

MADHYA PRADESH BHOJ (OPEN) UNIVERSITY

ORDINANCE No. 42

BACHELOR OF TOURISM MANAGEMENT (BTM) HONOURS

ANNUAL/SEMESTER IN DISTANCE MODE

There shall be a three year BTM (Honours) undergraduate degree programme of 6 Semesters of approximately four and half month duration each. Each semester will consist of 8 modules carrying equal weight and there shall be a total of 48 modules in the 6 semesters spread over a period of 3 years. Besides this students will be required to undergo two weeks practical training during the first semester after the second semester and 6 weeks training in the second year after 4th semester. Each module will be equivalent to one credit of roughly 45 hours of work on the part of the students including 25 – 30 hours of classroom teaching, and 15 – 20 hours for self-reading, consulting library and preparations for examination etc. Each semester will be designed in such a way that apart from the classroom teaching they will have time for library consultation, quiz, seminar and presentation. There will be an end-term examination after each semester and will also consist of two classroom tests/one project report. Out of 100 marks of each module, 70 marks will be for end-term examination, 10 marks will be for each of the two classroom tests or 20 marks for the project report and 10 marks will be for attendance and internal assessment by the class teacher. Written examination will be of 3 hours duration. Students will be required to clear atleast 6 modules for clearing a semester and he may be entitled for supplementary only in a maximum of two modules of any semester. If he fails in more than two modules in a semester, he will be required to repeat the examination.

In order to pass the module, he will have to clear atleast 40% marks in the written examination and will have to have a minimum of 45% marks in the aggregate. Those having less than 50% marks but above 40% marks in all the 6 semesters will be awarded third class. Those between 50 – 60% will be second class and 60% & above will be first class. The course will provide for distinction in a modules if the aggregate mark in written examination is more than 75% and overall is above 80%. Broadly 60% of the course content will be related to tourism and travel, 25% will be related to Management discipline and 10% will be related to computer and IT. We will also provide for teaching in languages like French, German and Business English.

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First Year

1. Principles of Management
2. Financial Accounting
3. Business Communication
4. Computer Fundamentals
5. Tourism Concepts
6. Tourism Industry in India
7. Geography for Tourism
8. Marketing Management

Second Year

1. Business Statistics
2. Business Policy
3. Human Resource Management
4. International Trade
5. Introduction to Tourist Transport System, Tour Operation Units, Travel Agencies and Tourism Regulations
6. Basic Air Fares and Ticketing
7. Tourism Management
8. Business Law

Third Year

1. Import Export Documentation and Procedures
2. Services Marketing
3. Customer Relationship Marketing (CRM)
4. Conflict Management and Negotiation Skills
5. Tourism Policy, Planning and Development
6. Computing and Information Systems in Tourism
7. Computerised Reservation System
8. Project