

**MANGALORE**



**UNIVERSITY**

**MANGALAGANGOTRI**

**Syllabus**

**BBA (TOURISM AND TRAVEL)**

**PROGRAMME**

**As per NEP 2020 and as per resolutions of BOS on BBA held on 22-10-2021**

**Department of Business Administration.  
(Faculty of Commerce)  
Mangalore University, Mangalagangothri**

# **BBA (TOURISM AND TRAVEL) PROGRAMME**

## **1. Programme Objectives:**

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of tourism theory and its application in problem solving.
- Select and apply appropriate tools for decision making required in the tourism industry for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the tourism entrepreneurial process and inculcate creativity and innovation among students.
- To produce tourism graduates with highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

## **2. Programme Outcomes (PO):**

**On successfully completing the program the student will be able to:**

- Understand concepts and principles of tourism management/business; identify the opportunities in the travel market and manage the challenges
- Demonstrate the knowledge of tourism managerial science to solve complex travel and hospitality problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse sectors, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies in tourism industry.
- Exhibit managerial skills in the areas of tourism marketing, hospitality, airline, HR, etc.
- Identify tourism business opportunities, destination design and implement innovations in workspace.
- Possess a sturdy foundation for higher education and research in tourism and hospitality.

### **3. Program Specific Outcomes (PSO):**

On the successful completion of B.B.A – Tourism and Travel Management, the students will be able to:

**PSO1:** Acquire Practical learning through internship, annual tour and organize various events etc.

**PSO2:** Demonstrate analytical and problem-solving skills through specialization course in Air Ticketing, Hospitality Management, Cargo and Logistics, Human Resource, and Tourism Marketing etc. to solve the issues.

**PSO3:** Understand and develop the new dimensions of knowledge and recent trends through open electives to cater the needs of the tourism industry.

**PSO4:** Comprehend the core concepts and core products, methods and practices in tourism management.

**PSO5:** Venture into his/her own travel business or excel in executive roles in private /government sector.

**PSO6:** Demonstrate the ability to create business plans

**PSO7:** Develop an understanding of travel business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

**PSO8:** Mold Matured Individuals and responsible Citizens to the country

**PSO9:** Demonstrate Ability to work in varied Groups culture.



<b>BBATT 2.6</b>	<b>NCC/NSS/R&amp;R(S&amp;G) /Cultural</b>	<b>SEC- VB</b>	<b>0+0+2</b>	<b>-</b>	<b>25</b>	<b>25</b>	<b>1</b>
	<b>Total</b>			<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

## 5. Acronyms Expanded

- **AECC** : Ability Enhancement Compulsory Course
- **DSCC** : Discipline Specific Core(Course)
- **SEC** : Skill Enhancement Course
- **SB/VB** :Skill Based/Value Based
- **OEC** : Open Elective Course
- **DSE:** Discipline Specific Elective
- **SEE** : Semester End Examination
- **CIE** : Continuous Internal Evaluation
- **L+T+P** :Lecture+Tutorial+Practical (s)

## 6. Pedagogy:

**In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:**

**1. Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.

**2. Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.

**3. Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.

**4. ICT enabled teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.

**5. Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.

**6. Emphasis on Indian Tourism Business Models:** Over the past two decades, several Indian Tourism Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

## 7. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl.No.	Parameters for the Evaluation	Marks
<b>1. Continuous Internal Evaluation (CIE)</b>		
A.	Continuous & Comprehensive Evaluation (CCE)	15 Marks
B.	Internal Assessment Tests (IAT)	25 Marks
Total of CIE ( A+B )		40 Marks
<b>2. Semester End Examination (SEE)</b>		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE ( A + B + C )		100Marks

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 15% weightage (15 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of five of the following assessment methods with three (3) marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 25% weightage (25 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 25 marks.

c) In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

## 8. Suggestive Template for IAT

### Internal Assessment Test Bachelor (BBA-TT)

Course Code: Name of the Course

Duration: 1 Hour

Total Marks: 25

#### SECTION-A

• Answer any three of the following questions. Questions are asked on remembering.

(3 x 5=15)

- 1.
- 2.
- 3.
- 4.

#### SECTION- B

• Answer any one of the following questions. Questions are asked on Understanding and Applying.

