

Choice Based Credit System (CBCS)



Curriculum

for

Master of Tourism and Travel Management (MTTM)

(Effective from session 2018)

Department of Management Studies

University of Kashmir, Srinagar, Kashmir-190006

Master of Tourism and Travel Management (MTTM)
Choice Based Credit System Scheme
(Effective Session 2018)

Semester 1st						
Course Code	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MTTM18101CR	Tourism Principles and Practices	Core	3	1	-	4
MTTM18102CR	Management and Organisational Behaviour	Core	3	1	-	4
MTTM18103CR	Travel Agency Management & Tour Operations	Core	3	1	-	4
MTTM18104CR	Tourism Geography	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All candidates are required to opt three courses from Discipline Centric Courses (DCE) including MTTM18105DCE titled “Seminar in Contemporary Business Practices” which is compulsory.					
MTTM18105DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MTTM18106DCE	Hospitality Management	DCE	2	1	-	3
MTTM18107DCE	Tourism Communication	DCE	2	1	-	3
MTTM18108DCE	Travel Media and Journalism	DCE	2	1	-	3
Note: All students are required to obtain / earn 2 credits either from Generic Electives offered by sister departments or from Open Electives offered by other departments.						
The courses offered by the department under Generic and Open Electives are as follows:						
Generic Electives						
MTTM18001GE	Fundamentals of Tourism	Generic	1	1	-	2
Open Electives						
MTTM18001OE	Ecotourism Development	Open	1	1	-	2
Semester 2nd						
MTTM18201CR	Tourism Marketing	Core	3	1	-	4
MTTM18202CR	Tourism Policy, Planning and Development	Core	3	1	-	4
MTTM18203CR	Accounting for Tourism Managers	Core	3	1	-	4
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	Core	3	1	-	4

Discipline Centric Electives (DCE)	Note: All candidates are required to opt three courses from Discipline Centric Courses (DCE) including MTTM18205DCE titled “Seminar in Contemporary Business Practices” which is compulsory.					
MTTM18205DCE	Seminar in Contemporary Business Practices/ Leadership Development cum Adventure Camp	DCE	-	2	-	2
MTTM18206DCE	Foreign Language – Arabic	DCE	2	1	-	3
MTTM18207DCE	Tourism Economics	DCE	2	1	-	3
MTTM18208DCE	Research Methodology	DCE	2	1	-	3
MTTM18209DCE	Tourist Transport Management	DCE	2	1	-	3
Note: All students are required to obtain / earn 2 credits either from Generic Electives offered by sister departments or from Open Electives offered by other departments.						
The courses offered by the department under Generic and Open Electives are as follows:						
Open Electives (OE)	Title	Paper Category	Hours/Week			Credits
			L	T	P	
MTTM18002OE	Tourism Products of Jammu and Kashmir	Open	1	1	-	2

Semester 3rd						
MTTM18301CR	Ethical and Legal Aspects in Tourism	Core	3	1	-	4
MTTM18302CR	Adventure Tourism Management	Core	3	1	-	4
MTTM18303CR	Heritage Tourism Management	Core	3	1	-	4
Discipline Centric Electives (DCE)	Note: All candidates are required to opt four courses from Discipline Centric Courses (DCE) including MTTM18304DCE titled “Seminar in Contemporary Business Practices” and MTTM18305DCE titled “Financial Management in tourism” which are compulsory.					
MTTM18304DCE	Seminar in Contemporary Business Practices	DCE	-	2	-	2
MTTM18305DCE	Financial Management in Tourism	DCE	3	1	-	4
MTTM18306DCE	Aviation and Cargo Management	DCE	2	1	-	3
MTTM18307DCE	Strategic Tourism Management	DCE	2	1	-	3
MTTM18308DCE	Foreign Language - French	DCE	2	1	-	3
Note: All Students are required to earn 2 credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments.						

