



**KANNUR UNIVERSITY**  
കണ്ണൂർ സർവകലാശാല

**(Abstract)**

FYUG - BTTM Programme - Modified Scheme and Syllabus for the Fourth Semester - Approved & Implemented in Affiliated colleges w.e.f 2024 Admission - Orders issued

**ACADEMIC C SECTION**

ACAD C/ACAD C4/21872/2024

Dated: 03.01.2026

Read:-1.U.O.s of even No.dated.04.12.2024 and 26.07.2025

2. Minutes of the meeting of the Board of Studies in Travel & Tourism (Cd) held on 06.11.2025
3. E-mail dtd. 11.11.2025 from the Chairperson, Board of Studies in Travel & Tourism (Cd).
4. Minutes of the Meeting of the standing committee of the Academic council held on 05.12.2025
5. Orders of the Vice Chancellor dtd. 24.12.2025 in file No.ACAD C/ACAD C4/22323/2024

**ORDER**

1. The Scheme and Syllabus (all semesters) of the BTTM Programme under FYUGP pattern were approved and implemented in affiliated colleges under the University w.e.f. 2024 admission, vide paper read (1) above.
2. Subsequently, the Board of Studies in Travel & Tourism (Cd), in its meeting held on **06.11.2025**, recommended **certain modifications to the Fourth Semester** syllabus of the BTTM Programme w.e.f.2024 admission, and the Chairperson, as per paper read (3), submitted the same for approval.
3. The modified Scheme and Syllabus, prepared by the Board of Studies in Travel and Tourism (Cd) were forwarded to the Dean, Faculty of Commerce & Management Studies for verification and the Dean, after vetting the syllabus recommended its approval vide email dated **15.11.2025**.
4. The Vice-Chancellor, after examining the matter in detail, ordered to place the modified Scheme and Syllabus, along with the minutes of the Board of Studies meeting and the remarks of the Dean, before the Standing Committee of the Academic Council for consideration.
5. The Standing Committee of the Academic council, at its meeting held on **05.12.2025** considered the modified Scheme & Syllabus of the Fourth Semester FYUG BTTM Programme and recommended to approve the same.
6. The Vice Chancellor after considering the recommendation of the Standing Committee of the Academic Council and in exercise of the powers of the Academic Council conferred under the



Section 11 (1) chapter III of Kannur University Act 1996, and all other enabling provisions read together with it, **approved the modified Scheme and Syllabus for the Fourth Semester of the BTTM programme (FYUGP) and accorded sanction to implement the same w.e.f 2024 admission in the Affiliated Colleges under the University, subject to reporting to the Academic Council.**

5. The modified Scheme and Syllabus of the BTTM Programme (FYUGP) in the affiliated Colleges under the University w.e.f 2024 admission are appended with this U.O and uploaded on the University website. ([www.kannuruniversity.ac.in](http://www.kannuruniversity.ac.in))

Orders are issued accordingly.

Sd/-

**Jisha K P**

**Assistant Registrar II**

For REGISTRAR

To: 1. The Controller of Examinations( through the PA )  
2. The Principals of Arts and Science Colleges affiliated to Kannur University  
3. The Chairperson, Board of Studies in Travel & Tourism (Cd)

Copy To: 1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section concerned)  
2. DR / AR (Acad) / AR II Exam/JR II Exam  
3. Computer Programmer/EXC I/AR VII (Exam)  
4. Web Manager (for uploading in the website)  
5. SF/DF/FC

