



UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A ++ GRADE' UNIVERSITY)
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION (25/Sep/Adp./73)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the syllabi and courses of studies for **Post Graduate Programme** in **MBA (TTM)** under **NEP-2020** as per details given below:-

Two Year Post Graduate Programme under NEP-2020

Subject	Semester	For the examinations to be held in the year
MBA (TTM)	Semester-I	December 2025, 2026 and 2027
	Semester-II	May 2026, 2027 and 2028

The Syllabi of the courses are also available on the University website: www.jammuuniversity.ac.in

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/25/9336-42

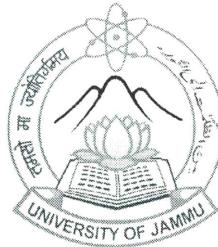
Dated: 9/9/25

Copy for information and necessary action to:

1. Dean, Faculty of Business Studies
2. Director/Convener, Board of Studies in Hospitality and Tourism Management
3. Director, Centre for IT Enabled services and Management, University of Jammu for information and for uploading on University Website.
4. All members of the Board of Studies
5. Joint Registrar (Evaluation/P.G. Exam.)
6. Programmer, Computer Section, Examination Wing

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Joint Registrar (Academic)

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**School of Hospitality and Tourism Management
Faculty of Business Studies
University of Jammu
(NAAC A++ University)**

Course Structure and Syllabus of

**2 year Masters Degree Program in MBA (Tourism & Travel Management)
as per NEP 2020**

Academic Year 2025 – 2026 onwards

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University of Jammu started a two year full time Master's Degree Programme in Tourism Management (MTM) in the year 2001-2002 in Department of Management Studies. On July 27, 2005, University of Jammu established Centre for Hospitality & Tourism Management (CHTM) with an objective to develop tourism professionals and promote research. In the year 2009, Centre was upgraded to the School of Hospitality & Tourism Management (SHTM) and the degree was renamed as Masters in Business Administration (Hospitality & Tourism) – MBA (HT). From the Academic Session 2023 – 24, the nomenclature of MBA (HT) has been aligned with the UGC Regulations and has been changed to MBA (Tourism & Travel Management) or MBA (TTM). SHTM today offers Under Graduate Programme, Post Graduate Programme, Ph.D. programme and also other certificate and diploma programmes.

Salient Features of the Programme

The MBA (TTM) programme is a student centric program with an objective of developing a career in tourism, travel and allied industries domestically and globally. The programme through its upgraded curriculum enables the students to become industry leaders by acquiring knowledge and skills required by the corporate world. Students who want to tread the entrepreneurial path can receive insights and impetus to become able entrepreneurs. Some of the salient features of the Programme are

1. **Experiential Learning** – The curriculum has inbuilt components of experiential field based learning. Through this the students will get ample opportunities to explore the surroundings of the real work in travel and tourism sector, understand the working of the tourism eco-system, reflect upon the learning, identify problems and propose solutions which can be beneficial for the tourism and travel industry.
2. **Industry Oriented** – In addition to equipping the students with various functional areas of management, the courses are designed to building knowledge, skills and attitude (KSA) required to be successful in tourism, travel and allied industries. Students will be provided ample opportunities to interact and learn from industry professionals through regular interactions, industry oriented workshops and related activities
3. **Application Oriented** – Through the experiential field based learning modules, non-credit and value added courses of relevance, practical assignments, case studies, industry training and internship, the programme lays emphasis on applying the knowledge on a regular basis. Students will be provided ample opportunities to participate in various events, organize cultural and tourism related activities, engage with government officials, write articles for magazines and newspapers, and related academic activities.
4. **Entrepreneurship Oriented** – The curriculum will encourage the students to explore the industry, identify business opportunities and motivate them to take calculated risk of starting their own enterprise in future. Students will be encouraged to develop business plans, participate in various Ideathons, Hackathons and also interact with various entrepreneurs in the industry.
5. **Alumni Mentoring** – Students can get access and support from the alumni of SHTM who are either working in the corporate or have become first generation entrepreneurs in the industry for mentoring and guidance.

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Programme Specific Outcomes (PO) – MBA (TTM)

MBA in Tourism & Travel Management is the flagship programme of the School of Hospitality and Tourism Management, University of Jammu.

1. To equip the students with requisite domain knowledge in tourism and travel sector, hard and soft skills necessary to provide effective leadership.
2. To develop communication, presentation, leadership and design thinking skills enabling them to emerge as effective professionals
3. To assist students to apply reasoning by the contextual knowledge to assess economic, social, cultural, technological, legal issues and their consequent impact on the decision making.
4. To inculcate proactive thinking and positive attitude to ensure effective leadership and performance in the dynamic business ecosystem of the tourism industry
5. To enable the students to apply the domain knowledge through case studies, practical, industry training & internships and experiential learning modules
6. To foster entrepreneurial spirit among the students and encourage them to create their own enterprise in future aligned with the national priorities.

Course Structure

The programme is divided into four semesters. In addition to theory, credits are also to be earned from practical / field based experiential learning / industry training and internship and other related activities.

Workshops

In addition to the credit based courses, the course curriculum of MBA (TTM) also includes workshops offered during the program. The objective of the workshops is to provide knowledge and skills which are relevant to the tourism, travel and allied industries. Through these courses, the students will get an opportunity to learn from industry professionals / policy makers from government / specialized trainers. The Department Affairs Committee (DAC) of the department in consultation with the students will identify need based courses that will be offered to the students. One or more than one course shall be offered to the students. Courses / Workshops / any other activity which will be fee-based, the students who opt for the same will have to bear an additional cost over and above the programme fees. Some of the indicative courses that are proposed to be offered include

1. **Industry-Interface Programme/ Workshop** – The objective of this course will be to invite industry professionals to the University of Jammu. This will help the students to get an exposure on contemporary trends in the industry and also will help them in training and placements
2. **Workshop on MS-Office / Industry Oriented Software's likes PMS, CRS, Amedus** - The objective of this course will be to provide skill based training on various software that are used in the industry.
3. **Leadership Development Programme** – The objective of this course will be to provide exposure in any specific special interest tourism activity (e.g. adventure tourism, rural tourism) and take the students to various national level institutes / universities for cross cultural and leadership orientation. Any field based activity can also be included as part of this course.