(1 x10= 10)

- 5.
- 6.

## 9. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.



## BBA (TT) FIRST SEMESTER

<b>Name of the Program:</b> BBA (Tourism and Travel) <b>Course Code:</b> BBATT 1.1 <b>Name of the Course:</b> Tourism Principles and Practice		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b> <ol style="list-style-type: none"> <li>a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry.</li> <li>b) The ability to explain the theories and practices of tourism.</li> <li>c) The ability to explain the motivations behind travel behaviour and able to identify tourism trends</li> <li>d) The ability to explain the linkages of tourism industry with other industries</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY</b>		<b>10</b>
Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter– regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism, Space Tourism-tourist motivators –socio-economic effects of tourism on destination.		
<b>Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES</b>		<b>08</b>
Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Positive and Negative Impacts of Tourism, Strategies to overcome or reduce the negative impacts of tourism, Need for Measurement of Tourism, Tourism Statistics. Pull and Push forces in tourism- Sun lust and Wanderlust tourists.		
<b>Module No. 3: TRAVEL BEHAVIOUR AND MOTIVATIONS</b>		<b>12</b>
Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		
<b>Module No. 4: TOURISM AND ITS LINKAGES WITH INDUSTRY</b>		<b>12</b>

Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Modes of transportation-Air transportation: national and private airlines- Chartered operations-major airports in India-Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise- Road Transportation: Coach Services, rent-a car .

**Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS**

**10**

Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

**Module No. 6: TOURISM AND HOSPITALITY INDUSTRY**

**04**

Relationship between accommodation and tourism-Types and forms of accommodation: Hotels, Motels, Resorts, supplementary accommodation, Classification and Categorization of Hotels.

**Skill Developments Activities:**

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of tourism and allied industries.

**Text Books:**

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Page Stephen J. Brunt Paul, Busby Graham and Cornell J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
9. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
11. Jagmohan Negi, Tourism and Travel: Concepts and Principles

<b>Name of the Program: BBA (Tourism and Travel)</b> <b>Course Code: BBATT 1.2</b> <b>Name of the Course: Tourism Products and Resource</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b> <ol style="list-style-type: none"> <li>a) The ability to understand concepts of tourism products and resource and classifications.</li> <li>b) The ability to explain the process architectural glory of India.</li> <li>c) The ability to comprehend the cultural diversity of India and its significance in country's tourism.</li> <li>d) The ability to understand the performing arts of India with their base and development.</li> <li>e) The ability to elaborate Indian paintings and understanding about the live heritage of India</li> <li>f) The ability to explain the natural attractions of India.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO TOURISM PRODUCTS AND RESOURCES</b>		<b>08</b>
Definition of Tourism Products and Resources, Types of Tourism Products, concept and classification of tourism resources in India-Tourism resource potential of India.		
<b>Module No. 2: ARCHEALOGICAL HERITAGE OF INDIA</b>		<b>12</b>
Architecture: main types and trends - Buddhist, Jain, Hindu, Indo-Islamic, monuments- Indian Sculpture- Major World Heritage Sites in India.		
<b>Module No. 3: INDIAN CULTURAL HERITAGE</b>		<b>12</b>
Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others, -Indian Cuisine.		
<b>Module No. 4: PERFORMING ARTS AND RESOURCES</b>		<b>10</b>
Indian Classical Music- Hindustani and Karnatic, Major Music Festivals in India; Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Oddissi, Manipuri; Folk Dances of India, Major Dance Festivals in India; Fairs and Festivals of India.		
<b>Module No. 5: NATURAL TOURISM RESOURCE</b>		<b>10</b>
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts and waterfalls, Lakes and Lagoons, Back waters, Valleys and Gorges, Glaciers; Adventure Tourism Resources-Land Based, Water Based and Air Based.		
<b>Module No. 6: LIVING HERITAGE</b>		<b>04</b>
Indian Handicrafts and Souvenirs, Western Influence, Indian Costumes, Museums, Art Galleries and Libraries.		
<b>Skill Developments Activities:</b>		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom		

- and the same needs to be recorded by the student in the Skill Development Book.
2. Draft tourism circuits.
  3. Draft tour itineraries for domestic tourism circuits.