The courses offered by the department under Generic and Open Electives are as follows:						
Generic Electives	Title	Paper Category	Hours/Week			Credits
			L	T	P	
MTTM18002GE	Tourism Business Opportunities	Generic	1	1	-	2
Semester 4th						
MTTM18401CR	Destination Management	Core	3	1	-	4
MTTM18402CR	Sustainable Tourism Development	Core	3	1	-	4
MTTM18403CR	Comprehensive Viva	Core	-	2	-	2
MTTM18404CR	Internship and Training Project	Core	-	-	12	6
Discipline Centric Electives (DCE)	Note: All candidates are required to opt two courses from Discipline Centric Courses (DCE).					
MTTM18405DCE	Tourism Information system	DCE	2	1	-	3
MTTM18406DCE	Human Resource Management in Tourism	DCE	2	1	-	3
MTTM18407DCE	Quantitative Methods in Tourism	DCE	2	1	-	3
MTTM18408DCE	Management of Service Operations	DCE	2	1	-	3
Note: All Students are required to earn 2 credits either from Generic Electives offered by the Sister Departments or from Open Electives offered by other Departments.						
The courses offered by the department under Generic and Open Electives are as follows:						
Generic Electives (GE)	Title	Paper Category	Hours /Week			Credits
			L	T	P	
MTTM18003GE	Community Based Tourism	Generic	1	1	-	2
MTTM18004GE	MICE Tourism	Generic	1	1	-	2

CR- Core, DCE- Discipline Centric Elective, GE- Generic Elective and OE- Open Elective

Note:

1. The department shall be offering two year **Master of Tourism and Travel Management (MTTM)** programme and the scheme shall consist of **102 credits**, comprising of **60 core credits (54 credits for core papers and 6 credits for internship), 34 Discipline Centric Elective credits and 8 Generic /Open Elective credits.**
2. The **minimum pass percentage** in each paper shall be 40% as prescribed by the university under CBCS.
3. 20% marks out of total marks for each theory paper shall be earmarked for continuous internal assessment and remaining 80% for semester end examination
4. Seminar in contemporary business practices shall be a 02 credit DCE for which Department shall identify current global scenario of Tourism Practices. These issues shall be communicated by Department/Faculty to the students for interactive discussions, seminar etc. This course & comprehensive viva shall be evaluated on the basis of viva & presentations to be conducted by the following panel of experts at the end of the semester:
 - i) Head, Department of Management Studies as Chairman;
 - ii) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
 - iii) Two teachers of the department nominated by the Head of the Department.
5. Students shall undergo 06 to 08 weeks of internship in any sector/company/organization of their choice. This internship not only bridges the gap between theoretical and practical applications but also enhances the skill sets and knowledge required to thrive in the tourism sector. Students will also get an opportunity to understand the tourism scenario better, be a good team player, understand what their customers and clients require from them in addition to prepare them for better placement opportunity. Based on this internship, the students shall be required to write a project report and submit it to the Department immediately after the completion of the internship.

The Internship and Training Project (**MTTM18404CR**) shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 02 credits. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Management Studies, University of Kashmir from the panel and shall have weightage of 02 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 02 credits:

- 1) Head, Department of Management Studies as Chairman;
 - 2) One External Examiner from the panel submitted by Head of the Department and approved by the Hon'ble Vice Chancellor;
 - 3) Two teachers (Professor/Associate Professor) of the department to be nominated by the Head of the Department.
6. The **National Study Tour** shall be organised during the program in order to expose students and enable them to grasp practical knowledge of the tourism concepts being used by the various tourism organisations while pursuing their operational activities. The National Study Tour shall cover places of tourist interest located in and/or outside the state. Evaluation shall be done, by the faculty accompanying the tour, on a 5 point scale- A, B, C, D & E on a proper Performa to be designed by the department with regard to his/her participation, work responsibilities shared, behaviour, conduct, etc. during the tour. Evaluation report shall be sent by the department directly to the Controller of Examination. The grade shall be reflected in the marks sheet but shall not count in the total marks obtained by the candidate in the MTTM programme.
