cooper (2005) *Worldwide Destinations the geography of travel atourism latest edition*, Elsevier
- Shackley, M. (2000) *Visitor Management: Case Studies from World Heritage Sites*, Elsevier Butterworth-Heinemann. Latest Edition
- Ritchie, J. R. B. and Crouch, G. I. (2003) *the Competitive Destination*. CABI Publisher. Latest Edition
- Lew, A., Yu, L., Guangrui, Z. and Ap, J. (2003) *Tourism in China*. Haworth. Latest Edition
- World Tourism Organization (1999) *Tourism at World Heritage Sites*. WTO, Latest Edition

Semester-VI			
Codes	Title of the Courses	Cr Hrs	Remarks
MGT 312	Organizational Behavior	3	Allied Course
MGT 215	Human Resource Management	3	Allied Course
THM 361	Tourism Management	3	Major
THM 362	Tourism and Hospitality Law	3	Major
THM 363	Tourism and peace	3	Major
THM 399	Field experience/ internship	3	Internship
	Total	18	

THM 361	Tourism Management	Cr. Hrs-3
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Course Objectives

Tourism management is the oversight of all activities related to the tourism and hospitality industries. It's a multidisciplinary field that prepares people with the interest, experience, and training for management positions in the food, accommodations, and tourism industry. Tourism management might also include the enterprises, associations, and public authorities that market tourism services to potential travelers.

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

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-3

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-4

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-5

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-6

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-7

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-8

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 latest edition*, John Wiley & Sons.
- Stephen Page (2009) *Tourism Management latest edition*, Butterworth – Heinemann.
- Lesley Pender and Richard Sharpley (2004) *The Management of Tourism latest edition*. SAGE Publisher. Latest Edition
- David Weaver, Laura Lawton.(2009), *Tourism Management, latest edition*.
- Boniface , Brian G. , and Chris Cooper .(2001) *Worldwide Destinations: The Geography of Travel and Tourism, latest edition*,Oxford, UK : Butterworth – Heinemann.

- Charles R. Goeldner and J. R. Brent Ritchie (2008) *Tourism: Principles, Practices, Philosophies latest edition*, John Wiley & Sons.

Course Objectives

Tourism and Hospitality industry is an industry which involves food service, travel, and lodging industries. Hospitality Law is introduced to regulate hotels, restaurants, bars, country clubs and other public accommodations, so as to provide safety measures within the law to protect the customers. Rules and regulations about tourism and hospitality are important aspects of the industry. To get familiarity to the students about tourism and hospitality laws so that they know the red lines of the industry.

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
- Wildlife
- 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 latest edition*. American Hotel HYPERLINK "<http://www.barnesandnoble.com/c/.-american-hotel--lodging-educational-institute>"&HYPERLINK "<http://www.barnesandnoble.com/c/.-american-hotel--lodging-educational-institute>" 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

COURSE INTRODUCTION & OBJECTIVES:

With over one billion tourists travelling the world every year, tourism has become a worldwide social and cultural phenomenon that engages people of all nations as both hosts and guests. The fundamental experience of tourism – visiting a new place and meeting its people and culture – is a transformative aspect that defines tourism’s role as an agent of peace. Never have people travelled so widely, nor encountered such a wide variety of cultures. These connections spur dialogue and exchange, break down cultural barriers and promote the values of tolerance, mutual understanding, and respect. In a world constantly struggling for harmonious coexistence, these values espoused by tourism are integral to building a more peaceful future. Indeed, peace is the cornerstone of travel and tourism, and essential to social growth and development.

COURSE OUTCOMES:

- Trust-building between different stakeholders:
- Forward-looking and constructive cooperation between participants
- Innovative solutions to existing economic or social challenges
- A higher quality, and broader acceptance, of decisions
- Ownership of and commitment to implementing agreed-upon results
- Collective responsibility for change
- Sustainable outcomes
- Long-lasting cooperative structures
- Focusing on the contribution to the common cause
- Being open to iterative learning
- Respecting legitimacy

COURSE CONTENTS:**Unit -1**

Tourism Ethics and Peace:

Peace Sensitive Tourism: How Tourism Can Contribute to Peace. Peace Tourism. Cornerstones for a Better World: Peace, Tourism and Sustainable Development.

Unit -2

Tourism, Development and Peacebuilding:

Responsible Tourism and Development in the Context of Peacebuilding Understanding Economic Effects of Violent Conflicts on Tourism Religious Tourism – Business for Peace in the Holy Land Tourism, Democracy and Conflict Resolution.

Unit -3

Tourism, Democracy & Conflict:

Tourism as a Force for Political Stability War and Peace – and Tourism in Southeast Asia Peace Sensitivity in Tourism Codes of Conduct at Destinations in Conflict the Role of the Tourist Guide in

Promotion of Dialogue between Civilizations Mainstreaming Sustainability through Peace-Building at Large-Scale Tourism Events.