**Text Books:**

1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective"
2. I.C.Gupta and S. Kasbekar – Tourism Products of India.
3. S.P. Gupta – Cultural Tourism in India.
4. A.L. Bhasham – Wonder that was India.
5. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India.
6. Guptha&Krishnalal, S.P. - Tourism Resources and Monuments in India.
7. Lajpathi Rai - Development of Tourism in India
8. Banerjee, J.N. - The development of Hindu Iconography
9. Hamayan Khan - Indian Heritage
10. Percy Brawen - Indian Architecture
11. Ragini Devi - Dance Dialects of India

**Note: Latest edition of text books may be used.**

<p><b>Name of the Program:</b> Bachelor of Business Administration in Tourism and Travel (BBA-Tourism and Travel) <b>Course Code:</b> BBATT 1.3 <b>Name of the Course:</b> Principles of Management</p>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>45 Hrs</b>
<p><b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc.,</p>		
<p><b>Course Outcomes: On successful completion of the course, the students will demonstrate</b></p> <ol style="list-style-type: none"> <li>a) The ability to understand concepts of business management, principles and function of management.</li> <li>b) The ability to explain the process of planning and decision making.</li> <li>c) The ability to create organization structures based on authority, task and responsibilities.</li> <li>d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.</li> </ol> <p>The ability to understand the requirement of good control system and control techniques.</p>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MANAGEMENT</b>		<b>10</b>
<p>Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.</p>		

<b>Module No. 2: PLANNING AND DECISION MAKING</b>	<b>08</b>
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE(Meaning only)	
<b>Module No. 3: ORGANIZING AND STAFFING</b>	<b>12</b>
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	
<b>Module No. 4: DIRECTING AND COMMUNICATING</b>	<b>12</b>
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Ytheory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
<b>Module No. 5: COORDINATING AND CONTROLLING</b>	<b>10</b>
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
<b>Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS</b>	<b>04</b>
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.</li> <li>2. Draft different types of Organization structure.</li> <li>3. Draft Control charts.</li> </ol>	
<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Stephen P. Robbins, Management, Pearson</li> <li>2. Koontz and O’Donnell, Management, McGraw Hill.</li> <li>3. L M Prasad, Principles of management, Sultan Chand and Sons</li> <li>4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25</li> <li>5. Appanniah and Reddy, Management, HPH.</li> <li>6. T. Ramaswamy: Principles of Management, HPH.</li> </ol> <p><b>Note: Latest edition of text books may be used.</b></p>	

<b>BBATT 1.4 – Digital Fluency (SEC)</b>			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks: 20		Semester End Examination Marks: 30	

### Common Syllabus for all UG Programmes

<b>Name of the Program:</b> BBA (Tourism and Travel) <b>Course Code:</b> BBATT1.5 (OEC) <b>Name of the Course:</b> Tourism and Travel Industry		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>45 Hrs</b>
<b>Pedagogy:</b> Classroom lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate:</b> <ol style="list-style-type: none"> <li>a) An understanding of the basic concepts of tourism.</li> <li>b) An ability to describe the different forms and types of tourism.</li> <li>c) An understanding of the travel motivators.</li> <li>d) An understanding of the relevance of transport sector and travel formalities.</li> <li>e) An understanding of the impacts of tourism.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO TOURISM</b>		<b>10</b>
Definition and meaning of tourism, Definition and differentiation of Tourist, travelers, visitor, transit visitor and excursionist, Travel and tourism through the Ages, Five A's of tourism, elements of tourism, Nature and Scope, Socio-economic and environmental impacts of tourism, Types and forms of tourism.		
<b>Module No. 2: TOURISM AND TRANSPORTATION:</b>		<b>12</b>
Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Multimodal transport in tourism, Factors influence tourist transport selection, Tourism Demand and transport, Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration.		
<b>Module No. 3: HOSPITALITY OPERATIONS</b>		<b>08</b>
Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units – Front Office, Housekeeping, Food and beverage department, Significance of Accommodation in the Tourism Industry.		
<b>Module No. 4: TOURISM SERVICES</b>		<b>08</b>
Motor Coach tourism, Automobile and tourism, Car Rentals and services, Rail Transport, Rail tourism, High Speed trains, Luxury trains, Tourism services of AMTRAK, Eurail Pass, Brit Rail Pass, Tourist trains in India.		

