

ASPIRE • ACHIEVE • ASCEND

[www.gjimt.ac.in](http://www.gjimt.ac.in)

**PLACEMENT & INTERNSHIP  
OPPORTUNITIES**

**IATA-IN HOUSE TRAINING  
CERTIFICATION**

**FINE DINE SERVING WORKSOP  
IN COLLABORATION WITH HYATT**

**SESSIONS ON MICE  
TOURISM**

**SPECIAL CORPORATE  
GROOMING WORKSHOPS**

**BTTM  
PROGRAMME**





BTTM is an undergraduate professional degree course which is designed to produce professionals for dynamically growing travel & tourism sector across the globe. BTTM graduate can achieve excellent job opportunities in field of travel & tourism, guest service associate, ticketing executive tour guide, travel consultants, event manager & many more.

## CAREER AVENUES

Cabin Crew	Retail Manager	Ticketing Executive
Tour Manager	Tour Guide	Relationship Manager
Cruise Manager	Tourism Promoter	Promotions Manager
Guest Service Associate	Tourism Consultant	Sales Manager
Event Manager	Immigration Manager	Corporate Sales Manager
Airport Ground Staff	Teaching Staff	Guest Relation Manager
Businessman	Personality Coach	Training Specialist

## CAREER DEVELOPMENT & PLACEMENT OPPORTUNITIES



PART  
TIME JOBS



INDUSTRIAL  
TALK



INTERNATIONAL  
STUDY TOURS



CULTURAL  
ACTIVITIES



PD & SOFT  
SKILLS



TRAINING



INTERNATIONAL  
CONFERENCES



MOCK INTERVIEWS  
BY INDUSTRY  
EXPERT



IT SKILL  
TRAINING



STUDENT  
CLUBS



SUMMITS



PLACEMENTS

# COURSE CURRICULUM

SEMESTER	SEMESTER	SEMESTER	SEMESTER	SEMESTER	SEMESTER	SEMESTER	SEMESTER
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
Tourism: Concept, Status and Trends	Components of Tourism	Travel Agency and Tour Operations	Introduction to Statistics	Introduction to Tourism Research	Tourism Business Economics	Accounting for Managers	On the Job Training Viva Voce (20 Weeks)
Geography for Tourism	Tourism Products of India: Punjab & Chandigarh Region	Principles of Management	Policy and Planning for Tourism Development	Tourism Marketing	Airline Service and In-flight Facilities	Tourism Promotion	Internship Report
Indian Society and Culture	Tourism Products of India: Art and Architecture	Essential of Tour Guiding	Itinerary Preparation	Tourism Business Environment	Travel Ticketing & Transportation	Research Project Report	
Computer Operations	Tourism Product of India	Introduction to Event Management	Tour Packaging Design	Human Resource management	Travel Documentation	Outbound Tour Operation	
Introduction to Hospitality Industry	Environmental Science	Tourism Product of India: Cultural Heritage	Basics of Entrepreneurship	Event Operations (Practical)	Adventure-Tourism	Service Marketing	
English	Mentoring and Professional Development	Mentoring and Professional Development	Summer Internship	Elective-IV	Elective-V	Safety & Security Management	
English Practical/Laboratory			Elective-III	Mentoring and Professional Development	Elective-VI	Elective-VII	
Human Values, Deaddiction and Traffic Rules			Mentoring and Professional Development		Mentoring and Professional Development	Mentoring and Professional Development	
Mentoring and Professional Development							



## ELIGIBILITY CRITERIA

□ 10+2 WITH ANY STREAM.

## FEE STRUCTURE\*

Semester 1	₹18,350/-
Semester 2	₹16,350/-
Semester 3	₹16,350/-
Semester 4	₹16,350/-
Semester 5	₹16,350/-
Semester 6	₹16,350/-
Semester 7	₹16,350/-
Semester 8	₹16,350/-

### \*Fees Exclusive of

- University Examination Fee to be paid Online by Candidate during examination
- College Kit worth Rs 4300
- Fees Subject to Revision by IKG PTU (If any)

## ADMISSION PROCESS

To book your seat register on our website by paying the fees. As per IKGPTU a candidate can get provisional admission in BTTM program by filling the form, submitting the documents and paying the fees online.

## ADMISSION DOCUMENTS

- 10<sup>th</sup> DMC
- 12<sup>th</sup> DMC
- Character Certificate
- Migration Certificate
- GAP Certificate(If Applicable)
- Achievements Certificate (If any)
- Category Certificate (If Applicable)
- Aadhaar Card
- 5 Passport size photos

## ACTIVITIES AT GJIMT



Cultural Activities



Fun Trips



Fitness Activities



**GIANJYOTI**  
Institute of Management  
and Technology

Approved by AICTE and Affiliated to IKG Punjab Technical University

GIAN JYOTI INSTITUTE OF MANAGEMENT & TECHNOLOGY

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SECTOR-54, CHANDIGARH, PHASE-2, MOHALI.

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