Unit -4

Culture, Heritage, and Education:

Tourism as Peace Education: A Role for Interpretation Peace as a Destination: Peace Tourism around the World Peace through Tourism: An Historical and Future Perspective

RECOMMENDED BOOKS:


1. Tourism, Progress and Peace by Omar Moufakkir (Editor), I. Kelly.
2. Peace Through Tourism: Promoting Human Security Through International Citizenship by Lynda-ann Blanchard, Freya Higgins Desbiolles.
3. International Handbook on Tourism and Peace by UNWTO.

THM 399

Internship/Field Work

Cr. Hrs-3

The field experience of six to eight weeks (preferably undertaken during semester or summer break) must be graded by a faculty member in collaboration with the supervisor in the field. This is mandatory degree award requirement of 3 credit hours for all undergraduate/equivalent degree programs. However, for Associate Degrees, the requirement shall only be applicable where prescribed by the respective Accreditation Council, National Curriculum Review Committee or by the concerned university.


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Semester-VII			
Codes	Title of the Courses	Cr Hrs	Remarks
MGT 211	Business Finance	3	Allied Course
MGT 415	Business Ethics & CSR	3	Allied Course
THM 471	Research Methodology	3	Major
THM 472	Event Management	3	Major
THM 473	Sustainable Tourism	3	Major
THM 474	Tourism Risk and Disaster Management	3	Major
	Total	18	

THM 471	Research Methodology	Cr. Hrs-3
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Course introduction and objectives:

Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

1. Understand some basic concepts of research and its methodologies
2. Identify appropriate research topics
3. Select and define appropriate research problem and parameters
4. Prepare a project proposal (to undertake a project)
5. Organize and conduct research (advanced project) in a more appropriate manner
6. Write a research report and thesis
7. Write a research proposal

COURSE OUTCOMES: The students will be able to understand:

- To understand the basic framework of research process.
- To understand various research designs and techniques.

- To identify various sources of information for literature review and data collection.
- To develop an understanding of the ethical dimensions of conducting applied research.
- Appreciate the components of scholarly writing and evaluate its quality.

Unit-1

Introduction to Research

Introduction, research a way of thinking, definitions of research, characteristics of research, types of research, data, and types of data

Unit-2

The Research process

The research process, steps in planning a research study, formulating a research problem, conceptualizing a research design, constructing an instrument of data collection, selecting a sample, writing a research proposal, collecting data, processing data, writing a research report.

Unit-3

Formulation of research problem

Research problem, importance of formulating a research problem, sources of research problem, considerations in selecting a research problem, steps in the formulation of a research problem.

Unit-4

Reviewing the literature

Literature review, functions of literature review, procedure for reviewing the literature, writing up the literature review,

Unit-5

Identifying the variables

Definition of variables, types of variables, the causal relationship, the design of the study, the unit of measurement, types of measurement scale,

Unit-6

Constructing Hypotheses

Hypothesis, characteristics of hypotheses, types of hypotheses, on the basis of structure, on the basis of function and utilization, on the basis of testing and verification.

Unit-7

The research design

Definition of research design, characteristics of good research design, components of research design,

Unit-8

Selecting a method of data collection

Data, data types, collecting data using primary data, tools for data collection, collecting data using secondary sources,

Unit-9

Sampling

Sampling, definition of sampling, objectives of sampling, characteristic of good sampling, classification/types of sampling, random/probability sampling, non-random/non-random probability sampling, mixed sampling, advantages of sampling

Unit-10

Processing Data

introduction, data editing, coding data, developing a framework of analysis for quantitative data, the role of computer in research, the role of statistics in research.

Unit-11

Writing a research report

introduction, how to write research report, references, writing bibliography.

Recommended Books:

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

THM 472

Event Management

Cr. Hrs-3

Course Objectives

The Objective of this course is to provide students with the skills they need to work in Event Management; to ensure that any event, from a departmental meeting to a full-scale conference, is a complete success. This subject will give students a good grounding in all the essentials of Event Management; in this course you will also research and plan a fictional event, troubleshoot issues as they arise.

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 latest edition*. Butterworth – Heinemann.
- Razaq Raj, Paul Walters and Tahir Rashid (2013) *Events Management: Principles and Practice* latest edition. SAGE Publication.
- Vaibhav Mehndiratta (2008), *Event Management* latest edition: Abhishek Publisher.
- Lynn Van Der Wagen and Brenda R. Carlos (2004) *Event Management* , Prentice Hall

THM 473

Sustainable Tourism

Cr. Hrs-3

COURSE INTRODUCTION & OBJECTIVES:

This course introduces the concepts and principles associated with sustainable tourism development, emphasizing on their implications for management and planning purposes. Topics to be addressed include concept, justification and evolution of sustainable development; socio-cultural, economic, and environmental dimensions of sustainable tourism; positive and negative impacts of tourism development; and principles conducive to sustainable tourism planning and community development. Given that each

case of tourism development is unique, examples from the U.S. and around the world will be used to examine and discuss issues and practices of sustainable tourism development within different geo-cultural contexts. This course adopts the Problem-Based Learning format, which promotes and enhances students' analytical skills, problem solving skill and team working skills.