<b>Module No 5: TRAVEL AGENCY AND TOUR OPERATIONS</b>	<b>07</b>
Introduction to travel trade, travel agency and tour operators – role and contributions of travel agency in growth and development of tourism, Differentiation between travel agency and tour operators, Travel agent, Definition, Functions, income sources of travel agencies. Tour operations, Definition, Types and functions of tour operators.	
<b>Skill Developments Activities:</b>	
<ol style="list-style-type: none"> <li>4. List out the major travel trade business firms.</li> <li>5. Draw the organizational charts for different categories of hotels.</li> <li>6. Prepare domestic package tours.</li> <li>7. Enlist the procedures to obtain international travel documents.</li> </ol>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. C B. Guptha - Business Organisation and Management, Sultan Chand &amp; Sons.</li> <li>2. Dr. S. C. Saxena - Business Administration &amp; Management, Sahitya Bhawan.</li> <li>3. M. C. Shukla - Business Organisation and Management. S Chand &amp; Company Pvt. Ltd.</li> <li>4. S.A Sherlekar - Business Organization, Himalaya Publishing House.</li> <li>5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand&amp; Sons.</li> <li>6. R.K. Sharma, Business Organisation&amp; Management Kalyani Publishers</li> <li>7. Dr. I.M. Sahai, Dr. Padmakar Asthana,' <b>Business Organisation &amp; Administration</b>', Sahitya Bhawan Publications Agra.</li> </ol>	
<b>Note: Latest edition of text books may be used.</b>	

<b>BBATT 1.6 – Physical Education-Yoga/Health and Wellness (SEC)</b>	
Course Credits	02
Total Contact Hours	30
Internal Assessment Marks: 25+25	Semester End Examination Marks: NIL

**Common Syllabus for all UG Programmes**

<b>Name of the Program: BBA (Tourism and Travel)</b> <b>Course Code: BBATT 2.1</b> <b>Name of the Course: Hospitality Management</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b> <ol style="list-style-type: none"> <li>a) The ability to explain the hotel industry in the world.</li> <li>b) The ability to illustrate the hotel organizational structure.</li> <li>c) The ability to work in a hotel front office as an assistant.</li> <li>d) The ability to work in housekeeping department.</li> <li>e) The ability to work in food and Beverage Production and Service Department.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: ORIGIN OF HOTEL INDUSTRY</b>		<b>10</b>
The term ‘Hotel’; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations- hotel chains in India, famous hotels worldwide.		
<b>Module No. 2: HOTEL ORGANIZATION</b>		<b>08</b>
Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of plans: - Continental Plan – European Plan -American Plan – Modified American plan – Bermuda Plan-types of rooms- types of room rates;		
<b>Module No. 3: FRONT OFFICE</b>		<b>12</b>
Front office -Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation – importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system.		
<b>Module No. 4: HOUSEKEEPING</b>		<b>12</b>
Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds, role of housekeeping in guest satisfaction and repeat business.		
<b>Module No. 5: FOOD AND BEVERAGE</b>		<b>10</b>
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.		



**Skill Developments Activities:**

1. Collect details of various categories of hotels.
2. Make a practical record on hotel industry operations.
3. Draft a partnership deed with travel agents and tour operators.
4. List out the organizations associated with hotel industry and their role and functions

**Text Books:**

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy: Principles of Management, HPH.