Forwarded / By Order

*Jisha K P*  
SECTION OFFICER



# **BTTM FOUR YEAR UG PROGRAMME**

## **COURSE STRUCTURE**

*BTTM – Bachelor of Tourism & Travel*

Sem	Course Code	Type of Course.	Course Name	CC A	ESE	Total mark	Exam	Credits	Hrs / week	Total credits
S1		AEC-1	AEC	25	50	75	1½ Hrs	3	3	21
		AEC-2	AEC	25	50	75	1½ Hrs	3	3	
	KU1DSCTTM101	DSC-A1	Business of Tourism and Hospitality	30	70	100	2 Hrs	4	4	
	KU1DSCTTM102	DSC -B1	Travel Geography	30	70	100	2 Hrs	4	4	
	KU1DSCTTM103	DSC-C1	Front Office Management	30	70	100	2 Hrs	4	4	
	KU1MDCTTM101	MDC-1	Basics of Food Production	25	50	75	1½ Hrs	3	3	
	KU1MDCTTM102	MDC-2	Introduction to Travel and Tourism	25	50	75	1½ Hrs	3	3	
S2		AEC-3	AEC	25	50	75	1½ Hrs	3	3	21
		AEC-4	AEC	25	50	75	1½ Hrs	3	3	
	KU2DSCTTM104	DSC A2	Hotel Operations	30	70	100	2 Hrs	4	4	
	KU2DSCTTM105	DSC-B2	Cultural Heritage and Hospitality	30	70	100	2 Hrs	4	4	
	KU2DSCTTM106	DSC-C2	Food and Beverage Service	30	70	100	1½ Hrs	4	4	
	KU2MDCTTM103	MDC-3	Special Interest Tourism	25	50	75	1½ Hrs	3	3	
	KU2MDCTTM104	MDC-4	Environmental Studies and Human Rights	25	50	75	1½ Hrs	3	3	
S3	KU3DSCTTM201	DSC A3	Tourism Products and Resources	30	70	100	2Hrs	4	4	22
	KU3DSCTTM202	DSC-A4	Tour Designing	30	70	100	2 Hrs	4	4	
	KU3DSCTTM203	DSC- B3	Tourism Destination Mapping	30	70	100	2 Hrs	4	4	
	KU3DSCTTM204	DSC- C3	Housekeeping Operations	30	70	100	2 Hrs	4	4	
	KU3DSCTTM205	DSC-D3	Rooms Division Operations – I	30	70	100	2 Hrs	4	4	
	KU3MDCTTM201	MDC-3	KS	25	50	75	1½ Hrs	3	3	
	KU3VACTTM 201	VAC-1	Customer Relationship	25	50	75	1½ Hrs	3	3	

			Management							
S4	KU4DSCTTM206	DSC-A5	Heritage Tourism Management	30	70	100	2 Hrs.	4	4	21
	KU4DSCTTM207	DSC-A6	Event Management and Hospitality	30	70	100	2 Hrs.	4	4	
	KU4DSCTTM208	DSC-A7	Tour Leadership and Study Tour	30	70	100	2 Hrs.	4	4	
	KU4SECTTM201	SEC-1	Business Communication	25	50	75	1½ Hrs	3	3	
	KU4VACTTM202	VAC-2	Basics of Food Science and Nutrition	25	50	75	1½ Hrs	3	3	
	KU4VACTTM203	VAC-3	Tourism Law and Administration	25	50	75	1½ Hrs	3	3	

## SEMESTER 4

SEMESTER 4	KU4DSCTTM206	HERITAGE TOURISM MANAGEMENT
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Program	BTTM				
Course Code	KU4DSCTTM206				
Course Title	Heritage Tourism Management				
Type of Course	DSC-A5				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>This course is designed to provide students with a comprehensive understanding of the World Heritage tourism sector. Students will gain in-depth knowledge about UNESCO World Heritage sites, their significance, and the challenges and opportunities associated with managing and promoting these sites as tourist destinations. The program emphasizes sustainable tourism practices, heritage interpretation and stakeholder management for World Heritage tourism products. Through a blend of theoretical knowledge and practical applications, students will be prepared for careers in the tourism industry, heritage site management, cultural tourism organizations, and related fields.</p>				

### Course Outcomes (COs):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	To provide students with a comprehensive understanding of the concept of World Heritage and its	U	C	Quiz/ Practical Assignment /Observation of

	significance in the tourism industry.			Practical
CO2	To explore the challenges and opportunities associated with managing and promoting World Heritage sites such as tourist destinations.	Ap	P	Skills/ Seminar Presentation / Technology-based assessment
CO3	To develop skills in sustainable tourism planning, heritage interpretation, and stakeholder management for World Heritage sites.	Ap	P	
CO4	To equip students with the knowledge and tools necessary for effective marketing and management of World Heritage tourism products.	An	P	
CO5	To familiarize students with major World Heritage destinations in India and other continents, their unique features, and tourism potential.	U	P	

\* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)  
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
Metacognitive Knowledge (M)