4. **Alumni Mentoring Programme** – The objective of this course is to connect each student of the programme with any one alumni who is serving in the corporate or is an entrepreneur. Students will be expected to interact and learn from the alumni through volunteer work / real time projects which will enable them to learn the finer aspects of working in the industry.
5. **Employment Orientation Course** – The objective of this course will be to enable to students to learn the skills which will help them to effectively participate in the employment / placement process.
6. **Banking and Foreign Exchange Management/ Accounting** – The objective of this course will be to provide real life experience of interacting with the banking system and also learn about the finer aspects of foreign exchange, which will help them in their careers.
7. **Student Exchange with various Universities across the country** – The objective of this course will be to provide an opportunity to learn with the students of other Universities in the UT / region or country. This will provide them an understanding of cross cultural issues and gain knowledge about other regions of the country.
8. **Any other need-based contemporary Issue to be decided by the DAC**



S.No.	Course No.	Course Title	No. of Credits	Credits Level	Credit Points	Core/ Elective/ Any Other	Practical	Global	National	Regional	Skill	SWAYAM/ MOOC	Vocational Course	Research Project/ Summer Internship/ Dissertation
1	P2TTTPC101	Experiential Field Based Learning-I	4	6.5	26	Core						<input checked="" type="checkbox"/>		
2	P2TTTC102	Principles and Practices of Management	4	6.5	26	Core	100	<input checked="" type="checkbox"/>						
3	P2TTTC103	Tourism Concepts,Principles and Linkages	4	6.5	26	Core	100	<input checked="" type="checkbox"/>						
4	P2TTTC104	Hospitality Management	4	6.5	26	Core	100	<input checked="" type="checkbox"/>						
5	P2TTTC105	Quantitative Techniques for Business	4	6.5	26	Core	100	<input checked="" type="checkbox"/>						
6	P2TTTC106	Tourism Geography	2	6.5	13	Core	50	<input checked="" type="checkbox"/>						
7	P2TTTC107	Business Communication	2	6.5	13	Core	50				<input checked="" type="checkbox"/>			
Total Credits			24											

S.No.	Course No.	Course Title	No. of Credits	Core/Elective/Any Other	Credit Points	Nature of Course	Vocational Course			Research Project/Summer Internship/Dissertation
							Course Type	Marks	SWAYAM/MOOC Skill	
							Regional	National	Global	
1	P2TTTPC201	Experiential Field Based Learning-II	4	6.5	26	Core	100		<input checked="" type="checkbox"/>	
2	P2TTTC202	Travel Agency and Tour Operations	4	6.5	26	Core	100		<input checked="" type="checkbox"/>	
3	P2TTTC203	Tourism Marketing	4	6.5	26	Core	100		<input checked="" type="checkbox"/>	
4	P2TTTC204	Itinerary Preparation and Tour Packaging	4	6.5	26	Core	100		<input checked="" type="checkbox"/>	
5	P2TTTC205	Tourism Resources of India	4	6.5	26	Core	100		<input checked="" type="checkbox"/>	
6	P2TTTC206	Design Thinking, Innovation and Entrepreneurship in Tourism	4	6.5	26	Core	100		<input checked="" type="checkbox"/>	
7	P2TTTC207	Accounts and Financial Management	4	6.5	13	Core	100		<input checked="" type="checkbox"/>	
8	P2TTTC208	Life Skills and Business Etiquettes	2	6.5	13	Core	50		<input checked="" type="checkbox"/>	
9	P2TTVC251	Vocational Course ** (only applicable for the students who intend to exit after second semester)	4	6.5	26	Vocational			<input checked="" type="checkbox"/>	
		Total Credits	34							

Note: 1. The student will have to undergo Compulsory Industry Training and Internship for a period of 6 to 8 weeks after the end of second semester. The outcome of the training and internship will be evaluated in Semester III under course No. P2TTPC301.

2. **VOCATIONAL COURSE: For the students who intend to exit after first year (after Semester II) of 02-year PG programme and desire to get diploma of completion of first year, they have to undergo compulsory industry training for a period of 6 to 8 weeks after the end of second semester. The outcome of the training and internship will be evaluated in Semester III under course no. P2TTPC209

SEMESTER 1

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UNIVERSITY OF JAMMU
Masters Degree Program
2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Scheme of Examination [4 Credit Course]

There shall be a uniform pattern of 40:60 for Continuous Internal Assessment (CIA) and Semester End Examination (SEE) for all courses.

		Time Allotted	Total Marks (100)
(A) Continuous Internal Assessment (CIA)			
Mid-term assessment Test	Any Pattern to be followed for covering 50% of the syllabus	1 ½ hours	15
Individual/ Group Assessment (Minimum two or more formats)	Case Study/Project/ Field Work/ Presentation/ Assignment/ Class Participation/ Class Test/ LMS/ Games & Simulation etc.	Whole Semester	25
(B) Semester End Examination (SEE)			
The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any four questions out of six.		3 hours	60

Scheme of Examination [2 Credit Course]

There shall be a uniform pattern of 40:60 for Continuous Internal Assessment (CIA) and Semester End Examination (SEE) for all courses.

		Time Allotted	Total Marks (50)
(A) Continuous Internal Assessment (CIA)			
Mid-term assessment Test	Any Pattern to be followed for covering 50% of the syllabus	1 ½ hours	10
Individual/ Group Assessment (Minimum two or more formats)	Case Study/Project/ Field Work/ Presentation/ Assignment/ Class Participation/ Class Test/ LMS/ Games & Simulation etc.	Whole Semester	10
(B) Semester End Examination (SEE)			
The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Five Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Three Long Answer questions (of Ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any two questions out of three.		1 ½ hours	30

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UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Semester : I (First)	Course Credits : 4 (L-T-P: 0-0-4)
Course Code : P2TTPC101	Maximum Marks : 100
Course Title : Experiential Field Based Learning-I	

The Syllabus is for the Examination to be held in Dec. 2025, Dec. 2026, and Dec. 2027

Course Objective

The objective of this paper is to enable the students to develop and relate theory to practice. The course also provides extensive exposure to the various practical domains/aspects of tourism and travel industry.

Course Specific Outcomes

CSO1: To explain the organization structure, departments of hotel and also describe the working of travel agency.

CSO2: To identify the various cultural and heritage resources.

CSO3: To apply the process of organization of an event.

During the first semester, the school organizes 6-8 visits in the following mentioned domains / area for initially exposing the students with the various domains/ aspects of the tourism and travel industry. This course shall sensitize the students to the following fields:

1. **HOTEL VISIT:** This is the familiarization visit to a hotel or any other accommodation. The students will get to know the various departments, organizational structure and practical working of the hotel/ hospitality industry.
2. **DESTINATION** (One- day/ Destination Familiarization Visits): This visit provides knowledge to the students related to a tourism destination, which will further enhance their skills and knowledge towards destination planning and development.
3. **EVENT:** The students in this domain are required to organize an event like world tourism day, etc. to get the practical understanding of the organization of the events.
4. **AIRPORT/ RAILWAY STATION/ BUS STAND:** The visit of the students at airport/ railway station/ bus stand will familiarize them with the working of these.
5. **HERITAGE/ CULTURAL RESOURCE:** The visit provides knowledge to the students about the various heritage/ cultural resources like museums, local fairs and festivals.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Experiential Field Based Learning-I Course Code : P2TTPC101

6. **TRAVEL AGENCY:** This is the familiarization visit to a travel agency. The students will get the first-hand exposure about the various departments, organizational structure of the travel agency.