**Note: Latest edition of text books may be used.**

<b>Name of the Program: BBA (Tourism and Travel)</b>		
<b>Course Code: BBATT 2.2</b>		
<b>Name of the Course: Tourism and Hospitality Marketing</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to demonstrate</b>		
<ul style="list-style-type: none"> <li>a) Ability to describe the concept of marketing.</li> <li>b) Ability to understand the selection process of the market.</li> <li>c) Ability to understand the consumer behaviour and marketing strategies.</li> <li>d) Ability to explain the integrated marketing planning and programs.</li> <li>e) Ability to demonstrate public relation marketing and destination marketing.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MARKETINNG</b>		<b>12</b>
Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing Philosophies-Service Characteristics of Tourism- The Service Marketing Triangle		
<b>Module No. 2: ANALYSIS AND SELECTION OF MARKET</b>		<b>10</b>
Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning- P's of marketing and marketing mix.		
<b>Module No. 3: DEVELOPING MARKETING ENVIRONMENT</b>		<b>12</b>
Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing- Strategies and Relevance for Current Trends in Market Place		
<b>Module No. 4: PLANNING MARKETING PROGRAM</b>		<b>10</b>
Product and product strategies-Product Line-Product Mix-Branding and Packaging-Pricing Considerations- Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion.		
<b>Module No. 5: PUBLIC RELATION AND DESTINATION MARKETING</b>		<b>12</b>
Major activities of Public Relation Departments-Press Relations-Product Publicity-Corporate Communication-Lobbying-Counseling-The Public Relation Process-Implementation of Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process - Identifying Target Market, Classification of Visitor Segments, Monitoring the Tourist Market, Competition of Visitors involves image Making, Developing Package of attraction and Amenities.		
<b>Skill Developments Activities:</b>		
<ol style="list-style-type: none"> <li>1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.</li> <li>2. Choose any tourism or related business organization and observe the marketing methods being adopted by them.</li> <li>3. Discussion of any two Employee Engagement models.</li> </ol>		
<b>Textbooks:</b>		

1. Aswathappa, Human Resource Management, McGraw Hill
2. Edwin Flippo, Personnel Management, McGraw Hill
3. C.B.Mamoria, Personnel Management, HPH
4. Subba Rao, Personnel and Human Resources Management, HPH
5. Reddy & Appanniah, Human Resource Management, HPH
6. Madhurimalal, Human Resource Management, HPH
7. S.Sadri & Others: Geometry of HR, HPH
8. Rajkumar: Human Resource Management I.K. Intl
9. Michael Porter, HRM and Human Relations, Juta & Co.Ltd.
10. K. Venkataramana, Human Resource Management, SHBP
11. Chartered Accountants of India, New Delhi.

**Note: Latest edition of textbooks may be used.**

<b>Name of the Program: BBA (Tourism and Travel)</b>		
<b>Course Code: BBATT 2.3</b>		
<b>Name of the Course: Travel Agency and Tour Operation Management</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion Student will demonstrate</b>		
<ul style="list-style-type: none"> <li>f) An understanding of the travel trade business.</li> <li>g) An ability to describe the functions travel agency business.</li> <li>h) An understanding of the need of travel agency approval and types of travel agency business.</li> <li>i) An understanding of tour operation business.</li> <li>j) An understanding of the techniques of tour packaging and preparation of tour itinerary.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: TRAVEL INTERMEDIARIES</b>		<b>10</b>
Distribution channels, Tourism Distribution, Functions of distribution channels in tourism, Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries, The challenge of disintermediation and re-intermediation.		
<b>Module No. 2: TRAVEL AGENCY OPERATIONS</b>		<b>12</b>
Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Wholesale travel agent, Corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Organization and management, setting of a travel agency, Billing and Settlement Plan (BSP).		
<b>Module No. 3: TRAVEL DISTRIBUTION SYSTEM</b>		<b>12</b>
Travel distribution system: concept and structure, electronic distribution, New Distribution Capability (NDC), Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travelport/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System, OTA, MTA, Other online intermediaries.		
<b>Module No. 4: TOUR OPERATION</b>		<b>12</b>
The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Disadvantages, Tour operation and risks, Organization structure.		
<b>Module No. 5: PACKAGE TOURS</b>		<b>10</b>
Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short haul tours, Single-centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.		
<b>Skill Developments Activities:</b>		
<ol style="list-style-type: none"> <li>1. List out the major travel agencies and tour operators in India.</li> <li>2. Draw the organizational structure of travel agency (Small, medium and big).</li> <li>3. Prepare tour package for any destination.</li> <li>4. Identify the benefits of Digital transformation in the area of travel agency and tour operation business in India.</li> </ol>		

**Text Books:**

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam

**Note: Latest edition of text books may be used.**

<b>BBATT 2.4 – Environment Studies (AECC)</b>			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks: 20		Semester End Examination Marks: 30	