## DETAILED SYLLABUS

Module	Unit	Content	
I	<b>Introduction to World Heritage Tourism</b>		
	1.	Understanding Heritage- Definition of World Heritage site- Importance of World Heritage in Tourism	
	2.	Criteria for selection as a World Heritage site	
	3.	Categories of World Heritage sites (cultural, natural, and mixed)	
	4.	Importance of World Heritage sites in preserving cultural and natural heritage	
II	<b>Indian World Heritage Sites-Cultural and Natural (In Brief)</b>		
	5.	<i>Introduction to World Heritage sites in India</i> -Types of World Heritage sites in India (cultural, natural, mixed)-Distribution of World Heritage sites across different states and regions	
	6.	<i>Cultural World Heritage Sites in India:</i> Architectural Wonders (e.g., Taj Mahal, Qutub Minar, Red Fort, Fatehpur Sikri, Humayun's Tomb) Religious and Spiritual Sites (e.g., Khajuraho Group of Monuments, Elephanta Caves, Ellora Caves, Ajanta Caves, Mahabodhi Temple Complex, South Indian Temples (Belur, Halebid, Mahabalipuram, Goan Churches) Toy Trains of India and its tourism significance.	
	7.	<i>Historic Cities</i> (e.g., Ahmedabad, Jaipur, Kolkata)	
	8.	<i>Archaeological Sites</i> (e.g., Hampi, Nalanda, Khajuraho Group of Monuments)	
	9.	<i>Cultural Landscapes</i> (e.g., Rajasthan's Hill Forts)	
	10.	<i>Indian World Heritage Sites-Natural:</i> National Parks and Wildlife Sanctuaries	

		(brief)
	11.	Biodiversity Hotspots (e.g., Western Ghats, Sundarbans National Park)
	12.	Natural Wonders (e.g., Valley of Flowers National Park, Nanda Devi)
<b>III</b>	<b>Iconic World Heritage Monuments (In Brief)</b>	
	13.	<i>Iconic World Heritage Monuments of Asia:</i> Taj Mahal (India), Angkor Wat (Cambodia), Great Wall of China (China), Petra (Jordan), Borobudur Temple Compounds (Indonesia)
	14.	<i>Iconic World Heritage Monuments of Europe:</i> (Colosseum (Italy), Acropolis (Greece), Stonehenge (United Kingdom), Alhambra (Spain), Neuschwanstein Castle (Germany))
	15.	<i>Iconic World Heritage Monuments of Africa:</i> (Pyramids of Giza (Egypt), Robben Island (South Africa), Rock-Hewn Churches of Lalibela (Ethiopia), Ruins of Great Zimbabwe (Zimbabwe), Timbuktu (Mali))
	16.	<i>Iconic World Heritage Monuments of the Americas:</i> Chichen Itza (Mexico), Statue of Liberty (United States), Moai Statues of Rapa Nui (Chile), Historic Sanctuary of Machu Picchu (Peru)
	17.	<i>Iconic World Heritage Monuments of Australia and Oceania:</i> (Sydney Opera House (Australia), Rapa Nui National Park (Chile), East Rennell (Solomon Islands), Tongariro National Park (New Zealand), Kakadu National Park (Australia))
<b>IV</b>	<b>Sustainable Management for World Heritage Sites (In Brief)</b>	
	18.	Challenges in managing and promoting World Heritage tourism (e.g., overcrowding, environmental degradation, lack of infrastructure, funding)
	19.	Visitor management strategies for World Heritage sites
	20.	Environmental impact assessment and mitigation measures, Stakeholder engagement and community involvement
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

#### **Compulsory Learning Activity:**

1. Case studies: *Sustainable tourism practices at World Heritage sites (e.g., Petra in Jordan, Galapagos Islands in Ecuador, Chitwan National Park in Nepal)*
2. *Visit local or regional Heritage sites to understand their management and tourism aspects*
3. *Cultural Exchange program with University/ Colleges / Institutions which provide hospitality education*

#### **References:**

- UNESCO World Heritage Centre. (2019). Operational Guidelines for the Implementation of the World Heritage Convention.
- Pedersen, A. (2002). Managing Tourism at World Heritage Sites: A Practical

Manual for World Heritage Site Managers. UNESCO World Heritage Centre.

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- Timothy, D. J., & Boyd, S. W. (2003). Heritage Tourism. Pearson Education.
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- Sharma, J. (Ed.). (2019). World Heritage and Tourism in India. Routledge.
- Shackley, M. (Ed.). (1998). Visitor Management: Case Studies from World Heritage Sites. Routledge.

#### CO-PSO Mapping:

CO's	Program Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	2	-	1
CO2	1	2	1	2	-	-
CO3	1	1	1	2	-	-
CO4	2	3	3	1	1	1

#### Assessment Rubrics:

#### Correlation Levels

Evaluation Type		Marks
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Field Visit Report	20
<b>Total</b>		<b>100</b>

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

<b>SEMESTER 4</b>	<b>KU4DSCTTM207</b>	<b>EVENT MANAGEMENT AND HOSPITALITY</b>
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Program	BTTM				
Course Code	KU4DSCTTM207				
Course Title	EVENT MANAGEMENT AND HOSPITALITY				
Type of Course	DSC-A6				
Semester	4				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		-	60
Pre-requisites					
Course Summary	This course offers a comprehensive overview of event management, covering event functions, host facilities, operations, budgeting, and best practices of event planners worldwide, focusing global meeting planners.				