The DAC shall prepare the calendar of the visits during the semester, equally divided across the semester weeks. Due procedure of the field visit shall be followed seeking appropriate approvals from the concerned authorities.

Scheme of Evaluation

Following deliverables are expected

- During the visit, the students are required to document the visit in any of form viz. article, pictures, documentary, vlogs, newspaper article or any other form as approved by the concerned teacher
- The student will have to make an oral presentation on each of the visit along with a report within the stipulated period as decided by the teacher concerned.
- After completing all the planned visits, the students have to submit the completed final report. The report must be submitted in the school on the date decided by the DAC.
- There will be an end term viva-voce on this course, in presence of an expert from industry to be nominated by DAC

There will be no end term examination in this course and the evaluation shall be done on the basis of internal assessment.

S.No.			Maximum Marks
1	Participation	5 Marks / Activity	30
2	Oral Presentation / Learnings	5 Marks / Activity	30
3	Documentation / Final Report		20
4	Viva –Voce		20







UNIVERSITY OF JAMMU

Masters Degree Program

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Principles and Practices of Management	
Semester : I (First)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC102	Maximum Marks : 100
	Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in Dec. 2025, Dec. 2026, and Dec. 2027

Course Objective

This course has been designed to familiarize the students with concepts, processes and current issues related to management. The course also aims to develop managerial attitude among the learners.

Course Specific Outcomes

CSO1: To understand the concept and evolution of management.

CSO2: To apply the managerial roles and skills, with special attention to managerial responsibility.

CSO3: To explain the fundamental principles of organizing and recognize various types of organization structure.

CSO4: To examine the current and future trends in the functions of direction and controlling.

CSO5: To relate the theories with the practice in the business.

Unit 1

Management - Meaning, Evolution, Process and Functions; Development of Management Thought; Levels of management; Importance of Management Skills, Planning - Meaning, Process, Nature, Importance and Steps, Types of plans, Essentials of effective Planning; Management by Objectives (MBO)- Features, Process & Benefits.

Unit 2

Corporate social responsibility; Ethics - Concept and Need; Values - Concept, Factors in Value Formation; Decision making - Meaning, Types, Process, Effective Decision Making; Organization- Meaning, Features, Importance, Types; Organizational Structure –Types of Structures, Factors affecting Organization Structure, Common Organizational designs- Simple, bureaucratic, matrix, virtual, boundary less, feminine- organization as an open system & influence of environment over organizational dynamics with reference to technological innovations; Span of Management, Factors Affecting Span of Management; Delegation of Authority: Steps, Principles of Delegation; Decentralization: Meaning, Factors determining degree of Decentralization.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I

Course Title : Principles and Practices of Management Course Code : P2TTTC102

Unit 3

Direction- Meaning, Importance and Principles, Direction & Supervision; Organization Culture; Organization Change; Staffing- Factors affecting Staffing, Performance Appraisal; Controlling- Meaning, Types of Control, Management by Exception, Control Techniques.

Unit 4

Motivation- Concept, Characteristics, Motivation Theories- Maslow's Need Hierarchy, Herzberg's Motivation Hygiene Theory, McClelland Alderfer's ERG Theory, Carrot and stick approach of motivation, Need Theory, McGregor's Theory of XYZ, Contingency approach of Motivation; Leadership - Styles & Theories - Charismatic leadership Theory, Trait Theory, Behavioral Theory, Situational Theory.

Suggested Readings

- Koontz, H., & Weirich, H. *Essentials of Management: An International, Innovation, and Leadership Perspective*. McGraw-Hill Education.
- Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. . *Administration*. Pearson Educación.
- Weirich, H., Cannice, M. V., & Koontz, H. . *Management: A global and entrepreneurial perspective*. New Delhi.
- Prasad, L.M..*Principles and Practices of Management*. Sultan Chand & Sons.





UNIVERSITY OF JAMMU

Masters Degree Program

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Concepts, Principles and Linkages	
Semester : I (First)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC103	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in Dec. 2025, Dec. 2026, and Dec. 2027

Course Objective

This course has been designed to familiarize the students with tourism concepts, principles and its linkages with various organizations of Tourism Industry, its impacts and to understand the various other elements of the industry. The course also introduces learner to tourism growth and development. It also discusses the emerging trends in tourism industry and also appreciates the future of tourism.

Course Specific Outcomes

CSO1: To understand the key concepts of travel and tourism, types and forms of tourism and the theories of tourism system.

CSO2: To describe the nature of different tourism products and provide insights into the process of developing and managing various tourism products

CSO3: To understand the concept of tourism demand and supply, and the impacts of tourism development

CSO4: To identify different stakeholders and relevant agencies in the tourism industry and assess their role in tourism development and planning.

Unit 1

Concept of Tourism - Definition, Approaches and evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Travel Deterrence; Tourism Systems-Elements and Kinds, Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC)- Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preference.

Unit 2

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Elements, Components (Tourist Destinations and Attractions); Operating

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I
Course Title : Tourism Concepts, Principles and Linkages Course Code : P2TTTC103

Sectors of the Tourism Industry and their linkages; Mass tourism, Sustainable Tourism, Alternate tourism: Eco, Green, Farm, Rural; Special Interest Tourism- Heritage, Cultural, Religious, Adventure, Health, Wildlife and Sports Tourism; Emerging Tourism Paradigms-Culinary, Dark, Doom, Space, Border and Avitourism.

Unit 3

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations; Tourism Demand and Supply – introduction, meaning, factors affecting demand; Determinants of supply; Tourism Circuits – concept, importance and types.

Unit 4

Tourism Organizations-Role and Function of Tourism Organisations, WTO, ICAO, PATA, UFTAA, ASTA, FHRAI, IATO, TAAI, AAI, ITDC & JKTDC; Stakeholders in Tourism Development; Tourism Planning- Planning Process, Levels of Tourism Planning, Importance of Planning; Emerging Trends in Tourism.

Suggested Readings

- Swain, S.K. and Mishra, J.M. . *Tourism Principles and Practices*. Oxford Publication.
- Roday, S., Biwal, A., & Joshi, V.. *Tourism operations and management*. Oxford University Press.
- Goeldner, C.R and Ritchie, J.R. *Tourism – Principles, Practices and Philosophies*, John Wiley & Sons, Inc.
- Venu Vasudevan, Vijayakumar B and by Saroop Roy B.R . *An Introduction to the Business of Tourism*. Sage Publications
- Sharma, S. . *Introduction to tourism*. SAGE Publications.
- Dileep, M.R. . *TOURISM: Concepts, Theory and Practice*. I K International Pvt Ltd.






