

MA Tourism & Hotel Management (2-year/4 Semesters)

Semester-I			
Course Code	Subject	Credit Hrs	
CS-301	Introduction to Computer	3-0	Compulsory
ISL-301	Introduction of hospitality	3-0	foundation
T&HM-511	Hotel management i	3-0	Compulsory
T&HM-512	Introduction to archaeology	3-0	General
T&HM-513	Tourism (Concepts and Principles)	3-0	Major
T&HM-514	Tourism resources of Pakistan	3-0	foundation
	Total Cr. Hrs	18	

Semester-II			
Course Code	Subject	Credit Hrs	
ENG-311	Destination and Attraction	3-0	compulsory
PKS-311	Effective Communication	3-0	Compulsory
T&H- 311	Tourism Management	3-0	Foundation
T&HM-521	Eco tourism	3-0	foundation
T&HM-522	Hotel management ii	3-0	Major
T&HM-523	Cultural heritage of Pakistan	3-0	Major
T&HM-524	Total Cr. Hrs	18	

Semester-III			
Course Code	Subject	Credit Hrs	
T&HM-631	Research methods in tourism	3-0	General
BBA-503	Entrepreneurship and SME	3-0	Foundation
BBA-451	HRM	3-0	foundation
T&HM-633	Museology	3-0	General
T&HM-634	Tourism Policy and Planning	3-0	Major
T&HM-635	Practical Tourism	3-0	Major
	Total Cr. Hrs	18	

Semester- IV			
Course Code	Subject	Credit Hrs.	
T&HM-641	Tourism Marketing	3-0	Major
T&HM-642	Tourism and Hospitality Laws	3-0	Major
T&HM-643	Travel Agency Management	3-0	Major
T&HM-644	Hotel, Resorts & Restaurant management	3-0	Major
THES-649	Final Internship/Project	6-0	Major
	Total Cr. Hrs	18	

Course Outlines:**Unit-I****Fundamentals of grammar**

Parts of speech & their correct usage, Sentence structure and types of sentences. Spelling, vocabulary
Listening skills, speaking skills, writing skills

Unit-II**Message Design**

- Process of preparing effective business message
- The appearance and design of business message
- Good-news and neutral messages

Unit-III**Strategies for Oral Communication**

- Strategies for successful speaking and successful listening
- Strategies for successful informative and persuasive speaking

Unit-IV**The Job application process**

- The written job presentation
- The job application process-interviews and follow-up

Suggested Readings:

1. Howe, D.H, Kirkpatrick, T.A., & Kirkpatrick, D.L. (2004).Oxford English for undergraduates. Karachi: OxfordUniversity Press.
2. Eastwood, J. (2004).English Practice Grammar (New edition with tests and answers). Karachi: Oxford University Press.
3. Murphy, R. (2003).Grammar in use.

Course Outlines:

A-Selected Study from Quran

Unit-I

Introduction to Quranic Studies

- Basic Concepts Of Quran
- History of Quran
- Uloom-ul-Quran

Unit-II

Study of Selected Text of Holly Quran

- Verses of Surah Al- Baqra Related to faith (Verse No-284-286)
- Verses of Surah Al-Hujrat related to Adab Al-Nabi (Verse No-1-18)
- Verses of Surah Al-Mumanoon Related to Characteristics of faithful (verse No-1-11)
- Verses Surah Al-Furqan Related to Social Ethics(Verse No-63-77)
- Verses of Surah Al-Inam Related to ihkam(Verse No-152-154)

Unit-III

Study of Selected Text of Holly Quran

- Verses of Surah Al-ihzab Related to Adab Al-Nabi(Verse No,6,21,40,56,57,58)
- Verses of surah Al-Hashar (18,19,20) Related to thinking , Day of Judgment
- Verses of Surah Al-Saf Related to Tafakar, Tadabar(Verse No-1-14)