### Course Outcomes (CO):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Enrich the knowledge level of managing different types of events.	U	C	Instructor-created exams / Practical
CO2	Comprehend various technologies adopted by meetings and exhibition planners.	U	C	Assignment / Practical
CO3	Apply knowledge and skills in the event business.	Ap	P	Assignment / Practical
CO4	Understand different event laws and regulations.	U	C	Assignment / Seminar presentation/
CO5	Acquiring budgeting skills specific to MICE.	Ap	P	Assignment / Seminar presentation/

\* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)  
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
Metacognitive Knowledge (M)

### DETAILED SYLLABUS:

Module	Unit	Content
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<b>I</b>	<b>Event Business</b>	
	1	Introduction to Events: Scope - Nature - Types of Events.
	2	Five Cs of Event Management- Trends of Event Business.
	3	Roles and Functions of Event Manager - Attributes of Technical Staff.
	4	Preparation of Operation Manual - Developing Record Keeping Systems.
<b>II</b>	<b>MICE Tourism</b>	
	5	MICE Tourism, features, criteria required for a MICE destination.
	6	Players in event business – ICPB, ICCA; the relationship between events & tourism industry; Travel marts –ITB, WTM, FITUR, KTM, etc., shopping festivals, Biennale etc.
	7	Selection of Event Site: Individual events & Corporate events, conference & convention centers.
	8	Types of venues- Layouts and Designs.
<b>III</b>	<b>Event Laws &amp; Regulations</b>	
	9	Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions.
	10	Performing License - Entertainment Tax.
	11	Permissions for Open Ground Events.
	12	License for Serving Liquor.
<b>IV</b>	<b>Planning and Scheduling Events</b>	
	18	Planning and Scheduling Events: Corporate Events - Trade Shows - -
	19	Planning and Scheduling Events- Exhibitions - Events in Educational Institutions.
	20	Budgeting of MICE - Use of Budget Preparation.
	21	Estimating Fixed and Variable Costs - Cash Flow -Sponsorship and Subsidies.
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### **Compulsory Learning Activity:**

1. Conduct an Event incorporating all learning.
2. Case Study of an event management company.

### **References:**

- Fenich, G.G. (2014). *Production and Logistics in Meeting, Expositions, Events and Conventions*. Edinburgh: Pearson.
- Robincon, P., Wale, D., & Dickson, G. (2010). *Events Management 'Ed'*. London: CABI.
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**Market Sales:** United States Kindle Edition.

- Johnson, N. (2014). Event Planning Tips: *The Straight Scoop on How to Run a Successful Event* (Event Planning, Event Planning Book, Event Planning Business), MCJ Publishing. Kindle Edition.
- Mittal, S. (2017). *Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events*: Become an event planning pro **Mapping of COs with PSOs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	2	3	-	-	2
CO 3	2	-	1	-	-	-
CO 4	-	-	-	3	-	-
CO 5	-	3	2	-	-	2

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>70</b>
Continuous Evaluation		<b>30</b>
a)	Test Paper- 1	10
b)	Case Study	15
c)	Assignment	5
<b>Total</b>		<b>100</b>

**Assessment Rubrics:  
Levels:**

<b>Level</b>	<b>Correlation</b>
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Correlation**

Program	BTTM				
Course Code	KU4DSCTTM208				
Course Title	Tour Leadership and Study Tour				
Type of Course	DSC-A7				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	The course teaches students about tour operation business, procedures, and operations, focusing on creating itineraries and packages for tourists. It covers administrative aspects, setting up a business, and providing better tourist experiences.				