UNIVERSITY OF JAMMU

Masters Degree Program

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Hospitality Management	
Semester : I (First)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC104	Maximum Marks : 100
	Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in Dec. 2025, Dec. 2026, and Dec. 2027

Course Objective

This course has been designed to introduce the students to the basics of hospitality sector and also familiarize them with the modern concepts of the industry.

Course Specific Outcomes

CSO1: To understand the basic concepts in hospitality industry.

CSO2: To describe with role and function of different departments in the hotel.

CSO3: To discuss the latest trends in hospitality industry.

Unit 1

Hospitality: Definition, Distinctive characteristics of Hospitality Industry, Concept of Atithi Devo Bhava; Hotel Industry: Concept, overview and historical development of hotel industry - International and Indian perspective; Defining the term-Hotel, types, Fiscal and Non-fiscal incentives offered to hotel industry in India; Ethical & Regulatory aspect in a hotel; Departments of a hotel and their functions; International hotel regulations; Ethical dilemmas in hospitality; Star categorization of Hotels; Latest Hospitality Trends- New paradigms, E-Hospitality.

Unit 2

Front office operations: Introduction; Competencies of front office Personnel; Functions of front office at the arrival & departure of the guest; Front office procedure for emergencies; Guest History; Budgeting and yield management; Types of rooms and rates offered in Hotels; Guest Relations Executive.

Unit 3

House-keeping: Layout of housekeeping department; Competencies of a housekeeping professional; Duties of an Executive Housekeeper; Duties of a Room Attendant- Rules on a guest floor, The Maids Cart, Procedure for cleaning room& bathroom; Public Area Management and Service.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I

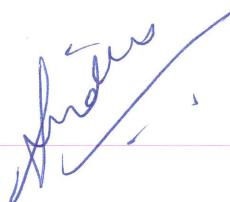
Course Title : Hospitality Management Course Code : P2TTTC104

Unit 4

Food & Beverage (F&B) department and its types; Types of Meal Plans; Types of equipments used in F&B services & production; Functional catering and its types; Departments of a kitchen; Menu: definition, characteristics, Classification of menus, menu planning- process; Types of services; Understanding Guest Service.

Suggested Readings

- Andrews, S. *Introduction to tourism and hospitality industry*. Tata McGraw-Hill.
- Andrews, S. *Hotel front office: A training manual*. Tata McGraw-Hill Education.
- Andrews, S. *Hotel housekeeping management*.
- Andrews, S. *Food and beverage service: A training manual*. Tata McGraw-Hill Education.
- Tewari, Jatashankar *Hotel Front Office: Operations and Management*, Oxford Higher Education
- Raghulanan, G., Raghulanan, S. *Hotel Housekeeping: Operations and Management*, Oxford University Press





UNIVERSITY OF JAMMU
Masters Degree Program
2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Quantitative Techniques for Business	
Semester : I (First)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC105	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in Dec. 2025, Dec. 2026, and Dec. 2027

Course Objective

The objective of this course is to familiarize and appraise the learners with various statistical techniques and methods which will help in developing business strategies.

Course Specific Outcomes

CSO1: To understand the statistical methods and its relevance in tourism.

CSO2: To learn statistical techniques.

CSO3: To understand various research sampling designs and techniques for managerial decision making.

Unit 1

Statistics and its Relevance; Data – Types, Sources; Measures of Central Tendency – Mean, Median, Mode; Measures of Dispersion – Range, Quartile Deviation, Standard Deviation, Coefficient of Variation; Skewness and Kurtosis – Karl Pearson, Bowley and Kelly's coefficient.

Unit 2

Correlation Analysis – Significance, Types; Methods of Correlation - Karl Pearson coefficient, Spearman's Rank Correlation; Coefficient of Determination; Regression Analysis – Meaning, Simple and Multiple Regression, Estimating regression equations (Y on X and X on Y).

Unit 3

Research and theory: types and methods of research; Review of literature; variables and measurement, concepts, constructs and formulation of hypothesis; Sampling- methods of data collection, development of Schedules and questionnaires, scales and fieldwork, ; Hypothesis Testing – Procedure; Level of significance; Student t-distribution; Chi- square Distribution; Analysis of variance (one-way only).

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester – I

Course Title : Quantitative Techniques for Business Course Code : P2TTTC106

Unit 4

Qualitative research: quantitative vs qualitative research; techniques- Grounded Theory, Ethnography, Case method of research, Content Analysis, Phenomenology, Narrative research, mixed methods. Analysis tools- Factor analysis, discriminant analysis, conjoint analysis, multiple regression; Report writing, types of report.

Suggested Readings

- Kaur G., Sharma S and Sareen R. *Business Statistics*. Taxmann.
- Francis, J. Joseph . *Business Statistics*. Cengage.
- Gupta S.P., Gupta H.P . *Business Statistics*. Sultan Chand & Sons
- Myers, Michael D., *Qualitative Research in Business & Management*. Sage Publications Ltd.





UNIVERSITY OF JAMMU
2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Geography	
Semester : I (First)	Course Credits : 2 (L-T-P: 2-0-0)
Course Code : P2TTTC106	Maximum Marks : 50 Internal : 20 Marks End Term: 30 Marks

The Syllabus is for the Examination to be held in Dec. 2025, Dec. 2026, and Dec. 2027

Course Objectives

This course has been designed to familiarize the students with the application of geography in context of tourism

Course Specific Outcomes

CSO1: Understand the fundamental concepts of geography and its relevance in context of travel and tourism industry.

CSO2: To identify and understand the various geographical features in context of India

CSO3: Understand the fundamental physical and political features and aspects of major continents of the world

Unit 1

Importance of Geography in Tourism; Earth in Space – Rotation and Revolution; Representations of Earth – Earth Shape and Size, Latitude and Longitude, Altitude and its implications; Great Circles, Parallels and Meridians, World Continents and Oceans; Climatic Regions of the World. International Date Line, Calculation of local Time, Elapsed Time, Daylight Saving Time.

Unit 2

Geography of India – States and Territories, International Borders; Physiographic Regions – Mountain Ranges, Plateaus, Deserts, Coastal Areas, Islands; Major Rivers and Lakes in India; Wetlands in India; Climatic Regions of India, Transportation Network with Major Airports and Ports.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I

Course Title : Tourism Geography Course Code : P2TTTC106

Unit 3

Geography of World – Fundamental physical and political geography of Asia, Europe, Australia, North America, South America.