Unit-IV

Seats Of Holy Prophet (S.A.W) I

- Life of Muhammad Bin Abdullah(Before Prophet Hood)
- Life of Holy Prophet (S.A.W) in Makkah
- Important lessons Derived from the life of Holy Prophet in Makkah

Unit-V

Seerat of Holy Prophet (S.A.W) II

- Life of Holy Prophet (S.A.W) in Madina
- Important events of life Holy Prophet in Madina
- Important lessons Derived from the Life Of Holy Prophet in Madina

Unit-VI

Introduction to Sunnah

- Basic Concepts of Hadith
- History of Hadith

- Kinds of Hadith
- Uloom-UI-Hadith
- Legal Position of Sunnah

B-Selected Study from Text Hadith

Unit-VII

Introduction to Islamic Law & Jurisprudence

- Basic Concepts of Islamic Law & Jurisprudence
- History & Importance of Islamic Law & Jurisprudence
- Sources of Islamic Law & Jurisprudence
- Nature of Differences in Islamic Law
- Islam and Sectarianism

Unit-VIII

Islamic Culture & Civilization

- Basic Concepts of Islamic Culture & Civilization
- Historical Development of Islamic Culture & Civilization
- Characteristics of Islamic Culture & Civilization
- Islamic Culture & Civilization and Contemporary Issues

Unit-IX

Islam & Science

- Basic Concepts of Islam & Science
- Contribution of wealth in Islamic Economics
- Islamic Concept of Riba
- Islamic Ways of Trade & Commerce

Unit-X

Political System of Islam

- Basic Concepts of Islamic Political System
- Islamic Concept of Sovereignty
- Basic Institutions of Govt. in Islam

Unit-XI

Islamic History

- Period of Khalafat-E-Rashida
- Period of Umayyads
- Period of Abbasids
- **Unit-XII**

Social System of Islam

- Basic Concepts of Islamic society
- Elements of Family
- Ethical Values of Islam

Suggested Readings:

1. Hameed Ullah Muhammad, "Emergence of Islam", IRI.
2. Hameed Ullah Muhammad, "Muslim Conduct of State".
3. Hameed Ullah Muhammad, 'Introduction to Islam
4. Hussain Hamid Hassan, "An introduction to study of Islamic Law" Leaf Publication Islamabad, Pakistan.
5. Ahmed Hasan, "Principles of Islamic Jurisprudence " Islamic Research Institute, International Islamic University, Islamabad(1993).
6. Mir Waliullah, "Muslim Jurisprudence and the Quarnic Law of Crimes " Islamic Books Services(1982).
7. H.S.Bhatia, "Studies in Islamic Law, Religion and Society" Deep & Deep Publications New Delhi(1989).
8. Dr. Muhammad Zia- Ul- haq, "Introduction to Al Sharia Al Islamia " Allama Iqbal Open University, Islamabad (2001).

CS-301: Introduction to Computer**3. Cr. Hrs.****Course Outlines:****Unit –I**

- Introduction to computer

Unit -II

- Microsoft Office (Word, Power point, Excel)

Unit -III

- Adobe Photoshop. Editing photographs/Advertisement designing
- Coral Draw. Layout and drawing
- Macromedia Flash. Animation making/Drawing cartoons for newspapers and magazines
- Graphics

Unit -IV

- Use of Scanner, printer, projector (Multimedia) etc

Unit -V

- Introduction to Internet

Suggested Readings:

1. Recommended Ages for Computer and Online Time by. Christy Matte.

2. Absolute Beginner's Guide to computer by Thomas H. Cormen.
3. General References for Scientific Computing: by Norbert "norb9".