#### Course Outcomes (CO):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Understand the various concepts related to tour operation business.	U	C	Quiz/ Practical
CO2	Learn and practice various techniques used by the tour operator's pre-post phases and during the tour's conduct.	U	P	Assignment /Observation of Practical Skills/ Seminar
CO3	Apply various procedures to conduct successful tours and how one can emerge as a leader in the process.	Ap	P	Presentation / Technology-based assessment
CO4	Demonstrate the significance of travel consultancy handling procedures and protocols.	Ap	P	

\* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

#### DETAILED SYLLABUS:

Module	Unit	Content
I		<b>Tour Planning</b>
	1.	Business Tour Operation - A brief account of TAAI and IATO
	2.	Licenses required for guiding in India at various levels (Regional, State and Local)
	3.	Fiscal and nonfiscal incentives available to travel agencies and tour

		operators' business.
	4.	Travel Documentation (PASSPORT/VISA); Tour Documentation: Passport, Visa and other travel documents-TIM. Exercises on Travel Documentation (PASSPORT/VISA).
	5.	Package tour formulation process: Market research, Itinerary preparation, Identification of mode of transportation and accommodation, Contract signing with service providers.
	6.	Tour Negotiation: Commitment, Allocation and Ad-hoc basis.
	7.	Tour Promotion- Preparation of brochure.
<b>II</b>	<b>Tour Operation</b>	
	8.	Conducting Tours: Understanding Clients Need. Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Service Providers.
	9.	Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet.
	10.	Job of a tour Manager -Skill Sets for Tour Managers.
	11	Pre-tour preparation- Tour Responsibilities of Tour Managers- familiarization with a destination- liaison with local suppliers – pre- tour documentation-travel essential for a tour manager.
	12	On – tour responsibilities- Receiving guest at airport/seaport-Responsibilities at the hotel-responsibilities at an attraction- responsibilities on modes of transportation- other responsibilities
	13	Closing the tour.
<b>III</b>	<b>Tour Guiding</b>	
	14.	Benefits of hiring a tour guide – challenges of a tour guide- role of the tour guide.
	15.	Techniques of commentary (Exercise on mock tour guiding).
	16.	Practices to become a successful tour guide: before the start of trip, during the tour, during the completion of the tour.
	17.	Don'ts in tour guiding- handling questions-handling awkward tourists- dealing with the group-handling grievances –handling emergency situations.
	18.	Types of overseas representatives and their duties.
	19.	Principles of Effective Communication in Tour Guiding- Interpretation Techniques and Storytelling- Presentation Skills and Public Speaking.
<b>IV</b>	<b>National/ International Study Tour</b>	
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

**Note: Compulsory Learning Activity**

1. ***Prepare an itinerary imparting all theoretical knowledge acquired in the previous three semesters for the study tour (National/ International). National tours can take place anywhere in India, visiting at least three key tourist destinations (not attractions), and are not limited to North or South India. The plan can include any***

**region, including South, North, Western, and Eastern India, or a combination of these.**

Duration: Max. 6-10 Days; Destination: India/ Abroad.

- Tours of more than 10 days must be discouraged, in any circumstances.
- The tour itinerary must be prepared by the students only.
- One sector air journey to be included in the itinerary.
- Involvement of each student in travel planning and execution must be evaluated
- Tour Diary (Minimum of 40 pages) must be evaluated by the teacher who escorted the trip (preferably group leader) and the HOD for 25 marks as follows.

- **Tour diary (Spiral Binding) : 15 marks**

Tour Diary should contain the following details.

- Tour planning process (in brief)
- Tour itinerary
- Daily activities
- Description of the destinations/ attractions visited with SWOT Analysis
- Details of activities engaged,
- Personal experiences out of the tour with at least one photo of the destination

  

- Involvement in tour planning and execution: 5 marks
- Discipline during the tour : 5 marks
- Viva-Voce and Presentation :5 Marks

**Total :15 marks**

**Special Note:**

*Those who do not attend the study tour will not receive internal marks of 25. Students can pass the written examination and receive internal marks of 5 based on Viva and other assignments based on the material of this course, therefore missing the study tour will not result in a failure of the course.*

**(Max. marks in such cases are 70 for theory (External)+ 5 for Viva (Internal)= 75 Marks**

**References:**

- Tour leadership and Management, shailja Sharma and Nimit Chowdhary (2018)-Sage
- J. Negi, J., & Manoher, G. (2009). *Hospitality Management*. Laxmi Publications Ltd...
- Foster, D. L. (1991). The business of travel: agency operations and administration. (No Title).

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- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. In *The encyclopedia of ecotourism* (pp. 549-563). Wallingford UK: CABI publishing.
- Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. (No Title).
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- Cohen, E. (1985). The Tourist Guide: The Origins, Structure and Dynamics of a Role. *Annals of Tourism Research*, 12(1), 5-29.