Suggested Readings

- Williams, S., & Lew, A. A.. Tourism geography: Critical understandings of place, space and experience. Routledge.
- Page, S. J., & Hall, C. M. . The geography of tourism and recreation: Environment, place and space. Routledge.
- Brian G. Boniface, Chris Cooper, Robyn Cooper Worldwide Destinations: The Geography of Travel and Tourism, Routledge.
- World and Indian Atlas
- Lonely Planet Series
- World Atlas





UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Business Communication	
Semester : I (First)	Course Credits : 2 (L-T-P: 2-0-0)
Course Code : P2TTTC107	Maximum Marks : 50 Internal : 20 Marks End Term: 30 Marks

The Syllabus is for the Examination to be held in Dec. 2025, Dec. 2026, and Dec. 2027

Course Objectives

This course has been designed to develop oral and written communication skills of the students so as to enable them to present their ideas logically and effectively. The course also imparts the role and importance of communication in the business

Course specific Outcomes

- CSO1:** To understand the required skills and principles for effective communication in business organization
- CSO2:** To enhance the oral and written communication skills.
- CSO3:** To develop and deliver a formal presentation.
- CSO4:** To learn about speaking skills through Group Communication and Mock Interview.

Unit 1

Communication - Meaning, Types, Process and Importance; Characteristic of Effective Business communication. Barriers to Effective Communication; Seven C's of Communication; Active Listening Skills and their Importance in Communication, Developing Active Listening Skills; Non-Verbal Communication - Body Language, Physical Expression, Gestures, Hand Movements, and Spatial Relationships

Unit 2

Electronic Messages; Electronic Mail-Features and Guidelines; Blogs; Web Sites and Web Pages; Press Release; Business Reports - Types, Characteristics and Components; Business Proposals - Types, Contents, and Elements; Business Letter -Types and Layout of Business Letter. Resume Writing, Resume Styles, Elements of an Effective Resume.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - I

Course Title : Business Communication Course Code : P2TTTC107

Unit 3

Introduction to Oral communication, Principles of successful oral communication; Oral communication Essentials: Enhancing Voice Quality, Using Voice Effectively; Preparing and Delivering Presentations- Types of Oral Presentations, Elements of an Effective Presentation, Structure of a Presentation, Group Communication; Job Interview- Purpose, Types; Interview Skills- Before, During and After the Interview

Suggested Readings

- Braun, K., Locker, K. O., & Kaczmarek, S. K. *Building Critical Skills*.
- Bovee, C. L., Thill, J. V., & Raina. R. *Business communication today*. (14e). Pearson Education India
- A.C. Buddy Krizan, Patricia Merrier, Joyce P. Logan. *Business Communication*. Cengage Learning



SEMESTER 2

John Doe



UNIVERSITY OF JAMMU
Masters Degree Program
2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Scheme of Examination [4 Credit Course]

There shall be a uniform pattern of 40:60 for Continuous Internal Assessment (CIA) and Semester End Examination (SEE) for all courses.

		Time Allotted	Total Marks (100)
(A) Continuous Internal Assessment (CIA)			
Mid-term assessment Test	Any Pattern to be followed for covering 50% of the syllabus	1 ½ hours	15
Individual/ Group Assessment (Minimum two or more formats)	Case Study/Project/ Field Work/ Presentation/ Assignment/ Class Participation/ Class Test/ LMS/ Games & Simulation etc.	Whole Semester	25
(B) Semester End Examination (SEE)			
The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any four questions out of six.		3 hours	60

Scheme of Examination [2 Credit Course]

There shall be a uniform pattern of 40:60 for Continuous Internal Assessment (CIA) and Semester End Examination (SEE) for all courses.

		Time Allotted	Total Marks (50)
(A) Continuous Internal Assessment (CIA)			
Mid-term assessment Test	Any Pattern to be followed for covering 50% of the syllabus	1 ½ hours	10
Individual/ Group Assessment (Minimum two or more formats)	Case Study/Project/ Field Work/ Presentation/ Assignment/ Class Participation/ Class Test/ LMS/ Games & Simulation etc.	Whole Semester	10
(B) Semester End Examination (SEE)			
The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Five Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Three Long Answer questions (of Ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any two questions out of three.		1 ½ hours	30

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UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Semester : II (Second)	Course Credits : 4 (L-T-P: 0-0-4)
Course Code : P2TTPC201	Maximum Marks : 100
Course Title : Experiential Field Based Learning-II	

The Syllabus is for the Examination to be held in May 2026, May 2027, May 2028

Course Objective

The objective of this paper is to enable the students to develop and relate theory to practice. The course also provides extensive exposure to the various practical domains/aspects of tourism and travel industry.

Course Specific Outcomes

CSO1: To understand the working of Trade fair or any other Special Interest Activity or participate in Leadership Development Program or gain experience working in any travel and hospitality related organization.

CSO2: To apply the event planning principles through hands on experience in organization of an event.

In the second semester, the students shall get practical exposure to the following domains:

- 1. EXPOSURE TO ANY TRADE FAIR/ SPECIAL INTEREST ACTIVITY/ LEADERSHIP DEVELOPMENT CAMP/ VOLUNTARY INTERNSHIP:** The School will organize 4-7 days visit to Trade and Trade fair / or any Special Interest Activity or participate in leadership development Camp or any other similar field based activity. Alternatively, the student can also undertake 30 hours of working on real time projects / voluntary weekend work with any company in the travel/ hospitality industry or any related organization with the prior permission of the School
- 2. ORGANIZING AN EVENT:** The students in this domain are required to organize any event in the department / University with the prior permission of the DAC. The objective of organizing this event will be to get a practical understanding of the organizing the events.

The DAC shall prepare the calendar of the visits during the semester, equally divided across the semester weeks. Due procedure of the field visit shall be followed seeking appropriate approvals from the concerned authorities.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Experiential Field Based Learning-II Course Code : P2TTPC201

Scheme of Evaluation

Following deliverables are expected

- During the visit, the students are required to document the visit in any of form viz. article, pictures, documentary, vlogs, newspaper article or any other form as approved by the concerned teacher
- The student will have to make an oral presentation on each of the visit along with a report within the stipulated period as decided by the teacher concerned.
- After completing all the planned visits, the students have to submit the completed final report. The report must be submitted in the school on the date decided by the DAC.
- There will be an end term viva-voce on this course, in presence of an expert from industry to be nominated by DAC

There will be no end term examination in this course and the evaluation shall be done on the basis of internal assessment.

S.No.			Maximum Marks
1	Participation	20 Marks / Activity	40
2	Oral Presentation / Learnings	10 Marks / Activity	20
3	Documentation / Final Report		20
4	Viva –Voce		20



UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Travel Agency and Tour Operations	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC202	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2026, May 2027, May 2028

Course Objective

This course has been designed to familiarize the students about the working of travel agency, its organization and management as well as different operations carried out by it which will help them to develop adequate knowledge and skills required in the sector.