T&HM-311:

INTRODUCTION TO HOSPITALITY

Cr. Hrs. 3

Course Outlines:

Unit-I

Introduction to Hospitality industry

Hospitality and tourism, Characteristics of Hospitality industry, The nature of Hospitality industry focus on service, Services offered by hospitality industry, Relationships with other sectors of tourism Industry. Historical development in accommodation sector, Accommodation classification, F&B establishment classification, Hotel guests and Types of guests, Ownership and management of accommodations, Management measures for Hotels

Unit-II

What is Hospitality

Influences of hospitality industry on other establishment, working conditions in hospitality industry, service ethos. Types of establishments, key departments Hospitality structures (organizational) major Hospitality division, support departments

Unit-III

Skills and Safety

Industry principles, interpersonal skills, customer safety and security, occupational health and safety

Unit-IV

Major Departments in Hospitality

Front office functions, Regularity requirements of front office, Interrelationships between front office and other departments. The role and function of Housekeeping department, duties and responsibilities of Housekeeping staff, What are Food and Nutrition, Types of food and beverage service outlets, kitchen operation, the functions of kitchen operation as quality, presentation, cuisine style and cost control. What is club, types and departments in club, gaming and its operation, Hospitality career planning

Unit-V

Developing Hotel

The Hotel Development Process, The Art and Science of Opening a Hotel, Customer Relationship Management, Spas and the Lodging Industry

SUGGESTED READINGS

1. Professional hospitality an introduction global books & subscription service New Dehli.
2. Hotel Management and Operation, John Wiley & sons, Inc.
3. John Walker Introduction to Hospitality Management, First Edition. Pearson Education, Inc.

T&HM-312: Tourism (Concepts & Principles) 3. Cr. Hrs.

Course Outlines:

UNIT-I

Introduction

- Definitions, History, Scope, Types and Forms, Basis of Tourism, Limits of Tourism, Tourism Promotion

UNIT-II

Impacts of Tourism

- Economic, Environmental, Social, Cultural etc

UNIT-III

Major Component of Tourism

- Travel (Air, Sea, Road), Accommodation (Hotels & Restaurants), Infrastructure, Super Structure, Composition, Related Industries, Recourses (Natural & Cultural), Activities

UNIT-IV

Tourism Management

- What is Management (Definitions), Tourism Products, Role of Management, Strategies, Tourism Organization, Financial Analysis

UNIT-V

Tourism Marketing

- What is Marketing (Definitions), Marketing Segments (Target Market), Marketing Mix (Product, Place, Price, Promotion, people), Market Research, Packages

UNIT-VI

Domestic Tourism & Future Trends

- Current Situation, Problems, Issues & Trends, International Trends and Standards

UNIT-VII

Case Studies

- International Tourist Destination
- Domestic Tourist Destination

Suggested Readings:

1. Tourism Concepts and principles 2nd edition By; E-Chudary.
2. Tourism And Development Concepts And Issues Aspect Of Tourism by Richard Sharpley Dav.
3. Tourism-The Business Of Travel by: Roy A Cook.
4. Introduction To Tourism And Hospitality Industry by: Sudhir Andrew.

T&HM-313: Leisure, Recreation & Sports Tourism 3. Cr. Hrs

Course Outlines:

Unit-I

Introduction

- Defining tourism& Key concepts
- Recreation
- Historical development of tourism, Leisure and sports

UNIT- II

Leisure as Tourism

- Leisure and Tourism
- Leisure conditions and objective aspects of the individual
- Ecotourism
- Tourism Attractions in ASIA

Unit -III

The effect of climate change on recreation patterns

- Climate and policy changes
- Nature tourism and climatic changes in the world.

Unit-IV

Sport in the development of tourism

- Sport as a growing segment of tourism industry
- The influence of increased sport participation
- The influence of increased sport tourism
- Active sports on holidays
- Passive sports on holidays

Unit-V: The Impact of sport tourism

- Sport and tourism as economic activities
- Sociocultural impact of sports tourism
- The environment impact of sports tourism
- Sport tourism impact on health
- Sports activities holiday

Unit-VI:

Sports event tourism, planning, development and marketing

- The sport event tourism
- Forces and trends shaping sport event tourism
- Planning, development and marketing and sport event tourism

Suggested Reading:

1. Sport tourism development By Tom Hinch, James Higham – 2011.
2. Sport tourism: interrelationships, impacts and issues By Brent W. Ritchie 2004.
3. Sport tourism By Joy Standeven, Paul de Knop- 1999.
4. Sport and adventure tourism By Simon Hudson – 2003.
5. Sport tourism destinations: issues, opportunities and analysis By James E. S. Higham – 2005.
6. Teaching with movies: recreation, sports, tourism, and physical ... By Teresa O'Bannon, Marni Goldenberg – 2008.
7. Sport tourism By Douglas M. Turco, Roger S. Riley, Kamilla Swart – 2002
8. Sport and tourism By Mike Weed – 2007.
9. Contemporary sport management By Paul Mark, Pedersen, Janet Parks, Jero Mequarterman – 2010.
10. Sport tourism: concepts and theories: volume 10 By Heather J. Gibson – 2006.

Semester-II			
Course Code	Subject	Credit Hrs	
ENG-311	Communication Skill-I&II	3-0	compulsory
PKS-311	Pakistan Studies	2-0	Compulsory
BBA-351	Principle of Management	3-0	Foundation
Math-401	Mathematics	3-0	Compulsory
T&HM-321	Introduction to Hospitality	3-0	Major
T&HM-322	Eco tourism	3-0	General

	Total Cr. Hrs	17	
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Math-311	MATHEMATICS	C. Hrs. 3
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Course Outlines:

UNIT-I

Preliminaries

Real-number system, complex numbers, introduction to sets, set operations, functions, types of functions.

UNIT-II

Matrices

Introduction to matrices, types, matrix inverse, determinate, system of linear equations. Quadratic Equations: Solution of quadratic equations, qualitative analysis of roots of a quadratic equations, cube roots of unity, relation between roots and coefficients of quadratic equations

UNIT-III

Sequence and Series

Arithmetic progression, geometric progression, harmonic progression
Binomial Theorem: Introduction to mathematical induction, binomial theorem with rational and irrational indices

UNIT-IV

Trigonometry

Fundamentals of trigonometry, trigonometric identities

Suggested Reading:

1. Dolciani MP, Wooton W, Beckenback EF, Sharron S, Algebra 2 and Trigonometry, 1978, Houghton 7 Mifflin,
2. Boston (suggested text) Kaufmann JE, College Algebra and Trigonometry, 1987, PWS-Kent Company, Boston.
3. Swokoski EW, Fundamentals of Algebra and Trigonometry (6th edition), 1986, PWS-Kent Company, Boston.

Eng 311:	COMMUNICATION SKILL (I-II)	3 Cr. Hrs.
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Course Outlines:

Unit-I

Paragraph writing

Practice in writing a good, unified and coherent paragraph

Principle of communication psychology

- 7 Cs of Effective communication

Unit-II

Essay writing

- Elements of effective language
- Correct use of words & expression

Unit-III

Study skills

- Skimming & scanning, intensive, extensive and speed reading, summary and précis writing and comprehension

Unit-IV

CV and job application

- Treacherous words, Translation from Urdu to English & Vice Versa

Unit-V

Academic skills

- Letter/ memo writing, minutes of meetings, use of library and internet

Unit-VI

Presentation skills

- Personality development(emphasis on content, style and pronunciation)

Suggested Readings:

1. Howe, D.H, Kirkpatrick, T.A., & Kirkpatrick, D.L. (2004). Oxford English for undergraduates. Karachi: Oxford University Press.
2. Eastwood, J. (2004).English Practice Grammar (New edition with tests and answers). Karachi: Oxford University Press.

