

BTM ✓

PT CHIRANJI LAL SHARMA GOVT COLLEGE, KARNAL

DEPARTMENT OF TOURISM MANAGEMENT

PROGRAMME: BACHELOR IN TOURISM MANAGEMENT(B.T.M.)

Bachelor in Tourism Management is a vocational undergraduate program of three year duration run under Kurukshetra University in various colleges. It is job oriented professional degree course offering avenues to build career in various sectors of Tourism & service industry.

Nature of BTM Degree Course- As told before it's a professional course and thus is multidisciplinary by nature, meaning thereby that it utilizes the knowledge of varied subjects from Humanities and management in applied form. There are six semester to be cleared by the student to get the degree. Each semester has 6 subjects besides Field Trip Report and Training Report .

The subjects can be categorized into four main areas

- Core subjects of Tourism such as Tourism Business, Travel Agency and Tour Operation Management, Hotel Business.
- Social Sciences subjects such as Geography of Tourism, Culture and History, Sustainability.
- Commerce and Management subjects such as Principles of Management, Tourism Marketing, Human Resource Management, Business Accounting, Salesmanship in Tourism.
- Skill based subjects : Computer and IT Skills, Communication skills and personality development. Communicative English subject to train students to improve writing skills in English. Extension Lectures on personal grooming and Industry-academia interface.
- Besides that student has to study Hindi and English as compulsory subjects.


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BACHELOR IN TOURISM MANAGEMENT(B.T.M.)

PROGRAMME OUTCOME (PO) :

PO1. JOB ORIENTATION


PO2. DEVELOP ENTREPRENEURSHIP

PO3. DEVELOP COMMUNICATION SKILLS & BASIC COMPUTER SKILLS

PO4. DEVELOP ETHICAL & RESPONSIBLE TOURISM AND TOURISM BUSINESS

PO5. ORIENTATION FOR HIGHER EDUCATION & RESEARCH

PO6. EQUIPPED WITH INDUSTRY ORIENTED SKILLS – MANAGERIAL & SOFT SKILLS .


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PROGRAMME SPECIFIC OUTCOMES (PSO)

- PSO 1. TO IMPART THE JOB ORIENTED EDUCATION IN TOURISM
- PSO2. TO UNDERSTAND THE DYNAMICS OF TRAVEL INDUSTRY, HOTEL & ANCILLIARY INDUSTRIES.
- PSO3. TO STUDY RELATIONSHIP BETWEEN LEISURE, BUSINESS, LIFE STYLE, CULTURE, ART AND CRAFTS & GLOBAL MOVEMENTS
- PSO4. UNDERSTAND THE APPLICATIONS OF INFORMATION TECHNOLOGY IN TRAVEL TRADE & HOTEL BUSINESS.
- PSO5. TO DEVELOP INDUSTRY SPECIFIC SKILLS – COMMUNICATION SKILLS, MANAGERIAL & SOFT SKILLS .
- PSO6. TO FACILITATE STUDENTS TO MAKE CAREER IN TOURISM & RELATED SERVICE SECTOR.
- PSO7. TO AWARE STUDENTS ABOUT CAREER IN EMERGING ANCILIARY SERVICE SECTOR.



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COURSE OUTCOMES

SEMESTER - FIRST

1. BTM -101 : English (Compulsory) ; to understand the literature in English, grammar and to develop writing, phonetics and communication skills among students.
2. BTM -102: Hindi (compulsory) ; to impart knowledge about literature in Hindi & develop writing & speaking skills.
3. BTM -103 : Business Environment for Tourism: To understand nature, relationship and scope of business environment for tourism business.
4. BTM -104 Introduction to Tourism : to study what is tourism, its relationship with other segments of national and global economy, why and how tourism is necessary in modern world.
5. BTM -105 Tourism Product of India (Natural): to introduce students about natural tourism products and geographical diversity of India.
6. BTM – 106 Tourism Product of India (Cultural): to introduce students about cultural tourism products and racial, cultural and religious diversity of India and how these are offering business opportunities in modern global world.

SEMESTER- SECOND

BTM -201: English (Compulsory) to understand the literature in English, grammar and to develop writing, phonetics and communication skills among students

BTM202: Hindi (compulsory) ; to impart knowledge about literature in Hindi & develop writing & speaking skills.