Course Specific Outcomes

CSO1: To understand the organizations and management of travel agency and tour operation business.

CSO2: To describe the process of conduct of tour and post tour management.

CSO3: To learn about various procedures, documentations, rules and regulations for travel.

Unit 1

Travel Agency - meaning, concept, importance; Evolution of travel agency business; functions of travel agency; types of travel agents –full service agency, commercial agency, implant agency, group / incentive agency; sources of Income of a travel agency; skills and competencies for Travel agency; Tour Operations – meaning, concept, importance; difference between travel agency and tour operator; types of tour operators – inbound, outbound, domestic, specialized; organizational structure – departments and their functions.

Unit 2

Types and Classification of Tours – Independent tour, escorted tour, hosted tour, incentivized tour, packaged tours, specialized tours with case studies from leading international and national tour operators; Inbound and Outbound Tours; Tour planning - market research, negotiation with suppliers and vendors, costing, financial evaluation and pricing, marketing (brochures, advertising and sales promotion, trade & publicity), confirmation of tour, creation of Docekt/file, execution of a tour, post tour management- Preparation of Feedback or Guest Comment Sheet, Analysis of comments of guests ; Accreditation and approval agencies: Essential Requirements for Starting Travel Agency and Tour Operations.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II

Course Title : Travel Agency and Tour Operations Course Code : P2TTTC202

Unit 3

Airline Reservations – carrier and airline IATA codes; elements of air fares; IATA traffic conference areas; Types of airlines; Hub and Spoke System; Computerized Reservation Systems (CRS) – Amadeus and Galileo; Railway Reservation – types of classes, booking, cancellation, concessions, refund rules; Accommodation and Hotel reservations.

Unit 4

Documentation:Passport, Citizenship, Types of passports, Procedure to apply for Passport, Procedure for new and duplicate passport, Tatkal scheme, documents to pass a port,VISA; Concept and definition, Travel Information manual, Types of VISAS, VISA Requirements for popular tourism destination countries, Health Regulation for International Travel, Custom regulations, Foreign Exchange (Buying and Selling rates), Tax paid by travelers, Travel Insurance.

Suggested Readings

- Negi, Jagmohan . *Travel Agency and Tour Operation- Concepts and Principles*. New Delhi: Kanishka Publishers, Distributors.
- Chand, Mohinder . *Travel Agency Management- An Introductory Text*, 2/e. New Delhi: Anmol Publications Pvt. Ltd.
- Gee, Chuck and Makens, Y. *Professional Travel Agency Management*, New York: Prentice Hall.
- Syratt, Gwenda and Archer, Jane . *Manual of Travel Agency Practice*, 3/e. Burlington: Butterworth-Heinemann.
- Bhatia, A.K.. *The Business of Travel Agency and Tour Operations Management*, Sterling Publishers





UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Marketing	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC203	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2026, May 2027, May 2028

Course Objective

This course has been designed to familiarize the students about the Marketing for Tourism which will enable the students to understand the significance of Marketing, know the current trends and practices in the tourism and hospitality sector and develop adequate knowledge and skills applicable in industry.

Course Specific Outcomes

- CSO1.** Students will be able to identify the scope and significance of Marketing In travel Industry
- CSO2.** Students will be able to examine marketing concepts and phenomenon to current business events
- CSO3.** Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms
- CSO4.** Students will be able to illustrate skills required for designing innovative marketing strategies for business firms
- CSO5.** Students will be able to practice marketing communication skills relevant to the corporate world.

Unit 1

Marketing: concept, definition, importance, process; core marketing concepts – needs, wants, demand, customer value, customer satisfaction, quality, relationship marketing; core marketing philosophies; marketing environment - macro-environment and micro-environment.

Unit 2

Marketing Information System and Marketing Research; Marketing Intelligence; Market Segmentation – levels of segmentation, bases of segmentation, effective segmentation criterion; Market Targeting - meaning, evaluating and selecting market segments; Market Positioning- meaning, choosing and implementing a positioning strategy; Differentiation – concept and approaches; Competitor Analysis.

Unit 3

Marketing Mix - meaning and definition; Product Decision - product levels, new product development, product life cycle (PLC) strategies, and branding strategies; Pricing Decisions - factors to consider while setting prices; general pricing approaches, Pricing Strategies; Promotion Decisions - integrated marketing communication process, major decisions in advertising, public relations process, sales promotion techniques; Distribution Channels – nature, types and importance, channel decisions.

Unit 4

Services Marketing – concept, characteristics; service quality GAPS Model; Extended marketing mix; Service failure and Service Recovery; Service Guarantees; Service Blueprint.

Suggested Readings

- Kotler, P., Bowen, J., & Makens, J.. *Marketing for Hospitality and Tourism*. 6th Ed., Prentice Hall / Pearson Education: New Delhi.
- Bowie, D. et al.. *Hospitality Marketing*. 3rd Ed., Routledge: New York.
- Lovelock, C., Wirtz, J. & Chatterjee, J.. *Services Marketing: People, Technology, Strategy*, 7th Ed., Pearson India.
- Zeithaml, V. A., et al. . *Services Marketing*. 4th Ed., Tata McGraw-Hill, India.
- Shanker, R.. *Services Marketing – The Indian Perspective*. Excel Books: New Delhi.





UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Itinerary Preparation and Tour Packaging	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC204	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2026, May 2027, May 2028

Course Objective

To familiarize the students with concepts, progresses and preparation of an Itinerary. The emphasis would also be on trends and challenges related to itinerary preparation.

Course Specific Outcomes

CSO1: To understand the key concepts of tour designing and developing tour itinerary.

CSO2: To describe the steps for itinerary preparation.

CSO3: To prepare cost effective itineraries of various international and domestic tourist destinations

Unit 1

Package tours: definition, forms and components, basic principles in packaging; Itinerary Preparation: Concept, Typology: Duration, GITs, FITs, Do's and don'ts of itinerary preparation, steps of itinerary preparations, Limitations and Constraints of Itinerary, Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary, Seasonal Itinerary, Product based itinerary, All inclusive itinerary.

Unit 2

Costing a Tour: Meaning, Components and Considerations; Factors influencing tour cost; Types of costs: Fixed and variable cost, direct and indirect cost; Cost sheet, Advantages of cost sheet; FIT Costing and Group Costing; accommodation costing: Differential Tariff Plan, Accommodation Cost; Transportation Cost; Meals Plans cost; Ancillary costs; Pricing Strategies and Distribution Mechanism; Steps of tour handling: Creation of Docket/ File, bookings and Reconfirmation with Airlines, Hotels and ground service providers, final tour operations, crisis management in tour, preparation of feedback or guest comment sheet and its analysis.