T&H-122:

PAKISTAN STUDIES

2. Cr. Hrs.

Course Outlines:

Unit-I

Historical Perspective

- Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah

- Factors leading to Muslim separatism
- People and Land
- Indus Civilization
- Muslim advent
- Location and Geo-Physical features

Unit-II

Government and Politics in Pakistan

- Political and constitutional phases:
 - a. 1947-58
 - b. 1958-71
 - c. 1971-77
 - d. 1977-88
 - e. 1988-99
 - f. 1999 onward

Unit-III

Contemporary Pakistan

- Economic institutions and issues
- Society and social structure
- Ethnicity
- Foreign policy of Pakistan and challenges
- Futuristic outlook of Pakistan

Suggested Readings:

1. Akbar, S. Zaidi. Issue in Pakistan's Economy. Karachi: Oxford University Press, 2000.
2. Burke S.M. and Lawrence Ziring. Pakistan's Foreign policy: An Historical analysis. Karachi: Oxford University Press, 1993.
3. Mehmood, Safdar. Pakistan Political Roots & Development. Lahore, 1994.
4. Wilcox, Wayne. The Emergence of Banglades., Washington: American Enterprise, Institute of Public Policy Research, 1972.
5. Mehmood, Safdar. Pakistan Kayyun Toota, Lahore: Idara-e-Saqafat-e-Islamia, Club Road, nd.
6. Amin, Tahir. Ethno - National Movement in Pakistan, Islamabad: Institute of Policy Studies, Islamabad.
7. Ziring, Lawrence. Enigma of Political Development. Kent England: WmDawson& sons Ltd, 1980.
9. Zahid, Ansar. History & Culture of Sindh. Karachi: Royal Book Company, 1980.
10. Afzal, M. Rafique. Political Parties in Pakistan, Vol. I, II & III. Islamabad

- National Institute of Historical and cultural Research, 1998.
11. Sayeed, Khalid Bin. The Political System of Pakistan. Boston: HoughtoMifflin, 1967
 12. Aziz, K.K. Party, Politics in Pakistan, Islamabad: National Commission on Historical and Cultural Research, 1976.
 13. Muhammad Waseem, Pakistan under Martial Law, Lahore: Vanguard, 1987.

T&HM-321

ECO TOURISM

C. Hrs. 3

Course Outlines:

Unit I

Introduction to ecotourism

Emergence, definitions & concept of ecotourism

Unit II

Ecotourism & local communities

Definition of community, the role of the community in ecotourism, Community Based Ecotourism (CBE), potential positive and negative impacts, key consideration for ecotourism development at community level, links between communities, resources, and tourism in sustainable ecotourism

Unit III

Ecotourism and the tourism industry

Ecotourism links in the tourism chain, private tour operators in the planning process, demand for nature tourism

Unit IV

Stakeholders' participation in ecotourism

Core decision makers, supporting players in ecotourism operation

Unit V

Ecotourism and protected areas

The role of ecotourism in protected areas, potential opportunities & threats

Unit VI

Strategic planning for sustainable ecotourism

Ecotourism management plan, prerequisites for an ecotourism management plan, financing the plan

Suggested Reading:

1. Fennell, D.A. (2003) Ecotourism an introduction. Second edition, New York, Routledge Taylor and Francis Group. 236p.
2. Weaver, D.B. (2001) Ecotourism. Milton, Queensland: John Wiley & Sons. Pp.386.
3. Honey, M. (1999) Ecotourism and Sustainable Development: who Owns Paradise? Washington, DC: Island Press.
4. Boo, E. (1990) Ecotourism: The potentials and pitfall. Volume 1. Washington DC: World wildlife Fund.
5. Ecotourism Society (1993) Ecotourism Society Guidelines for Nature Tour Operators, North Bennington, VT: The Ecotourism Society.
6. Hall, C. M. (2000) Tourism Planning Processes and Relationships. Harlow: Prentice Hall.
7. Murphy, P. E. (1985) Tourism: A Community Approach. London: Methuen.