Course OUTCOMES:

After Completion of this course the students will be able to understand the philosophy, scope, and principles of sustainable development, differentiate sustainable versus non-sustainable practices in tourism developments along with identifying challenges, weaknesses, and strengths of sustainable tourism within different geo-cultural contexts. It will enable them to recognize socio-cultural, environmental, and economic impacts of tourism at the individual, community, and greater society levels identify strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach.

They will be able to evaluate and monitor indicators of community development recognize different types of niche tourism activities (e.g., volunteer tourism; Agri-tourism) with the capacity to foster sustainable community development and improve student's analytical and critical thinking as well as their communication skills.

COURSE CONTENTS:

Unit-1:

An Overview of Sustainability and Development

Unit-2:

Introduction to Sustainable Tourism Historical Background, sustainable tourism: concepts and objectives, Key Issues in Sustainable Tourism, critique of Current thinking in Sustainable Tourism.

Unit-3:

Dimensions of Sustainable Tourism Sustainable Tourism Management: The Socio-cultural Dimension, The Environmental Dimension, the Economic Dimension, Major Indicators of Sustainable Tourism

Unit-4:

Strategies for Sustainability: Selected strategies for achieving sustainability, feasibility studies, project formulation, getting the framework right: policy and planning, organizing for sustainability: institutional issues.

Unit-5:

The Key Actors in Sustainable Tourism: The Public Actors, the Industry (tour operators/hoteliers), the Voluntary Sector, the Host Community, the Media, the Tourist, the NGOs/INGs.

Unit-6:

Sustainable Tourism in Different Geographical Locations: Coastal Areas and the Sea, Rural Areas, Urban Areas, Mountainous Regions, Islands, Wetlands, Deserts.

Unit-7:

Sustainable Tourism & Cultural Heritage: Culture & its preservation, culture as a tourism attraction, the impacts of tourism, Eco-tourism and parallels to cultural heritage tourism, industry responses to sustainable tourism, the realities of industry structure, role for development cooperation programs.

Unit-8:

Global Sustainable Tourism Criteria: Sustainability and Tourism Policies, Tourism and Sustainable Development Goals (SGDs).

RECOMMENDED READINGS:

1. Sustainable Tourism Management by John Swarbrooke.
2. UNWTO and UNEP (2005) Making Tourism More Sustainable: A Guide for Policy Makers, UNWTO, Madrid and UNEP, Paris
3. UNWTO (2004) Indicators of Sustainable Development for Tourism Destinations – Guidebook, UNWTO, Madrid
4. World Tourism Organization, (2002). Guide for local authorities on developing sustainable tourism. Madrid: WTO.
5. Cooper, C., (1993). Tourism: Principle and Practices. Pitman Publishing: London.

THM 474 Tourism Risk And Disaster Management Cr. Hrs-3

Introduction and objectives:

Tourism businesses and destinations need to have strategies to deal with threats to the reputation and marketability of tourism destinations and businesses arising from external threats including terrorism, civil unrest, natural disasters, pandemics, and economic slumps. They also need to be prepared to avert or manage internal reputation threats arising from management failure, mechanical, building or customer service failure. Reputation is the most asset for any tourism (and indeed any service) destination or business. Maintaining reputation through well formulated risk management practice and procedure is a vital asset to any tourism business.

Objectives:

1. Develop tourism risk management strategies

2. Implement tourism reputation and risk management strategies
3. Monitor and evaluate tourism reputation and risk management strategies
4. Critically assess case specific data relating to tourism organizations and their risk management processes

Course Outcomes:

- Comprehend major concepts, principles, and theories associated with tourism risk management
- To understand critical role of risk management in tourism.
- How to cope with crisis in tourism
- How disaster affect the community and environment for tourism.

Course Contents:

Unit-1

Introduction:

Definitions of Natural Hazards and Disasters, Classification of Natural hazards, Classification of Disasters, Disaster risks, Vulnerabilities, Capacities Module-II Risk Management for Tourism Crises and Disasters: Introduction, Disasters and Tourism, Crisis Management, The Role of the Tourism Industry in Risk Management, Hazards (Sources of Risk), The Nature of Disasters, The Toll from Disasters in 2005, The Risk Management Standard, Adapting the Risk Management Standard to Disaster/Emergency Risk Management, The Role of the Tourism Industry in Risk Management and Disaster Risk Management, The Tourism Risk Management Process

Unit-2

National Responsibilities for Risk and Disaster Management:

Risk Management at the National Level, Coordination and Partnerships – A National Tourism Council, A National Tourism Safety and Security Plan, A National Tourism Incident Response Plan, Business Continuity Planning Guide for a Human Influenza Pandemic, Counterterrorism and Consequence Management, Preventing Organized Crime, Tourism Risk Management in the Pacific Region, Disasters in Asia and the Pacific, National Disaster Management. Arrangements in Asia and the Pacific, The Asian Disaster Preparedness Centre Tourism Disaster Response Network

Unit-3

Crisis Management for Tourism Operators and Destinations:

The Four Crisis Management Strategies, Prevention/Mitigation, Preparedness, Response Recovery.