#### Mapping of COs with PSOs.

#### Correlation Levels

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	2
CO 2	2		2	-	-	2
CO 3	3	2	1	-	-	2
CO 4	2	3	-	-	-	2

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

#### Assessment Rubrics

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Tour diary (Spiral Binding)	15
b)	Involvement in tour planning and execution	5
c)	Discipline during the tour	5
d)	Viva-Voce (Can be related to Study Tour / based on Modules 1-3 for those who do not attend study tour	5
Total		100

SEMESTER 4	KU4SECTTM201	BUSINESS COMMUNICATION
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Program	BTTM				
Course Code	KU4SECTTM201				
Course Title	Business Communication				
Type of Course	SEC-1				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Course Summary	This paper aims to equip the students with a wider overview of the general communication skills required at the managerial level in the hospitality industry, both at the conceptual and application level. It aims to enhance the presentation and other skills that eventually enhance students' employability for their future jobs and endeavors in the corporate world to gain a cutting edge over their counterparts within the country and across the globe.				

#### Course Outcomes (CO):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Prepare students themselves for the job market with excellent presentation and communication skills.	U	C	Quiz/Practical Assignment /Observation of Practical Skills/ Seminar
CO2	To establish and articulate presentations with clear goals and objectives.	U	P	
CO3	Practice Business English in practical situations.	Ap	P	
CO4	Analyze and explain the importance of soft skills required for corporate culture and professionalism in the service industry.	Ap	P	

\* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
Metacognitive Knowledge (M)

#### DETAILED SYLLABUS

Module	Unit	Content
I	<b>Communication</b>	
	1.	Communication: 7 Cs of communication- - Layout of a Business Letter; Emails, Job Applications; Personal Letters –Sales Letters; Business Letters, Types of Business Letter, Layout of Business Letter.
	2.	Reports: Types of Business Reports, Reports Writing.
	3.	Meetings: Need, Planning of Meetings, Drafting of Notice, Agenda, Minutes & Resolutions of Meeting.
	4.	Writing Memorandum, Press Release, Press Conference- Use of MS Office in Business Communication -- Layout Options and Illustrations.
	5.	Effective E-Mail Writing – Travel Blogs – Podcasts and Vodcasts.
II	<b>Employability Quotient</b>	
	6.	Techniques for effective presentation - Designing a presentation- Resume building- Group Discussion.
	7.	Facing the Interview: Frequently Asked Questions - Mock Interview.
	8.	Public Speaking; Types, developing a relationship with the audience, Adapting to Special Occasions, Development of Self-Confidence-Body Language.
	9.	Work Ethics- Business etiquettes – netiquettes, telephonic & table etiquettes.
	10.	General Do's and Don'ts.
III	<b>Business English</b>	
	11.	Business English: Salutations in the hospitality Industry & analyzing grammatical errors in spelling & punctuation.
	12.	Common errors in spoken and written English often confused; one-word substitution, phrases, idioms.
	13.	Spoken English: formal English and business-related conversations.
	14.	Difference between British and American English- Vowels- Common mistakes in English pronunciation.
	15.	Vocabulary pertaining to tourism and allied subjects.
IV	<b>Conversational English</b>	
	16.	Conversational English: English in different situations-Making enquiries, expressing various emotions-agreement-disagreements, happiness, anger etc.
	17.	Expressing gratitude, apologizing-explaining- giving orders, how to start a conversation.
	18.	How to end a conversation-building conversation.
V	<b>Teacher Specific Content (12 Hrs.)</b>	

**Note: Compulsory Learning Activities:**

1. Role Plays, and Presentations,
2. Listening exercises with the help audio-visual aids for understanding formal English and business-related conversations.
2. Production of Newsletters, in-house journals, Preparation of press releases, writing features on tourism, writing advertisement/preparing brochures for tourism/hospitality
3. Prepare resume
4. GD sessions
5. Mock Interviews

#### **References:**

- Chaturvedi, P. D. (2011). Business communication: Concepts, cases, and applications. Pearson Education India.
- Sharma, R. C., & Mohan, K. (2016). Business Correspondence and Report Writing: A practical approach to business & technical communication.
- Parvathi, V. Suggestive Techniques for Better Performance in Group. 21.-V.-Parvathi- paper-final-libre.pdf (d1wqxts1xzle7.cloudfront.net)
- Kumar, R. (2010). Basic business communication. Excel Books India.

#### **Mapping of COs with PSO:**

	PSO1	PSO2	PSO3	PSO 4	PSO5	PSO6
CO 1	2	2	2	-	-	2
CO 2	2	1	2	-	-	1
CO 3	2	2	1	1	-	1
CO 4	2	2	2	1	-	1

#### **Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	10
b)	Role Plays	5
c)	Anyone from the Compulsory Learning Activities:	10
Total		75

#### **Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Program	BTTM				
Course Code	KU4VACTTM202				
Course Title	Basics of Food Science and Nutrition				
Type of Course	VAC-2				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course helps to understand biological, chemical, and physical structures of foods. It also helps the students to acquire knowledge of food at a micro-level like its nutritive value, causes of food contamination etc.				