**Common Syllabus for all UG Programmes**

<b>Name of the Program:</b> BBA (Tourism and Travel) <b>Course Code:</b> BBATT 2.5 (OEC) <b>Name of the Course:</b> Airport Operations Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3Credits</b>	<b>3Hrs</b>	<b>45Hrs</b>
<b>Pedagogy:</b> Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion Student will demonstrate;</b> <ol style="list-style-type: none"> <li>a) To Understanding about the airline industry and its regulatory bodies,</li> <li>b) To Understanding the characteristics of Airline Industry and its characteristics,</li> <li>c) To Understanding the organizational structure of the airline industry,</li> <li>d) To Understand the security, navigation and traffic control and</li> <li>E To Understanding the importance of safety and security.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No.1: INTRODUCTION TO AIRLINE INDUSTRY</b>		<b>10</b>
Airport and air transport Airport, Definition, Concept of Airport, History of airports, Airport Classification, Civil aviation airports, General aviation airports, Military airport, Other types of airports, A airport Customers, Revenue sources of airports, Airport business and its socio-economic impact, Environmental impacts of Airports.		
<b>Module No.2: ORGANIZATIONALSTRUCTURE OF AIRLINES</b>		<b>08</b>
Development of commercial airlines–Deregulation–Impact of Deregulated Airline industry–Organizational Structure –Types of Airline Personnel –Flight crew and Cabin Crew–Training–Organizational Culture.		
<b>Module No.3: AIRPORT MANAGEMENT</b>		<b>10</b>
Airport Ownership, Public-Private Partnership (PPP) Airport Project, Modern Airports, Airports Council International (ACI), Aviation career and Training, Airport Standards and Certification, ICAO legislation, Need for Certification, National Standard sand Recommended Practices, Aerodrome Manual, Airport Names and IATA Codes, ICAO Airport Codes.		
<b>Module No.4: AIRPORT STRUCTURE</b>		<b>10</b>
Structure of the Airport, The Airside, Runways, Taxi ways, Path Markings, Pathway Signs, Apron/Ramp, Hangar, Air Navigation Services (ANS) and Air traffic Control(ATC),The Terminal Structure and components of a terminal, The Landside, Physical components of landside.		
<b>Module No.5: AIRPORT OPERATIONS</b>		<b>07</b>
Airport Ground Operations Passenger Handling, types of passengers, Passenger Check-In, Arrival and transfer Services, Baggage Handling and delivery, Aircraft Ramp Handling, Aircraft Weight and balance (Load Control), Ramp Safety in Aircraft Handling, Airport Security measures, Passenger Security, Baggage security.		
<b>Skill Developments Activities:</b> <ol style="list-style-type: none"> <li>1. Identify the different types of aircrafts.</li> <li>2. Draw the organizational structure of airline industry.</li> <li>3. List out the major international carriers in the world.</li> <li>4. Draw the airport structure and enlist its functions.</li> </ol>		

**TextBooks:**

1. Ashford, N.J.S. Mumayiz, and Wright P.H. 2013. Airport Engineering: Planning Design and Engineering of 21st Century Airports, 4th Edn., New York: Wiley.
2. Dileep, M.R. (2019), Tourism, Transport and Travel Management, London: Routledge.
3. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.
4. Hardaway, M.R., 1991, Airport Regulation, Law and Public Policy, Westport: Quorum Books.
5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.

<b>BBA 2.6 – Physical Education-Sports/ NCC/NSS/R&amp;R(S&amp;G) /Cultural (SEC)</b>			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks:	NIL

**Common Syllabus for all UG Programmes**



**MANGALAGANGOTRI**

**Curriculum as per  
National Educational Policy (NEP 2020)  
BACHELOR OF BUSINESS ADMINISTRATION (TOURISM  
AND TRAVEL)  
BBA (TT)  
III and IV Semester Syllabus.**