Unit-4

Media and Communication:

Introduction, Patterns of Media Reporting, Managing the Media, Guidelines for the Visitor Industry, before a Crisis: Preparing for the Worst, Minimizing. Damage, Recovering Visitor Confidence.

Unit-5

Tourism Risk Management in an Age of Terrorism:

Why Analyzing Tourism Risks is Difficult, Do Economically Hard Times Cause Rise in Tourism Crimes, Terrorism and Tourism, Tourism, Terrorism, and the Media, developing a tourism risk management plan in an age of terrorism, Some Risk Management issues in an Age of terrorism, The Food Supply and Delivery Systems, Drugs, Tourism and Terrorism, Influence of Narco-Trafficking on Tourism in an Age of Terrorism.

RECOMMENDED BOOKS:

1. BURTON, I.; Kates, R.W. and White, G.F. The Environment as Hazard, The Guildford Press, London, UK. Latest Edition
2. DAMON, P. C. Introduction to International Disaster Management. Butterworth-Heinemann, UK. Latest Edition
3. DILLEY, Maxx (2005) Natural Disaster Hotspots: A Global Risk Analysis. World Bank and University of Columbia, US.
4. ELLIOT, J.E. (2006) An Introduction to Sustainable Development. Third Edition. Routledge, London, UK.
5. SMITH, Keith; and Petley, David N. (2009) Environmental Hazards: Assessing Risk and Reducing Disaster. utledge, London, UK.

Semester-VIII			
Codes	Title of the Courses	Cr Hrs	Remarks
THM 481	Tourism Policy and Planning	3	Major
THM 482	Strategic Management for tourism and hospitality	3	Major
THM 483	Project Management	3	Major
THM 484	Tourism Marketing	3	Major
THM 499	Capstone project	3	Capstone Project
	Total	15	

THM 481	Tourism Policy and Planning	Cr. Hrs-3
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Course Introduction and objectives: This course aims at demonstrating the critical importance of tourism policy to the competitiveness and sustainability of a destination and relates tourism planning to policy making. The course outlines the structure, content, and formation of tourism policy while the planning and management strategies are to be articulated in the context of social, economic, political, and environmental impacts of tourism. Students will be introduced to case studies worldwide to appreciate the geographical specificities of and develop a ‘critical lens’ towards tourism policy and planning.

Learning Outcomes:

- Understand the role of policy and planning in tourism development.
- Learn terms and concepts related to tourism policy and planning.
- Appreciate the process of tourism marketing
- Critically assess research and professional literature
- Apply theories to practice through group projects.
- Develop analytical and writing skills through individual research

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 Policymaking: 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 processes.

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. Latest Edition
- Charles R. Goeldner and J. R. Brent Ritchie (2011), *Tourism: Principles, Practices, Philosophies 12th edition*, John Wiley & Sons. Latest Edition
- 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 latest edition*, Butterworth- Heinemann
- Chauhan Ravee (2009)*Tourism Policy and Planning*: Vista International Publishing


THM 482 Strategic Management for Tourism and Hospitality

Cr. Hrs-3

Course Objectives

Explore the concepts and tools of strategic business management. Learn more about the organizational strategy within which managers make decisions and how it relates to competitive advantage.

Course Contents


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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 latest 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, latest 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.

COURSE INTRODUCTION & OBJECTIVES: The course trains in the basic principles of project management, including concepts from the initiating, planning, executing, monitoring & controlling, and closing process groups. Introduce fundamentals of project management knowledge areas, integration, scope, time, cost, quality, human resources, communications, risk, procurement, and stakeholder management. The objectives are: 1. Understand key concepts of project management and project lifecycle 2. Begin to develop project planning skills 3. Practice the key stages of managing projects 4. Develop increased awareness of available resources to further develop project management skills 5. Consider how to apply new knowledge to their own projects and set realistic goals for moving forwards.

COURSE OUTCOMES: Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise.

- Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management.
- Demonstrate effective project execution and control techniques that result in successful projects.
- Conduct project closure activities and obtain formal project acceptance.
- Demonstrate a strong working knowledge of ethics and professional responsibility.
- Demonstrate effective organizational leadership and change skills for managing projects, project teams, and stakeholders.

COURSE CONTENT:

Unit-I

Introduction to Project & Project Management, Project development in Pakistan, Stages in Project Development, Organizational Capability, Leading and Managing Project Teams, Project Selection and Prioritization.

Unit-II

Project identification, Sources of Project identification, Project Format: PC-1, PC-11, PC-111, PC-IV and PC-V, Problems encountered in various stages/cycles of the projects,

Unit-111

Stakeholder Analysis & Communications Planning, Scope Planning, Chartering, Scheduling, Resourcing and Budgeting Projects.