### Course Outcomes (CO):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Obtain knowledge of different food groups and their contribution to nutrition.	U	C	Quiz/ Practical Assignment
CO2	Acquire knowledge of beverages and its uses with attention to the preservation of their nutritive value - oriented to Traditional Indian beverages	U	P	/Observation of Practical Skills/ Seminar Presentation
CO3	Understand the food additives and food laws and standards governing the food adulteration	Ap	P	/ Technology-based assessment

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
Metacognitive Knowledge (M)

### DETAILED SYLLABUS:

Module	Unit	Content
<b>Introduction to Food Production</b>		
I	1.	Kitchen Equipment–Cooking Fuel –Rules for Reheating of food/ réchauffé Cooking.
	2.	Various Methods of cooking (Moist, Dry, Frying, microwave cooking) Microwave cooking advantage & Disadvantages -Time and temperature,

		Effect of cooking on food items & nutrients, Care & Precautions to be taken.
	3.	Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids.
	4.	Principles of Flavorings and seasonings – Sweetening – Thickenings.
<b>II</b>	<b>Introduction to Food and Nutrition (Brief)</b>	
	5.	Stock –components, Types, and use of stock—Sauces- thickening agent used in sauces, Classification of sauces. Soups- types, preparation, garnishing for soup- Accompaniment and garnishes.
	6.	Milk and Milk Products - Nutritive Value- Processing-Micro-organisms- Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts: Varieties of Yoghurts-Creams: Types of Cream- Storage of Cream. Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese- Butter- -Types of Butter.
	7.	Cereals-Types, Structure-Composition and Nutritive Value.
	8.	Nuts and Oils- Types, Nutritive value- Toxins.
	9.	Pulses-Types, Nutritive Value-Processing- Storage- Infestation.
	10.	Herbs: Uses and Varieties of Herbs- Spices uses and Varieties - Condiments: Uses and Varieties - Salads — types of salad – salad dressing.
	11.	Vegetable and Fruit- Types, Composition-Nutritive Value.
	12.	Beverages- classification Alcoholic Beverages- Non-Alcoholic Beverages - Coffee -Tea-Cocoa- Fruit Beverages and Milk-based Beverages.
<b>III</b>	<b>Introduction to Food Science</b>	
	13.	Meat-Structure-Composition-Nutritive Value.
	14.	Egg- Composition – Preservation.
	15.	Fats and Oils Composition -Nutritive Value.
	16.	Fungi and Algae as Foods.
	17.	Food Preservation-Methods.
<b>IV</b>	<b>Food Preservation and Presentation</b>	
	18.	Food additives-Food Adulteration- Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants.
	19.	Food quality- Sensory Evaluation-Objective Evaluation- Evaluation Card.
	20.	Types of Food Quality Tests.
	21.	Menu Planning: Principles of menu planning and design- Nutritional considerations in menu planning.
	22.	Basic plating and presentation techniques (Practical)- Trends in food presentation and gastronomy (Practical).
<b>V</b>	<b>Teacher Specific Content (12 Hrs)</b>	

### Compulsory Learning Activity

- Filed visit to a hotel or any accommodation unit to understand the basics of food production.
- Identify the food preservation methods used by various companies for their products by examining its products.

#### References:

- Food Science - B. Srilakshmi
- Food Science and Nutrition - Malathi
- Nutrition Science - B. Srilakshmi
- Food and Nutrition -P.K. Jas

#### Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	-	-	-

#### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Practicum/Viva-Voce	10
b)	Field Visit Report	15
<b>Total</b>		<b>75</b>

#### Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**SEMESTER 4****KU4VACTTM203****TOURISM LAW AND ADMINISTRATION**

Program	BTTM				
Course Code	KU4VACTTM203				
Course Title	TOURISM LAW AND ADMINISTRATION				
Type of Course	VAC-3				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course provides a foundational understanding of the legal and regulatory landscape governing the tourism and hospitality industry in India. It covers key national laws related to heritage, environment, wildlife, and consumer rights; procedures for business establishment, licensing, and compliance; legal duties of hoteliers concerning guest safety, food, payments, and international standards; and operational requirements for licensing, insurance, taxation, and contracts in banqueting and catering. The course emphasizes practical application through quizzes, case studies, and presentations.				