BBA-351:

PRINCIPLES OF MANAGEMENT

Cr. Hrs. 3

Unit-I An Overview of Management

Definitions of Management

Characteristics of Management

Different between Management and Administration

Unit-II Functions of Management

Functions a brief Treatment

Planning, Organizing, Staffing

Directing, Controlling, Coordination

Unit-III Principles of Management

Taylor's Principles

Fayol's Principles

General Principles

Importance and Scope of Management

Importance of Management

Scope of Management

Unit-IV Nature of Management

Management as an art

Management as a Science

Management as a Profession

Unit-V Planning

Definition, Nature and Characteristics
Importance of Planning
Limitations of Planning
Essentials of a good Plan
Steps in Planning Process
Types of Planning

Unit-VI Decision Making

Meaning and Elements of Decision Making
Importance and Process of Decision Making
Salient Features of a good or an Effective Decision
An Effective Decision Making

Unit-VII Organizing

Nature and Importance of Organization
Steps in the Process of Organization
Formal and Informal Organization
Principles of Organization

Unit-VII Communication

Definition of Communication
Process of Communication
Importance of Communication
Types of Communication
Barriers to Communication
Over Coming the Barriers
Characteristics of a good Communication System

Unit-VIII Staffing

Definition of Staffing, Sources of Recruitment
Steps in Selection Process
Orientation or Induction
Training and Education
Types and Methods of Training

Unit-IX Directing / Direction

Definition, Nature and Importance
Principles & Techniques

Unit-X Leadership

Definition
 Traits / Qualities of a Successful Leader
 Leadership Styles, Function of Leader Ship

Unit-XI Motivation

Meaning and Importance
 Financial and Non Financial Incentives
 Theory X and Theory Y
 Maslow's Need Priority Model

Unit-XII Controlling

Definition of Controlling
 Characteristics of Controlling
 Objectives of Controlling
 Steps in the Process of Controlling
 Essentials of an Effective Control System

RECOMMENDED BOOKS

1. Principles and Practice of Management 1998 Edition, Terry, Prentice Hall USA.
2. Practice of Management, 1997 Edition P.F. Duck Ker, Macmillan, London.
3. Fundamentals of Management 2004 Edition, Prof. Fazli Wahid IBMS/CS Agricultural University Peshawar.

Semester-III			
Course Code	Subject	Credit Hrs	
Soc-301	Sociology	3-0	General
ENG-411	Technical Writing	3-0	compulsory
T&HM-431	Hotel management I (Front Office Management)	3-0	Major
T&HM-432	Museology	3-0	General
T&HM-433	Religious tourism in Pakistan	3-0	General
T&HM-434	Practical Tourism	3-0	Major
	Total Cr. Hrs	18	

SOS-313

SOCIOLOGY

C. Hrs. 3

Course Outlines:

Unit-1 Introduction to Sociology

Meaning, Definition and Scope of Sociology, Utility/Importance of Sociology, Sociology as Science, Relationship of Sociology with other Social Sciences

Unit-II Role of Sociologists

As a research Scientists,As a Policy Consultants,As a Teachers,As a Business Person

Unit-III Society

Meaning and Definition of Society,Characteristics of Society,Types of Society,Basis of Society

Unit-4 The Culture

Definition of Culture,Types of Culture, Culture and Society,Social and Cultural Change,Characteristics of Culture

Unit-V Methods of Study

Cross Sectional Study,Longitudinal Study,Laboratory Study,Field Study, Observational Study

Unit-VI Social Stratification

Definition of Social Stratification,Types of Social Stratification,Classes,Definition of Class,General Classification of Class,Sociological Classification of Class,Caste, Definition of Caste,Characteristics of Caste,Difference between Class and Caste

Unit-VII Social Groups

Definition and Functions,Types of Groups,In and out groups, Primary and Secondary groups, Reference Groups, Formal and Informal Groups and Pressure Groups.