Unit-III

Project Formulation, Important Aspects of Project Formulations, Project Risk Management, Project Quality & Kick-off, Project Supply Chain Management, Project Progress & Results, Finishing the Project, and Realizing the Benefits.

Unit-IV

Reviewing the Project Lifecycle, Large Scale & and Public Sector Projects, Events as Projects, Triple Bottom Line Sustainability, Community Consultation & Engagement, Industry Speaker.

Recommended Books:

1. Project Management Body of Knowledge by Project Management Institute, Latest Edition
2. The art of project management by Scott Berkun
3. The fast forward MBA in project management by Eric Verzuh
4. Project Management: A Systems Approach to Planning, Scheduling by Harold Kerzner.
5. A handbook on project Management cycle by Dr. Sardar Ahmad Ansari, Director General

THM 484

Tourism Marketing


Cr. Hrs-3

Course Introduction and Objectives:

This course will provide knowledge of models, concepts, tools and techniques necessary to Undertake marketing decisions in the field of tourism. The objective of the course is to focus on developing analytical skills in the formulation and implementation of market driven strategies and plans for an organization. Tourism marketing will capacitate students to know about satisfied customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage. The course will cover current developments in marketing theory and practice.

Course outcomes

After successfully having completion of the course, students will be able to master the following.


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skills:

1. Provide insight into the role of marketing in tourism and hospitality sectors. Enhance the abilities and skills of the students for development and promotion of tourism and hospitality in organizations.
2. Apply strategic marketing frameworks, concepts, and methods to different types of tourism and hospitality organizations; evaluate customer-life time value; assist tourism and hospitality organizations to deliver excellent experiences to valuable customers.
3. Will be able to explore the internal and external barriers to strategies implementation in tourism and hospitality, as well as use various approaches for overcoming these barriers.

Course Contents:

Unit- 1

Marketing overview: The Core Concepts, Needs, Wants & Demands, Products (Goods, Services, & Ideas), Exchange & Transactions, Relationship network, Markets, The role of marketing in tourism strategy development. demand and supply issues, attractiveness, and competitiveness. Marketing Management Philosophies.

Unit-2

Theory, formulation and implementation of market driven strategies and plans for a tourism organization. Strategic Planning. Strategic Planning –Defining the Corporate Mission – Establishing Strategic Business Units, Scanning Marketing Environment: Major Macro environment Forces, Macro Forces - Demographic - Economic – Natural – Political – Legal Social – Cultural.

Unit-3

Market Segments, selecting market targets and Developing marketing strategies: Market segmentation, Levels of market segmentation, Market segmentation procedure, Bases for segmentation consumer markets, Bases for segmenting business markets, Requirements for effective segmentation, Evaluating target markets. Developing New Products: Managing the new product development process – Idea generation – Idea screening – Concept development and testing – The Product life cycle – Demand/ Technology life cycle – Stages in the product life cycle – Product Category, Product for, Product and branding life cycle,

Unit-4:

Managing Service Businesses and Product Support Services: The nature and classification of services, Characteristics of services and their marketing implications Managing Advertisement, Sale Promotion and Public Relations.

Unit-5

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-6

Distribution Channels, Nature of distribution channels- Marketing intermediaries- Selecting channel members- Responsibilities of channel members and suppliers.

Unit-7

Promoting Products: Communication and Promotion Policy and Advertising. The Communication process- Promotion tools and promotion mix- Advertising- Major Decisions in Advertising- Public Relations- Public Relations process- Sales promotions and Publicity.

Unit-8

Electronic Marketing, Professional Sales, and Destination Marketing Internet Marketing- Digital 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 Books:


- Philip R Kotler, John T. Bowen, and James Makens (latest edition) Marketing for Hospitality & tourism
- G.P.Raju (2009) Tourism Marketing and Management I & quot; edition: Manglam publication
- Manpal Singh (2008) Tourism Management 1st edition: Himalaya Books PVT.LTD
- Dotty Boen Oelkers (2007) Travel and Tourism Marketing, Thomson South-Western.
- Beid, R.D. and Bojanic, D'.C. (2006) Hospitality Marketing Management. John Wiley & amp; Sons.
- Bowie, D. and Buttle, F. (2004) Hospitality Marketing. Butterworth-Heinemann.
- Brassington, F. and Pettitt, S. (2003) Principle of Marketing,

THM 500

Capstone Project

Cr. Hrs-3

A Capstone Project allows students to bring together the concepts, principles and methods that they have learned in their course of study and to apply their knowledge and acquired competencies to address the real-world problems.


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A capstone project is multifaceted body of work that serves as a culminating academic and intellectual experience for students. The capstone project must be supervised and graded by a faculty member as per the protocols prescribed by the concerned department. This is a mandatory degree award requirement of 3 credit hours for all undergraduate/equivalent degree programs except for Associate Degree.