Unit 3

Package Tour: Preparing a feasible itinerary of various circuits: Golden triangle, Buddhist Circuit, Char-Dham, Sufi Circuit; Preparation of some important itineraries of Goa, Rajasthan, Madhya Pradesh, Jammu and Kashmir, Kerala and North- East.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Itinerary Preparation and Tour Packaging Course Code : P2TTTC204

Unit 4

Preparation of product-oriented package tour: Ayurveda, health and wellness, yoga, meditation and nature cure; Preparation of International itineraries: Europe; Singapore, Malaysia, Thailand; Australia, New Zealand; USA, Hajj and Umrah.

Suggested Readings

- Negi, J., *Travel Agency and Tour Operations: Concepts and Principles*, Kanishka Publishers.
- Chand M. *Travel Agency Management: An introduction text*, Anmol Publications Pvt. Ltd.
- The business of travel agency and tour operations management by A.K Bhatia, Sterling publications.
- Swain, S.K and Mishra, J.M. *Tourism Principles and Practices*, Oxford university press.
- Roday.S, Biwal.A and Joshi.B. 2009, *Tourism Operations and Management*, Oxford university press.
- Walker, J.R. and walker, J.J. 2011. *Tourism Concepts and Practices*, Pearson New delhi.






UNIVERSITY OF JAMMU
2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Tourism Resources of India	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC205	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2026, May 2027, May 2028

Course Objective

This course has been designed to familiarize the students with various Tourism Resources, Heritage, Culture and various other Natural Resources in India. Students should be able to understand the significance of tourism products and develop adequate knowledge applicable in travel industry.

Course Specific Outcomes

CSO1: To describe the different types of tourism resources and products, and their importance in tourism management.

CSO2: To learn about various natural and cultural resources of India.

CSO3: To learn about different UNESCO World Heritage sites in India.

Unit 1

Tourism Resources: Concept, definition and classification; difference between tourism resources and products; Culture- definition and components; Heritage – meaning and types; Philosophies of different religions of India; Popular religious centers – Hinduism (Char Dham, JyotirlingaYatra, Mathura – Vrindavan, Haridwar, Tirupati, Vaishno Devi), Islam (Ajmer Sharif, Haji Ali Dargah, NizammudinDargah), Buddhism (Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi), Jainism (Dilwara Temples, Vaishali), Christianity (Churches of Goa), Sikhism (Golden Temple, Patna Sahib).

Unit 2

World Heritage Sites in India - Monuments (Mahabalipuram, Khajurao, Hampi), Forts (Red Fort, Amer Fort,); Caves (Ajanta, Ellora, Elephanta); Others (Taj Mahal, Sun Temple); Museums – meaning, classification, major museums of India; Palaces (Mysore, Laxmi – Vilas, City Palace – Jaipur); Excavated Sites in India (Nalanda, Ambaran, Dholavira).

Unit 3

Living Culture in India - Fairs, festivals (national, regional, religious, harvest and seasonal); Performing arts: music (Classical and Folk), dances (Classical and Folk) and theatre; Handicrafts; Regional cuisines of India; Amusement Parks and Shopping Centers.

Unit 4

Natural Resources in India – National Parks and Wildlife Sanctuaries, Biosphere Reserves; Major Hill Stations, Beaches, Waterfalls, Major Treks; Botanical and Zoological Gardens.

Suggested Readings

- Robinet Jacob, Mahadevan P. and Sindhu Joseph, *Tourism Products of India: A National Perspective*, Abhijeet Publication, New Delhi
- Dixit, Manoj, *Tourism Products*, New Royal Book Co., Lucknow.
- Sajnani, M., *Encyclopedia of Tourism Resources in India*, Volume 1-2, Kalpaz Publication, Delhi
- Gupta, K.R And Amita Gupta Ed., *Encyclopedia OF India: Natural and Cultural Tourist Destinations*, Atlantic Publications, Delhi
- Dallen J. Timothy, Managing Heritage and Cultural tourism Resources, Routledge, England.
- India Travel Guide, Lonely Planet.





UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Design thinking, Innovation and Entrepreneurship in Tourism	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC206	Maximum Marks : 100 Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2026, May 2027, May 2028

Course Objective

The objective of this course is to develop a mindset required to create unique solutions for market opportunities in tourism industry. The basic aim of the course is to expose the students to the concepts of entrepreneurship and to develop the entrepreneurial skills of the learner.

Course Outcomes

- CO1:** To understand the basic concepts and theories of entrepreneurship
- CO2:** To understand innovation and its application in entrepreneurship.
- CO3:** To learn about the current and future innovations in travel and tour business
- CO4:** To discuss the key issues in entrepreneurship development.

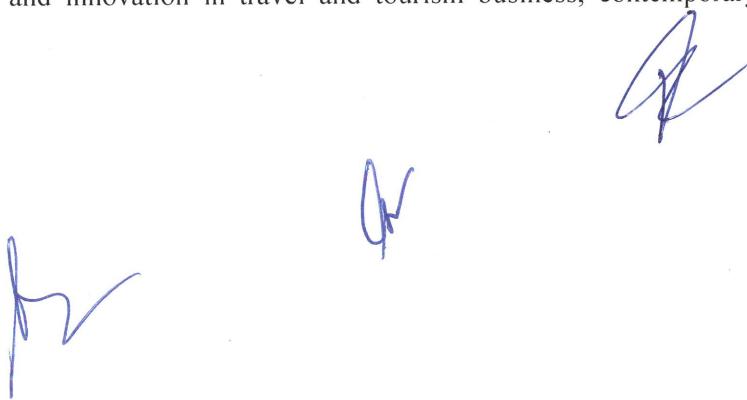
Unit 1

Entrepreneurship: Meaning, Concept, Importance and Features; Classification of Entrepreneurship; Entrepreneurial Competencies: Entrepreneurial Traits, Characteristics & Skills; Role of Entrepreneurship in Economic Development; Barriers to Entrepreneurship; Scope of Entrepreneurship in India; Entrepreneurial Culture: Definition & Features, Steps to Change Entrepreneurship Culture.

Unit 2

Design Thinking- An Introduction, principles of design Thinking, Process of Design Thinking, planning a Design Thinking Project, understanding of the Problem, Problem Analysis, Reformation of the Problem, Empathetic Design Methods.

Innovation and Creativity-An introduction, Innovation in current environment, types of innovation; process of creativity; role of creativity and innovation in travel and tourism business; contemporary trends.



Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II

Course Title : Design thinking, Innovation and Entrepreneurship in Tourism

Course Code : P2TTTC206

Unit 3

Entrepreneurial Process: Identification of opportunities; Business Planning Process: concept of Business Plan, Preparing a Business Plan, Project Report Preparation; Market Plan: Market Segmentation, and Marketing Mix; Operation Plan: definition, types of layout, capacity plan, Inventory management, TQM; Financial Plan: Sources of Finance, Working

Capital Management, Profit & Loss Account, Institutions in Aid of Entrepreneurship Development- IIE, NSIC, SIDIBI, MDI, NIESBUD, EDII; Organizational Plan: Concept, staffing, organizational structure.