BTM -203 : Geography of Tourism; To study about the geographical concepts and techniques which are utilized in tourism and travel such as GMT and travel time calculation, Climatic zones classification of the world, Physiography etc.

BTM204:Transport Management; To understand the role of various transport modes used in tourism and travel and their business technicalities.

BTA 205:Tourism Documentation: To learn about the frontier formalities and laws & rules governing the travel business.

BTM 206:Haryana Tourism; To provide knowledge about




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SEMESTER- THIRD

1. BTM 301:English (Compulsory); to understand the literature in English, grammar and to develop writing, phonetics and communication skills among students.
2. BTM 302: Tourism in India; To provide detailed knowledge about the tourism resources and tourism product of India both natural and man made
3. BTM 303:Hotel Business;the subjects provides basic understanding about the hotel operations, marketing and reservation as well as typologies of accommodation available in tourism
4. BTM 304: HRM in Tourism; The subject provides knowledge a about managing the human resources with special focus on tourism industry.
5. Computer Applications in Tourism: to impart computer and IT skill and knowledge specific to travel and tourism industry
6. BTM 305:Communication Skills & Personality Development: To provide Knowledge and skills used in social interactions as interpersonal skills play very important role in the business of tourism
7. FIELD – TRIP REPORT & VIVA-VOCE: The students need to submit a detailed report of any four destination covered which should include along with attraction ,the tourism industry in the area ,problem, prospects and suggestions

SEMESTER- FOURTH

1. BTM 401:English ; to understand the literature in English, grammar and to develop writing, phonetics and communication skills among students.
2. BTM 402:Pilgrimage Tourism; to provide the knowledge about the various religious attraction and circuits belonging to different religions that are present in India.
3. BTM 403: Principles of Management; Basic knowledge of Principles and practices of management that are used by managers in an organization.
4. BTM 404: Tourism Marketing; To provide detailed knowledge on practices of marketing, its techniques and methodology with focus on tourism Industry.
5. BTM 405:An Introduction to Travel Agency & Tour Operation Business in India; To provide knowledge about operations, management and marketing of Travel business.
6. BTM 406: Communicative English; The subject provides the knowledge about the colloquial English and body language.


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SEMESTER- FIFTH

1. BTM 501: English - Understand the literature in English, Grammar and to develop writing, phonetics and communication skills among students.
2. BTM 502 : Impacts of Tourism : to understand the natural, economical, cultural impact of tourism in the area.
3. BTM 503 : Accounting for Tourism : To equip students with basic accounting skills to understand importance of accounts in travel agency and entrepreneurship.
4. BTM 504 : Sustainable Tourism : provide insight about sustainable options in different tourism activities and how a technology can address the solution of sustainability .
5. BTM 505 : Entrepreneurship in Tourism International Tourism : Develop understanding about entrepreneurship in tourism and related service industries.
6. BTM 505 : On – the – Job Training Report & Viva – Voce : Familiarisation of practical aspect of travel trade facilitates students to understand the travel industry, its functioning and to enable them to learn work culture in travel organisations and hotel units.

SEMESTER - SIXTH

1. BTM 601: English Understand the literature in English, Grammar and to develop writing, phonetics and communication skills among students.
2. BTM 602 :Tourism Administration in India : to know about the tourism organisation of regional , National, Local and Global level, their functioning, objectives and policy, planning in long and short term perspectives.
3. BTM 603 : Economics of Tourism : to understand the role of tourism in the global and local economy, tourist expenditure in GDP, Taxation, Foreign Exchange, FDI, role of banking & insurance, contribution in Regional development.
4. BTM 604 : Adventure Tourism: to familiarise and develop entrepreneurship in about the emerging opportunities in adventure sports and tourism activities as niche across the country. The paper highlights the role of natural and manmade adventure tourism resources
5. BTM 605 :Tourist Guiding : the paper helps to impart the knowledge, methods, precautions and techniques of tourist guiding and escorting at pre sale and post sale phase of tour packages in outbound and inbound tourism.
6. BTM 606 : Salesmanship in Tourism : to discuss the importance and theories of salesmanship in tourism with an objective to earn profits and generate revenues along with business ethics and CSR.


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SURENDER PAL SINGH
HOD (TOURISM)