ANNEXURE-A (ALLIED COURSES)

Principles of Management

Course Code: MGT 111

Credit Hours: 03

Objectives:

- This course is intended to:
- Expose students to the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical, and pragmatic perspective.
- Allow students to develop their own framework for analyzing and understanding management as well as exploring and developing their own personal philosophy of management.
- Communicate effectively, develop people, solve problems and making decisions, organize themselves and also would be able to work in team.

COURSE OUTLINE

WEEK	COURSE OUTLINE
1, 2 & 3	Introduction to management: concepts and theories / evolution Basic Concepts and Definitions: Efficiency, Effectiveness, Skills, Roles etc.; Foundation of Management Thinking and Evolution: Various Schools of Thought
4 & 5	Environmental scanning and considerations Environment, National Culture and Management Practices
6, 7 & 8	Management functions: planning, and organizing

	Planning and Planning Tools/Techniques; Strategic Management Process; The Escalation of Commitment: Step Toward an Organizational theory; Decision Making; Organizational Structure, and Culture; Human Resource Management; Change Management
9	Mid Term
10, 11, 12 & 13	Management functions: leading and controlling Motivation: Concept, Use and associated Theories; Leadership & Leader's styles: Concept, Use and associated Theories; Team and Teamwork Management; Management Skills and Competencies; Managing Organizational Conflict, Politics and Negotiation; Controlling – Meaning, Components/Process and Classification.
14, 15, 16	Contemporary management functions/ issues/ challenges Communicating effectively; Technology, The market, Competition and the External environment; Internationalization and Globalization; Entrepreneurship; Stress Management; Professional Ethics and Social Responsibility including CSR; Corporate Governance and Due Diligence; New Management Paradigms Role of Accountants in Management Process especially in Decision- making;
17	Presentations
18	Final Term Exam

Recommended Books:

- Stephen P. Robbins, Mary Coulter, Nancy Langton, (2006) “*Management*” 8th Edition, Pearson Education Canada
- Koontz O, Donnel. Management, (1997) 8th Edition, McGraw-Hill Education; Internat.8r.e. edition
- John R. Schermerhorn and John (2020) Introduction to Management (2015Wiley & Sons, Inc., UK.

Introduction to Business

Course Code: MGT 112

Credit Hours: 3

Course Description

This course aims at broadening the perspectives of the students to understand the environment, structure and system in which a modern business enterprise operates

Course Objectives

- To acquaint students with full range of functions of business organizations
- To apprehend about Businessman and Entrepreneurial Activities
- To make students well aware of various Legal Forms of a Business, and about their respective Pros and Cons
- To know about the various Resources desired for a successful business, and the Sources of Finance
- To familiarize students with Pattern, Practices, Operational Factors etc. for operating domestically and/or internationally

Course Contents

Week	Contents
1,2	Nature and Scope of Business, Nature of business; importance of business; objective of business , Qualities of successful businessman; scope of business; components of business; function of a modern business; Distinctions between trade; commerce and industry

3	Legal Form of Business Ownership Sole proprietorship characteristics Advantages and disadvantages of the sole proprietorship
,4,5	Partnership Partnership and characteristics; salient features or characteristics of partnership; merits and demerits of partnership form of organization Partnership agreement; partnership deed, kinds of partners Mutual duties; rights and liabilities of partners; admission or withdrawal of partners in a firm, Registration of a partnership firm
06	Company Form of Organization Joint Stock Company –Types / Classification, Formation,
7,8	Memorandum of Association, Articles of Association, Prospectus, Capital Management, Meetings and Winding up Features, Merits and Demerits, Management of the Companies.
9	Mid-term Examination
10,	Organs of Company Management, Shareholders; rights of shareholders Directors of a Co., Secretary of a company
11	Cooperative Ownership and Business Combinations Meanings, Types of Cooperatives, Advantages And Disadvantages.
12	Business Combination: Meaning, Types and Forms,
13	Stock Exchange, Functions, Advantages
14	Advantages and Disadvantages, Causes and Purposes of Stock Exchange.
15	Chamber of Commerce, Functions and Advantages
16	Insurance, Definition, types
17	Principles of Insurance
18	Final-term Examination

Recommended Textbooks

- Rober C. Appleby, Modern Business Administration
- Theodore J. Sielaff & Belmont, Introduction to Business, California
- David L. Kurtz and Louis E. Boone, Contemporary Business, 14th Edition
- John W. Aberle, Business Studies, Wordsworth Publishing Company Inc.

Reference Books:

- Muhammad Irshad, Introduction to Business, Naveed Publication Lahore.
- Ali M. H., Introduction to Business.
- Business Organizations by ‘Nisar-ud-din’.
- Introduction to Business by ‘M. Saeed Nasir’

Business Finance
Course Code: MGT 211
Credit Hours: 03

Objectives

On completion of the course, students will be able to understand: Functions of business finance and finance manager, the basics of finance theory and its applications to corporate financial decisions, analysis of financial statements. tools and techniques of time value of money for investing decisions., concepts of risk and return for portfolio management, the principles of capital structure & the concept of cost of capital.

