

# BTTM

## Programme Outcome:

The programme is designed to educate and enrich students with knowledge and expertise relating to tourism, travel, and hospitality industry. After the completion of the programme, students will be equipped with the skills in-

- tour operations
- Event management
- Hospitality operations
- Entrepreneurship skills and knowledge to set up their own tourism enterprises
- Grooming and Personality Development

Students will also imbibe with socio-cultural and environmental teachings on tourism and hospitality sector and make them principled, socially responsible and creative leaders.

## Course Outcome:

SEMESTER - I			
COURSE CODE	COURSE NAME	OBJECTIVES	LEARNING OUTCOME
BTM-101	Introduction to Tourism and Travel Management	<i>This module introduces students the meaning and basic understanding of tourism by looking into the history and development of tourism and its management</i>	Students will learn and understand the meaning, historical development, types and management of the tourism industry.
BTM-102	Geography of Tourism	<i>To provide a comprehensive introduction to the interrelationship between tourism, leisure and recreation and the different aspects of geography to offer insight into the demand, supply, planning, destination management and impacts of tourism and recreation.</i>	Students will learn- <ul style="list-style-type: none"><li>• the interrelationship of the five themes of geography with tourism,</li><li>• the geographical resources important for tourism,</li><li>• Time zones and time calculation and</li><li>• The geographical flow and movement of tourists.</li></ul>
BTM-103	Principles of Management	<i>To provide fundamental knowledge and understanding</i>	Students will understand the fundamental knowledge of

		<i>on the various concepts, theories and practices of management.</i>	management, familiar with the management practices and also able to apply them in classroom activities etc.
BTM-104	Fundamentals of Computer	<i>This paper will introduce students into the basic use of computer operating system like Windows and computer software for word editing, presentations and data entry.</i>	Students will learn the basic use of computer, Microsoft office, preparation of power point presentation and word document.
BTM-105	English Communication	<i>This paper will look into the importance of the use of English for tourism purposes so as to create a better understanding and establish professional relationships with tourist and other tourism clients.</i>	Students will enhance their communication skills and able to interact and establish relationships with clients.
<b>SEMESTER-II</b>			
BTM-201	Tourism Products of India	<i>To understand the meaning and nature of tourism products and to familiarise the students about the major attractions in the country.</i>	Students will become familiar with the various tourism products of the country and will also be able to identify potential resources for tourism.
BTM-202	Travel Agency and Tour Operations	<i>To help students learn about the concept and functions of travel agents and tour operations and the functional aspects of different departments in an agency.</i>	Students will become aware of the basic functions of tour operations and can also adopt those methods for local tour planning and for further applications.
BTM-203	Transport Operations Management	<i>To acquire an in-depth knowledge on transport management, the modes of transportation, to become familiar with the techniques, approaches and formalities in tourist transport business.</i>	They will understand the importance of transport in tourism and become familiar with the various formalities and regulations applicable to tourists and public transport operations.
BTM-204	Personality Skills for Tourism	<i>To familiarise students with the skills of personal grooming and positive attitudes like punctuality, team bonding and discipline.</i>	Students will be able to develop the skills of personal grooming and other positive attitudes required for their future career.
BTM-205	Environmental Studies	<i>To give an in-depth understanding about the</i>	Students will be familiarized with the important aspects of

		<i>environment and provide an insight in to the close relationship between the cause and effect dimensions of the environment and tourism.</i>	the environment and understand the close relationship between tourism and our surrounding.
SEMESTER - III			
BTM-301	Facility Planning	<i>To provide students with an overview of the various aspects of facility planning in the hotel industry.</i>	Students will learnt the various outlays and settings of hotel infrastructure and the process of planning.
BTM-302	Tourism Policy and Planning	<i>To familiarise students on tourism planning and policies for public and private sectors, the roles and initiatives of government in tourism development and to understand the need of managing resources in tourism development in the country and state through proper guidelines and planning.</i>	Students will become aware and familiar with the different policies and regulations of the government in tourism development.
BTM-303	Tourism Legislations	<i>To understand the concepts of laws and ethics in the realm of tourism for propagating sensible and responsible tourism practices by both the tourist and the providers.</i>	Students will learn the Global Code of Conducts and ethics relating to travel and also in promoting and developing destinations.
BTM-304	Tourism Entrepreneurship	<i>To provide the students basic knowledge of entrepreneurship and entrepreneurial skills required for starting tourism business.</i>	They will learn the basic entrepreneurial skills for setting up and starting any tourism business from site planning to financial planning.
BTM-305	Accounting and Financial Skills for Tourism Business	<i>To understand the concepts of accounting and finance and help the students in the purpose of application of accounting procedures in tourism business.</i>	Students will learnt accounting like book keeping, journal and other financial skills required for running business.
SEMESTER – IV			
BTM-401	Tour Guiding and Escort Services	<i>To acquire an in-depth knowledge about the profession of tour guiding and</i>	They will understand the basic functions of tour guiding and also to develop