Unit-VIII Social Mobility

Definition of Mobility,Types of Mobility,Horizontal Mobility,Vertical Mobility,Zero Mobility,Territorial Mobility/ Geographical,Different Factor Favorable to Social Mobility

Unit-IX Social Institutions

Definition of Social Intuition,Elements of Social Intuition,Functions of Social Institution

Unit-X Family Institution

Definition of Family,Characteristics of Family,Types/Classification of Families, Functions of Family Institution

Unit-XI Religious Institutions

Definition,Components of Religion, Beliefs, Symbols, Rituals, Sacred Objects, Functions of Religion, Religion of the World,Christianity, Judaism, Hinduism, Buddhism,Confucianism,Islam

Unit-XII Economic Institution

Definition of Economic Institution, Structure of Economic Institution, Characteristics of Economic Institution, Functions of Economic Institution

Unit-XIII Political Institution

Definition of Political Institution, Structure of Political Institution, Formal and Informal, Main Branches of Govt, Judiciary, Executives, Legislation

Unit-XIV Educational Institution

Definition of Educational Institutions, Structure of Educational Institutions, Formal and Informal Education, Educational System

Unit-XV Sociology of Pakistan

Characteristics, Social Problems of Pakistan, Poverty as social problem, Crime as social problem, Pollution as Social Problem, Population Explosion as Social Problem, Urbanization as Social Problem

Recommended Books

1. SOCIOLOGY-Paul B. Horton. And Chester L.Hunt. 6th Edition
2. SOCIOLOGY- John Macionis
3. DOWN TO EARTH SOCIOLOGY- James Henslin
4. SOCIOLOGY C. N. Shankar Rao
5. SOCIOLOGY AND SOCIAL PROBLEMS -- Prof. Abdul Hamid Taga

T&HM-432

MUSEOLOGY

C. Hrs. 3

Course Outlines:

Unit-I

Museum and Its Function

- Definition and its scope
- Functions: collection, recording, preservation, exhibition and education
- Different types of museums
- History of Museology in Pakistan
- Problems and prospects of museums in Pakistan

Unit-II

Documentation

- Record keeping: Registers/Computer punch cards

- Temporary accession
- Permanent accession
- Record of storage
- Gallery record

Unit-III

Museum Architecture

- Requirement of museum building
- Plan for a museum
- Storage facilities
- Display galleries
- Service facilities: Library, photography, offices, workshops, Laboratories, etc.
- Public facilities: Cafeteria, gift-shop, lavatories

Unit-IV

Museum Exhibition

- Permanent exhibition
- Planning and setting up an exhibition
- Showcase designing
- Labels
- Lighting
- Background of exhibits
- Mounting objects
- Temporary exhibition
- Traveling exhibition

Unit-V

Museum Education Research Programme

- Educational program of a museum: Lectures, seminars, film-shows and cultural-shows
- Research and publications
- Research facilities in a museum
- Museum library

Suggested Readings:

1. Museology and museum problem in Pakistan 1981 Lahore By: Dr. Saif Ur Rehman Dar.
2. Museum guide by: M.A Shakur.

Course Outlines:

Unit I:

History of Islam in Indo-Pakistan, Mosques and Tombs at Khyber Pakhtunkhwa, Punjab, Balochistan and Sindh.

Unit II:

Sikh Period: History of Sikhism, Sikh temples at Hasanabdal, Peshawar and Lahore.

Unit III:

Buddhist Period: History of Buddhism, Buddhist shrines at Swat, Taxila, Peshawar,

Unit IV:

Hindu Period: History of Hinduism, Hindu temples at Katas , Gor Khuttree, Kashmir Smast ,Swat, Hazara.

Unit V:

Jain Period: Jain Temples at Tharparkar

Practical

Visits of the Sites

Suggested Readings

1. Khan, A, N. Multan History and Architecture, 1983, Islamabad.
2. Nadiem,I.H. Islamabad Potohar,Taxila, Valley & Beyond History & Monuments,2006, Lahore.
3. Chaghatai,M,A. The Wazir Khan Mosque Lahore, 1975, Lahore.
4. Chaghatai,M,A. The Badshahi Mosque, 1972, Lahore.
5. Rowland, B. Indian art and architecture, 1975.
- 6.Sammandar,W.A. Takht-i-bhai Monastery, Mardan.