Week	Course Contents
Week 01	An Overview of Business Finance: Finance a quick look. Business finance and financial manager. Forms of business organization. Goals of business finance. Agency problem.
Week 02 & 03	Time Value of Money, Meaning and role of time value of money Future values Present values Annuities and its types Present and future value of annuities Future and present values of cash flows under high compounding frequency
Week 04 & 05	Distinctions Among Valuation Concepts, Bond and Their Valuation Definition and its types Key features of bonds Valuation of bonds (the basic process) Common stock Valuation Shares and their basic features Benefits from a share investment Rates of Return (or Yields)
Week 06 & 07	Risk and Return; Investment Returns; Stand-Alone Risk; Risk in Portfolio Context The Relationship between Risk and Rates of Return; Physical Assets versus Securities; Some Concerns about Beta and the CPM; Volatility versus Risk; Portfolio Theory and Asset Pricing Models; Measuring Portfolio Risk; Efficient Portfolios; Choosing the Optimal Portfolio; The Capital Asset Pricing Model; The Capital Market Line and Security Market Line; Calculating Beta Coefficient; Empirical Tests of the CAPM
Week 07 & 08	Understanding financial statements and cash flows: The balance sheet. The income statement. Analyzing the financial statements Ratio analysis: Liquidity ratios asset management ratios debt management ratios profitability ratios Market value ratios
Week 09	Mid Semester Examination
Week 10	Cash and Marketable Securities Management, Motives for Holding Cash, Speeding Up Cash Receipts S-l-o-w-i-n-g D-o-w-n Cash Payouts
Week 11 & 12	Short-Term Financing Spontaneous Financing, Negotiated Financing, Factoring Accounts Receivable Composition of Short-Term Financing
Week 13 & 14	Required Returns and the Cost of Capital Creation of Value, Overall Cost of Capital of the Firm, Project-Specific Required Rates, Group-Specific Required Rates, Total Risk Evaluation

Week 15 & 16	Long-Term Debt, Preferred Stock, and Common Stock, Bonds and Their Features, Preferred Stock and Its Features Common Stock and Its Features
Week 17	
Week 18	Final Term Examination

Recommended Books:

- Brigham, E. F., & Houston, J. F. (2021). Fundamentals of financial management. Cengage Learning.
- Van Horne, J. C., & Wachowicz, J. M. (2013). Fundamentals of financial management 13th Edition. Pearson Education.
- Block, S. B., Hirt, G. A., & Danielsen, B. R. (2018). Foundations of Financial Management. McGraw-Hill Education.
- Graham Peirson; Rob Brown; Stephen Andrew Easton; Sean Pinder; Peter Howard (2015) Business Finance 12th edition McGraw-Hill Education

HUMAN RESOURCE MANAGEMENT

Course Code: MGT 215

Credit Hours: 03

Course Description

This course is basically designed to provide students the basic understanding of key HRM functions, which include HR planning, recruitment & selection, compensation, performance evaluation, and training & development. Since human resource provides a competitive advantage that ultimately has a vital role in success and effectiveness of any organization, this course emphasizes on the understanding of the basic concepts of managing human resource and their applications in today’s organizations.

Intended Learning Outcomes

At the end of this course, students should be able to:

1. Demonstrate an in-depth knowledge of the activities and decisions that inform the employment relationship and management including recruitment, selection, training, health and safety, employment laws, motivation, and productivity of employees.
2. Understand the relevance of the HRM theories and practices, developed in Western settings, in indigenous cultures.
3. Develop and design different forms and memos for recruitment, selection, TNA and performance appraisal of employees.
4. Understand the Islamic perspective of managing human resource.
5. Demonstrate and assess leadership in a professional context, by selecting and appraising appropriate styles for situations, and contributing and discussing relevant expertise, liaising with and assessing professional colleagues, and managing and evaluating a supporting team.
6. Identify and discuss ethical implications of situations and decisions, and develop appropriate professional stances.
7. Understand the difference between HRM theories, their relevance and application from indigenous context.

Course Contents:

Week	Contents
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01	Introduction What is HRM, Why HRM is important
02	Emerging Human resource management challenges. Trends in HRM Global vs local HRM practices
03	HRM from Islamic and indigenous perspective , Basic Islamic philosophy of managing human resource
04	Conducting Job analysis. HR Planning Job Description Job Specification
05	Staffing Recruiting and selecting employees Recruitment techniques Sources of recruitment Selection tests and Interviewing techniques
06	Employee development Performance appraisals Performance management
07	Training and development Training the employees Types of training Technique of training
08	Developing careers Career growth
09	MID-TERM EXAMINATION
10	Project Description and discussion
11 -12	Compensations Managing compensation Types of compensation
13 - 14	Rewarding performance Pay for Performance
15-16	Designing and administering benefits Types of benefits Employee relations
17	Presentations
18	Final Term Exam

RECOMMENDED/REFERENCE BOOKS

- Luis R. Gomez Mejia, David B. Balkin, Robert L. Cardy **Managing Human Resources.** (Fourth ed.).
- Human Resource Management by Gary Dessler 12th edition

Organizational Behaviour

Course Code: MGT 312

Credit Hours: 03

Course Description/Objective

Organizational behavior (OB) is an interdisciplinary field drawing from numerous disciplines including psychology, sociology, anthropology, economics, organization theory, statistics, and many others. Effective management of human resources within organizations requires an understanding of various behavior and processes. Managers need to know why people behave as they do in relation to their jobs, their work groups and their organizations. This knowledge of individuals' perceptions, motivational attitudes and behavior will enable managers to not only understand themselves better, but also to adopt appropriate managerial policies and leadership styles to increase their effectiveness.