Unit 4

Entrepreneurship Training: Importance, Objectives & Methods for Entrepreneurship Development; Management Issues in Tourism & Hospitality Industry: Financial Management Issues, HR Issues; Managing Family Enterprises; Women Entrepreneurship; Corporate Entrepreneurship: Innovation, Creativity & Entrepreneurship.

Suggested Readings

- Desai, Vasant. *Entrepreneurship & Small Scale Business Management*. Himalaya Publishing House.
- Drucker, Peter. *Innovation & Entrepreneurship*. Harper Business.
- Khanna, S.S. *Entrepreneurial Development*. S. Chand & Company Ltd.
- Gupta, C.B., Srinavasan, N.P. *Entrepreneurial Development*. Sultan Chand & Sons.
- Mishra, D.N., *Entrepreneurship & Entrepreneurial Development & Planning in India*, South Asia Books.
- Lall, Madhurima, Sahai, Shikha, *Entrepreneurship*, Excel Books.
- Desai, Vasant. *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House.
- H. Holt David, *Entrepreneurship*, PHI Learning Private Limited





UNIVERSITY OF JAMMU

2 year Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Course Title : Accounts and Financial Management	
Semester : II (Second)	Course Credits : 4 (L-T-P: 4-0-0)
Course Code : P2TTTC207	Maximum Marks : 100
	Internal : 40 Marks End Term: 60 Marks

The Syllabus is for the Examination to be held in May 2026, May 2027, May 2028

Course Objective

To provide basic knowledge about accounting procedures and to understand the tools and techniques of financial management.

Course Specific Outcomes

CSO1: To understand the basics of accounting and financial systems.

CSO2: To understand the various sources of finance and working capital management.

CSO3: To compute various types of ratios and discuss its interpretation.

Unit-1

Accounting: Accounting Objectives, Advantages and Limitations; Accounting Terminology Branches of Accounting; Fundamental Accounting Assumptions & Principles; Concept of Journal, Ledger and Trial Balance.

Unit-2

Double Entry System: Features and Advantages of Double Entry System; Financial Statement: Objectives and Importance, Preparation of Trading & Profit and Loss Account: Closing Entries, Adjustments and Balance Sheet: Opening Entries, Limitations of Financial Statements.

Unit-3

Financial management- financial Decision Making, concept of Raising Funds, Sources of Long-Term Finance; Equity Capital, Internal Accruals, preference Capital, Term Loans, Debentures, Capital Structure, Capital Budgeting, Internal Financial Control- Meaning, problems unique to hospitality industry.

Programme : MBA (Tourism & Travel Management) – MBA (TTM) / Semester - II
Course Title : Accounts and Financial Management Course Code : P2TTTC207

Unit-4

Establishing cost standards, types of Budget, Preparation of budget and Zero based Budgeting; Working Capital Management- Concept of Current Assets & Current Liabilities, Cash Management, opportunities and Challenges for Investments in hotel aviation and tourism related sectors.

Suggested Readings

- Khan, M. Y., & Jain, P. K. . Management accounting.
- Pandey, I. M. . *Essentials of Financial Management, 4th Edition*. Vikas publishing house.
- Banerjee, B. . *Fundamentals of financial management*. PHI Learning Pvt. Ltd.
- Juneja, Arora, Chawla . *Elements of Book Keeping*. Kalyani Publishers.
- Rao. . *Fundamentals of Accounting*. PHI Learning Pvt. Ltd.





UNIVERSITY OF JAMMU

2 years Masters Degree Program in MBA (TTM) as per NEP 2020

Programme : MBA (Tourism & Travel Management) – MBA (TTM)	
Semester : 4 (Fourth)	Course Credits : 2 (L-T-P: 2-0-0)
Course Code : P2TTTC208	Maximum Marks : 50 Internal: 20 End Term: 30
Course Title : Life Skills and Business Etiquettes	

The syllabus is for the examination to be held in May 2026, May 2027 and May 2028.

Course Objective

To equip students with essential life skills and professional business etiquettes to enhance their personal development, interpersonal communication, and professional conduct, enabling them to excel in the dynamic and diverse travel and tourism management industry.

Course Specific Outcomes

CSO1: To develop basic life skills or etiquettes in order to succeed in corporate culture.

CSO2: To be able to prioritize tasks effectively and utilize time efficiently to meet deadlines.

CSO3: To apply critical thinking to make informed decisions in personal and professional settings and

CSO4: To demonstrate proper etiquette in professional correspondence, including emails, Telephone calls or during virtual interactions.

CSO 5: To recognize and respect cultural differences in business practices and communication.

Unit 1

Personal Development: Integrity, Commitment, Discipline; Interpersonal Skills: Five Competencies of Interpersonal Skills, Peer Group Influence, Developing and sustaining Interpersonal Skills; Intrapersonal Skills: Mental conditioning and analyzing perception, self-concept and self-discovery, Techniques of Intrapersonal Skills; Emotional Intelligence Skills: Definition of Emotional Intelligence, Relevance of Emotions and Emotional Intelligence, Emotional Quotient and Developing Emotional Quotient

Unit 2

Stress Management: Sources of Stress and Symptoms of Stress, The 90/10 Principle, Strategies for preventing and relieving stress; Time management: Meaning; Techniques and styles. Decision-Making and Problem-Solving Skills: Meaning and Types, Group and Ethical Decision-Making; Conflict Management: Conflict - Definition, Nature, Types and Causes; Methods of Conflict Resolution.

Unit 3

Business Etiquettes- An Overview: Significance of Business Etiquettes in 21st Century; Fundamental Principles of Etiquette; The Magic Words; Telephone, Email, Dining, Workplace Etiquette; Multi-Cultural Challenges: Cultural Differences and their Effects on Business Etiquettes.

Suggested Readings:

- Sharma, P. (2021). Soft Skills: Personality development for life success (3rd ed.). BPB Publications.
- Meier, M. (2020). Business etiquette made easy: The essential guide to professional success, Skyhorse.
- Seglin, J.L. (2016). The Simple Art of Business Etiquette: How to Rise to the Top by Playing Nice. Sourcebooks, Inc.
- Carol M. Lehman, C.M., Dufrene, D.D. Sinhna. M (2016), Bcom: A South- Asian Perspective, 2 Ed, Cengage India.
- Bradberry, T., & Greaves, j. (2014). Emotional intelligence 2.0 Brilliance Audio.
- Pachter, B. (2013). The essentials of business etiquette: How to greet, eat, and tweet your way to success. McGraw Hill Profesional.