		<i>to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.</i>	attitudes required for tour guiding profession like interpretation techniques and presentations.
BTM-402	Tourism Impacts	<i>To highlight the impacts of tourism on various areas like socio-cultural, economic and environmental and to be able to assess, monitor and adopt indicators for measures.</i>	They will learn about the various impacts of tourism on society, culture, environment, economic and politics and also able to assess and identify measures.
BTM-403	Tourism in Northeast India	<i>To orient the students with the geographical knowledge about North East India and also cover the different destinations, potential tourism resources and other related activities, events and industries in the region.</i>	Students will learnt the geography of North East India, the various destinations and resources of the regions and also able to identify potential areas for development in tourism promotions.
BTM-414	Fieldtrip Report	<i>*To give students practical exposure and to familiarise them on important tourist destinations of the country and to document their experience and findings.</i>	Through fieldtrip students will be exposed to different tourism destinations and organizations and will learn the various ways of promoting and sustaining the resources and be able to document their experience also.
BTM-405	Report Writing Skills for Tourism	<i>To provide students with the basic knowledge of research that will aid them in preparing and writing of internship reports.</i>	They will learn the basic knowledge of preparing and presenting report.
SEMESTER – V			
BTM-501	Principles of Marketing	<i>To help students understand the concept of marketing and the processes and techniques used in managing marketing operations.</i>	Students will learn the concept of marketing and the essentials f marketing for tourism and strategies to promote and market tourism
BTM-502	Human Resources Management	<i>To help students understand the importance of Human Resource Management in the attainment of an organizations strategic goals as well as workforce development.</i>	Students will learn the importance human resource management in an organization and the of course welfare of the employee and their development and growth in the industry.

BTM-503	Hospitality Management	<i>To introduce students into the working of the tourism hospitality industry with emphasis on the accommodation sector.</i>	Students will learn the basic of accommodation operations and the various departments in hotel and their importance.
BTM-504	Front Office Operations	<i>To introduce students into the foundation of front office operations in hotels, car rentals and tour agencies.</i>	Through this paper, students learnt about front desk operations, reservations, check-in check-out, billing, audit etc. in hotel and any related organizations.
BTM-505	Food and Beverages Operations	<i>To introduce students into the operations of the catering and restaurant department of the hospitality industry.</i>	Students will learn the basic of restaurant management and the various operational tools required.
BTM-506	House Keeping Operations	<i>To make students aware of the importance of housekeeping department and its various functions in the aesthetic upkeep of the hotel and organization.</i>	Students will be aware of the importance of housekeeping department, the techniques of housekeeping operations and how to keep the hotel aesthetically appealing.
BTM-507	Tourism Operations Software Skills	<i>This paper will familiarise students with the Reservation Systems and software used for ticketing, itinerary planning and other tourism operations.</i>	Students will learn the important skills of reservations, booking, cancellation through CRS and other software like Amadeus, Galileo etc.
<b>SEMESTER-VI</b>			
BTM-601	Business Communications	<i>This paper will look into the dynamics of business communication and helps provide an understanding of the relevant features of professional communication in the workplace.</i>	They will learn the importance of communication in an organization, the level of communication and other professional techniques of communication.
BTM-602	Destination Planning and Development	<i>To give a clear concept on the basic necessary conditions required at the destination and all the structural facilities needed for the meaningful and successful launching of a tourist destination.</i>	Students will be familiar with the essential conditions required for developing destination, type of infrastructures and facilities and government policies and rules applicable.
BTM-603	Sustainable Tourism Development	<i>To look into the principles of sustainable tourism practices in creating viable and</i>	They will learn the basic principles, concept and practices of sustainable

		<i>sustainable opportunities that limit the negative impacts of tourism related activities on the environment while improving the lives of local people living in the area.</i>	tourism development and to identify tools to minimize impacts at the destinations.
BTM-604	Itinerary Planning and Costing	<i>This paper will help students learn how to prepare itineraries, apply cost and set prices for various tours and circuits.</i>	This will make the students able to plan, design and construct itinerary, calculate cost and also select effective pricing strategies.
SEMESTER-VII			
BTM-711	Internship Report	<i>The Objective of this assessment is to enable students to develop and relate theory to practice.</i>	Internship is another practical exposure where students will learn and get hands on experience on the working of various departments in hotel, travel agency, event company and other related organizations.
BTM-712	Log Book and Appraisal Report		
BTM-713	Viva Voce		
SEMESTER- VIII			
BTM-801	Event Management	<i>This paper will help the students to acquaint new knowledge of event management as an emerging discipline.</i>	Students will learn the concept of event management, event planning, categorizations and organizing events in various fields.
BTM-802	Marketing in Tourism and Hospitality	<i>To familiarise students with the principles of marketing and their applicability in the tourism industry by looking in the different characteristics of tourism marketing and identifying strategies in travel sale and promotion.</i>	Students will become aware of the applications of marketing concept in tourism and the basic of service marketing and how to market and promote tourism products.
BTM-803	Contemporary Issues in Tourism	<i>This paper will look into the happenings and issues forced by the tourism industry and the emerging patterns in modern travel and tourism.</i>	Students will be familiarized with the current issues of tourism on society, economics and the changes in travel patterns and trends of tourists.
BTM-804	Media in Tourism	<i>To help students to understand the importance of media in the vacation of tourism and its various</i>	Students will know the importance of media in tourism, its uses and applications and learn the

		<i>intermediaries.</i>	various channels of promotion.