The focus of instruction will move progressively through the individual, group and organizational levels of behavior and will examine the interrelationships of behavioral phenomena among these levels

Indented Learning Outcomes

Upon completion of this course, students should be able to:

1. Understand the components of individual behavior and group behaviors in the organizational context.
2. Understand the relevance of the OB theories and practices, emphasized by Western texts, in local settings.
3. Understand the Islamic perspective of understanding and directing human behaviour towards achievement of goals.
4. Understand the causes of job dissatisfaction and stress as well as methods of improving job satisfaction and dealing with stress.
5. Analyze the impact of individuals and team behaviour on organizational productivity
6. Evaluate the impact of organizational structure, design, culture and change
7. Synthesize various theories of motivation and leadership and understand their application to workplace.

Course Contents

Week	Contents
01	What is Organizational Behaviour Importance of organizational behavior
02 & 03	Foundations of Individual Behaviour: Biographical Characteristics, Ability, Learning
04	Attitudes and Job Satisfaction Types of attitudes Types of behaviors
05 & 06	Perception and Individual Decision Making Why perception is important Types of decision making Biases and errors in decision making
07 & 08	Motivation concept Content theories of Motivational Process theories of motivation
09	MID-TERM EXAMINATION
10	Foundations of Group Behavior Groups in organization
12 -13	Power and politics Types and sources of power Politics in organizations
14	Conflict and negotiation Types of conflicts
15-16	Functions of organization structure Types of organizational structure Organizational structure and its impact on individuals and groups
17	Organizational culture Organizational culture and individual behavior Presentations
18	Final Term Examination

RECOMMENDED BOOK

Smith, P., Farmer, M., & Yellowley, W. (2013). *Organizational behaviour*. Routledge.

Buchanan, D. A., & Huczynski, A. (2019). *Organizational behaviour*. Pearson UK.

Robbins, P. S., & Judge, T. A. (2009). *Organizational Behaviour*. 13th ed.

Business Ethics & CSR
Course Code: MGT 415
Credit Hours: 03

Course Description

This course introduces contemporary and controversial ethical issues facing the business community. Topics include moral reasoning, moral dilemmas, law and morality, equity, justice and fairness, ethical standards, and moral development. Upon completion, students should be able to demonstrate an understanding of their moral responsibilities and obligations as members of the workforce and society.


week	Ethics in Business
1-2	What is business ethics? Morality Business Decision Making — Levels of decision making, Three point of views for decision making in business Ethics, Economics and Law — Relationship of ethics and economics, Relationship of ethics and law Ethics and Management — Ethical management and management of ethics, Ethics and the role of the mangers
3 -4	Ethical Principles in Business Utilitarianism Rights, Virtue and Duties Justice and Fairness
5-6	Ethical Issues in Business Whistle Blowing, Whistle blowing policy of a company Privacy — Concept, Employee privacy, consumer privacy, privacy on Internet Discrimination — Forms, Ethical arguments against discrimination, Ways to avoid discrimination
7-8	Ethics in Marketing Ethical issues in Marketing Ethical issues in Advertising Ethical issues in Product Safety
9	Mid-term Examination
10-11	Ethics in Finance Financial services Financial markets Insider trading Hostile takeovers
12-13	Ethics and Corporations Corporate Social Responsibility — The debate over social responsibility; definition of the concept; the classical view; arguments for and against social responsibility
14-15	Corporate governance — The property rights and social institution theories; the contractual theory and its criticism, the stakeholders theory and its criticism Corporate Ethics Program — Components of the ethics program; benefits of the ethics program; code of conduct
16	International Business Ethics Guidelines for Multinationals — Human rights; welfare ; justice Wages and Working condition — Determination of justified wage Cultural Differences — Ethics east and west;
17	Presentations
18	Final Term Examination

Recommended Textbook

- Manual G. Velasquez, “Business Ethics” Concepts & Cases International Edition. Pearson Education, Inc
- John R. Boatright, 4th edition “Ethics and the conduct of Business” International Edition. Pearson Education, Inc
- John R. Boatright, 4th edition “Ethics and the conduct of Business”

Note:

Courses included in the General Education Category are designed by the respective departments including their course codes, credit hours and titles (reflected in the scheme of studies). All such courses approved by the Syndicate are available on the university website (www.uom.edu.pk). For any query the office of the Registrar Academics may be approached for clarification/guidance.


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