

Department/Directorate/Centre/Institute:		Department of Tourism Hospitality & Leisure Studies
Name of the Programme Offered:		Masters of Tourism and Travel Management
List of <b>Employability Courses</b> :		
Course Code	Course Title	Brief Justification
MTTM18104CR	Tourism Geography	This course shall help the students in understanding the significance of geographical and destination knowledge in designing the itineraries for the travellers, suggesting them various destinations for their travel and shall give them an extra edge in formulating strategies for effective tourism planning and development.
MTTM18106DCE	Hospitality Management	This course is prescribed to appraise students about the essentials of the hospitality industry. To aware students about the important departments of a classified hotel and to teach them various aspects related to accommodation Industry.
MTTM18108DCE	Travel Media and Journalism	The students are expected to learn about the media landscape and communicative structure of travel Journalism, media and content. The course aspires to train up students in travel journalism skills and its allied parameters.
MTTM18203CR	Accounting for Tourism Managers	The objective of this course is to enable the tourism students to acquire knowledge of the financial accounting principles and practices, equip the students with skills for recording various kinds of tourism business transactions and familiarize the students with the techniques of preparing financial statements of tourism organisations.
MTTM18204CR	Entrepreneurship and Venture Creation in Tourism	The students are expected to learn about the broader landscape of tourism entrepreneurship and the course desires to impart fundamental knowledge and skills required to run successful enterprises. The course aspires to prepare students in entrepreneurship development, incubation, start ups and venture creation in tourism and its allied sectors.
MTTM18206DCE	Foreign Language - Arabic	The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand Arabic

		Language most efficiently and effectively.
MTTM18209DCE	Tourist Transport Management	This subject is intended to prepare students to enter a transport company where he will be required to be well-versed with the modalities of tourist transport management.
MTTM18002OE	Tourism Products of Jammu and Kashmir	The aim of the course is to familiarize the learners about the tourism resources of Jammu and Kashmir. The course will enable the learners about the historic and present scenario of tourism industry in the state of Jammu and Kashmir and will enhance their knowledge about the tourism resources of the state.
MTTM18302CR	Adventure Tourism Management	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of technicalities in various adventure tourism related activities and an understanding of an approach in the management of adventure tourism.
MTTM18303CR	Heritage Tourism Management	This course will provide students with the knowledge and strategies for preservation protection and promotion of heritage assets of any place or region. The students will know about the rich heritage existing in different forms and the techniques of how to handle them in the most efficient ways.
MTTM18305DCE	Financial Management in Tourism	To acquaint tourism students to the fundamental concepts of finance in tourism sector
MTTM18306DCE	Aviation and Cargo Management	This course shall enable students to gain a thorough insights into various operations and management of airlines, airports and cargo handling business. Further, it shall prepare students for the dynamics of airlines, airports and air cargo industry.
MTTM18308DCE	Foreign Language - French	The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand French Language most efficiently and effectively.
MTTM18002GE	Tourism Business Opportunities	The objective of the course is to create awareness among the learners regarding business opportunities in tourism ventures and enable them to start and manage enterprises successfully.

MTTM18401CR	Destination Management	This course will make students to understand and appreciate competition between tourism destinations, which has continued to increase in recent years and how destinations can be built.
MTTM18404CR	Internship and Training Project	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.
MTTM18405DCE	Tourism Information system	The course shall inform the students about the role of Information Technology in travel, tourism and hospitality industry. It will enhance the knowledge of the student in emerging technological issues in management with special focus on travel, tourism and hospitality sectors.
MTTM18408DCE	Management of Service Operations	The basic objective of this course is to develop insights into understanding the basic concepts of services, managing operations and delivering quality service to customers in a complex and dynamic environment.
MTTM18004GE	MICE Tourism	The purpose of this course is to familiarize the students with the essentials of Meetings, Incentive, Conference and Exposition (MICE) planning and to understand the managerial and operational aspects pertaining to MICE Tourism.

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Head of the Department