T&HM-434

PRACTICAL TOURISM

C. Hrs. 3

Course Outlines:

A. Field Study Tour Report

Course Contents:

Each student is required to participate in about two weeks field study tour. The tour will be arranged by the Department and will contribute to conveyance charges. The objectives behind the field tour are to provide practical knowledge of tourist resources of the country and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects of tourism promotion. After the completion of the study tour each student is required to submit Field Study Tour Report for evaluation at least 30 days before the commencement of the examination.

B. Practical Tourism - Job Training & Report

Objectives: Under this module each candidate will be placed in a recognized travel agency for understanding the travel trade business practice.

Course Contents:

The Training is based upon the 6-8 weeks practical training with any recognized Travel Agency/Tour Operating Company/Hotel. The Department will circulate the placement brochure / letter to various organizations prior to the joining in the same. During the organizational work (training period), each student is required to prepare practical report of day to day activities to be submitted for evaluation.

The students will have to submit the Job Training Report after completion of their job training before Viva-voce examination.

C. Viva – Voce

The Viva-Voce examination will be conducted on the basis of the Tour Package Prepared, Tour and Job Training Reports and other theory papers taught.

Suggested Readings:

1. The tourism Area life cycle Vol-2 by Butler 1999.
2. South Asian Tourism Secretariat SATS Books 1985.

Semester- IV			
Course Code	Subject	Credit Hrs.	
T&HM-441	Tourism Economics	3-0	General
BBA-503	Entrepreneurship and SME	3-0	Foundation
BBA-453	Organization Behavior	3-0	Foundation
T&HM-443	Tourism and Hospitality Laws	3-0	Major
T&HM-444	Hotel, Resorts & Restaurant management	3-0	Major
T&HM-445	Travel Agency Management	3-0	Major
	Total Cr. Hrs	18	

Course Outlines:**UNIT-I****Introduction to Organization Behaviour**

- The Challenges to the Modern Management
- Undergoing a Paradigm Shift
- The new Perspective of Management
- Theoretical Framework of OB
- Organizational Behaviour Model

UNIT-II**Review of Perception Process**

- The Nature and Impact of Perception
- Sensation versus Perception
- Sub Processes of Perception
- Perceptual Selectivity
- External Attention Factors
- Internal set Factors

UNIT-III**Perceptual Organization**

- Impression Management
- The Process of Impression Management
- Employee Impression Management, Strategies

UNIT-IV**Personality and Attitudes**

- The Development of Personality and Socialization
- The Nature and Dimensions of Attitudes
- Components of Attitudes
- Antecedents of Work-Related Attitudes
- Functions of Attitudes, Changing Attitudes

UNIT-V**Job Satisfaction**

- Organizational Commitment
- Meaning and the Outcomes of Organizational Commitment

UNIT-VI**Motivation Needs & Processes**

- The Meaning of Motivation
- Primary Motives

- Secondary Motives
- General Motives
- Content Theories of Motivation
- Maslow's Need Hierarchy Theory
- Herzberg's Two Factors Theory
- Adlerfer's ERG Theory

UNIT-VII

Learning Process

- The Theoretical Processes of Learning
- Behaviorist Theories
- Social Learning Theories
- Principles of Learning, Punishment and Reinforcement

UNIT-VIII

Power and Politics

- The Meaning of Power
- Classification of Power
- Political implications of Power

UNIT-IX

Change Management

- Introduction
- What do you mean by Change?
- Change Models
- Guidelines for Change Management

UNIT-X

Stress

- The Meaning of Stress
- Causes of Stress, Extra Organizational Stressors
- Organizational Stressors
- Group Stressors
- Individual Stressors

UNIT-XI

Groups and Teams

- The nature of groups
- Teams in the work place

UNIT-XII

The Great Leaders /Leadership

- Leadership in the Environment
- Leadership Styles

Suggested Readings:

1. Organizational behavior. 2006. Fred Luthans,11th Edition Irwin , MC-Graw Hill Publishers, (Latest Edition).
2. Organizational bheavior. 2008. 13th edit. Stephen. R. & Judge. T. Prentice Hill.