**Course Outcomes (CO):**

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Explain key national legislations governing heritage, environment, wildlife, and consumer rights relevant to the tourism and hospitality industry in India.	U	C	Quiz/ Case study/ Seminar
CO2	Describe the legal framework for establishing and operating tourism and hotel businesses, including registration, licensing, compliance, and foreign guest regulations.	U	P	presentation.
CO3	Analyze the duties and liabilities of hoteliers toward guests, and apply legal provisions related to food safety, credit card transactions, health norms, and international hospitality standards.	An	P	
CO4	Evaluate regulatory and operational requirements for hotel licensing, insurance, taxation, and contract management in banqueting and catering services.	E	P	

\* - Remember I, understand (U), Apply (Ap), Analyze (An), Evaluate I, Create I

# - Factual Knowledge(F) Conceptual Knowledge I Procedural Knowledge (P) Metacognitive Knowledge (M)

*DETAILED SYLLABUS:*

<b>Module</b>	<b>Unit</b>	<b>Introduction to Tourism Laws</b>
<b>I</b>	1.	The Ancient Monuments Preservation Act 1904.
	2.	The Ancient Monuments and Archaeological Sites and Remains Act 1958.
	3.	The Wildlife (Protection) Act 1980, The Environment Act (Protection) Act 1986.
	4.	Consumer Protection Act, 1986 -Consumer Grievance Redressal Mechanism in India.
	5.	Environmental laws and their implications-CRZ- Forest Act, Wildlife Act etc.
<b>Tourism Business and Laws</b>		
<b>II</b>	6.	Registration of tourism business in India.
	7.	Government regulations impacting the industry -Licensing, permits, and compliance requirements.
	8.	Hospitality Laws: Duties of a Hotelier Towards Guests -Guest Complaint-Complaints Handling in Hotel Industry.
	9.	Legal requirements in hotel operations- Foreigners Registration Act- Customs and Currency Regulations- Health Certificates.
	10.	Hotel Operation Laws: Credit Card Laws -Features of Credit Card used by Guest in Hotels -Hotels Rules in India during Guest Check-In.
	11.	International Regulations for Hotels & Guests, International Laws for Food Safety, Quality & Security.

**Tourists and legislation**

<b>III</b>	12.	Laws regarding Tourists in India - Citizenship Act, Passport Act, Foreigners Act, Foreigners Registration Act, Import Export Control Act, Laws and Regulation relating to Travel Agency.
	13.	Doing Hotel Business in India: Memorandum of Association- Articles of Association.
	14.	Representative Office: Foreign Exchange Management Act, 1999, Capital Account Transactions, Current Account Transactions, Foreigner 's Regional Registration Office, Local Intelligence Unit (ILU).
	15.	Regulatory Issues: Taxation – Direct Taxes, Indirect Taxes.

### **Hotel License and regulations**

<b>IV</b>	16	Two Stages of Hotel License: Project Stage, Operational Stage: Boarding & Lodging License, Food & Beverage Operations, Personnel Department, Accounts Department.
	17	Banqueting and Catering Contracts, Hotel / Motel Safety Act.
	18	Insurance Coverage in Hotel Industry: Filling an Insurance Claim -Grievances Redressal Machinery.

**V**

### **Teacher Specific Content-(12 Hrs)**

### **Compulsory Learning Activity**

1. Case study of Kerala tourism with special preference to tourism laws.
2. Case study of Indian tourism with special preference to tourism laws.

### **References**

- Amitabh Devendra, Hotel laws, Oxford University press
- Jagmohan Negi, Hotel & Tourism Laws
- Govt. of India, Related Guidelines & Reports from Ministry & Tourism
- Stephen Bharath (Wiley Publication)
- Hospitality Law – Managing Legal Issues in the Hospitality Industry.
- N D Kapoor -Introduction to Law
- N D Kapoor Commercial Law
- Satyendra Singh Malik- Reserve Bank of India Guidelines Ethical, Legal and Regulatory aspect of Tourism Business.
- Indian Tourism Act 1992, (Govt. of India).

### **Mapping of COs with PSOs**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	-	-	-	-	-
CO 2	2	1	-	-	-	2
CO 3	2	-	1	-	-	2

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>50</b>
Continuous Evaluation		<b>25</b>
a)	Test paper	10
b)	Case study	10
c)	Seminar	5
<b>Total</b>		<b>75</b>

**Correlation Levels:**

<b>Level</b>	<b>Correlation</b>
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High