**As per NEP 2020 and as per resolutions of BOS on BA-TTM held on 09-09-2022**



## BBA(TOURISM AND TRAVEL)

<b>Third Semester BBA(TT) Basic/Honors</b>							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 3.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 3.2	Language - II	AECC	3+1+0	60	40	100	3
BBATT 3.1	Air Transportation & Airport Operations	DSCC	4+0+0	60	40	100	4
BBATT 3.2	World Geography for Tourism-I	DSCC	3+0+2	60	40	100	4
BBATT 3.3	Basics of Financial Accounting	DSCC	4+0+0	60	40	100	4
BBATT 3.4	Artificial Intelligence	SEC	1+0+2	30	20	50	2
BBATT 3.5	Travel Agency and Tour Operations	O E C	3+0+0	60	40	100	3
BBATT 3.6	Sports +		0+0+2	-	25	25	1
	NSS/NCC/Any Other		0+0+2	-	25	25	1
	<b>Total</b>			<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>
<b>Fourth Semester BBA (TT)Basic/Honors</b>							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 4.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 4.2	Language - II	AECC	3+1+0	60	40	100	3
BBATT 4.1	Sustainable Tourism	DSCC	3+0+2	60	40	100	4
BBATT 4.2	World Geography for Tourism-II	DSCC	4+0+0	60	40	100	4
BBATT 4.3	Entrepreneurship Development	DSCC	4+0+0	60	40	100	4
BBATT 4.4	Constitution of India	AECC	2+0+0	30	20	50	2
BBATT 4.5	Introduction to Hospitality Business	O E C	3+0+0	60	40	100	3
BBATT 4.6	Physical Education-Sports	SEC-VB	0+0+2	-	25	25	1
BBATT 4.6	NSS/NCC/Any Other	SEC- VB	0+0+2	-	25	25	1
	<b>Total</b>			<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

# **PRACTICALS:**

## **1. Study Tour**

Study Tour to be offered to the students as a compulsory component during the third/fourth semester. The objective of the study tour is to give exposure to the students about various attractions and resources /amenities available at tourist destinations. Students have to submit tour report within 15 days of completion of the tour. A presentation/ viva-voce examination (Internal) on their tour report to be conducted during third/fourth semester and its mark to be considered for internal assessment. Out of the 40 marks per subject allocated for internal assessment, 20 marks (Tour Report- 10 Marks + Presentation/Viva Voce- 10 Marks) per subject shall be allocated for the study tour component in the respective semester/s. The entire process of evaluation shall be conducted internally by the concerned department.

## **2. Internship**

Internship Training shall be a compulsory component for the students of BBA(TT). Each student has to undergo minimum one month industry training in Tourism, Travel and Hospitality Organizations under the guidance/supervision of a faculty advisor at the end of fourth semester. The objective of this is to create an opportunity for the students to gain hands on experience from the various sectors associated to the travel and tourism industry. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business. Students have to submit internship report within 15 days of completion of the training. Internship report should contain the daily log book (signed by industry supervisor and teacher supervisor), Internship Certificate and a detailed report (about the organization, daily progress, training outcome etc.). A presentation/ viva-voce examination (Internal) on their report to be conducted during the fifth semester and its mark to be considered for the internal assessment. Out of the 40 marks per subject allocated for internal assessment, 20 marks (Report- 10 Marks + Presentation/Viva Voce- 10 Marks) per subject shall be allocated for the internship component in the fifth semester. The entire process of evaluation shall be conducted internally by the concerned department.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.1**

**Name of the Course: Air transportation and Airport Operations**

CourseCredits	No.ofHours per Week	TotalNo.of Teaching Hours
4Credits	4Hrs	45Hrs

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Book Reviews.

**Course Outcomes: On successful completion of the course, the Students will:**

- a) Understand the air transportation system
- b) Learn about the structure and facilities of airports along with acquitting with the airport operations.
- c) Understand the functions of airport
- d) Understand different facilities at the airport
- e) Know different planning and developmental authorities.

**Module I**

History of air transportation-Early history- evolution till second world war-growth of air transportation after world war- Deregulation and effects- Open sky policy- Mergers and alliance- History of civil aviation in India - public and private sector airlines in India. ICAO-Formation, objectives and activities- Role of AAI and DGCA. IATA and activities, role of IATA in air transportation, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

**Module II**

Air Transportation: Aviation and air transportation- Types of Aviation-Military Aviation-General Aviation and types- Civil Aviation Types- Air transport system- Airports-Aircraft-Aircraft-Air navigation services- Aircrafts parts and types-aircraft manufactures- International regulations- bilateral agreements, Multilateral Agreements and freedoms of air- Chicago and Warsaw conventions.

**Module III**

Airports: Concept and Definition- Functions- Socio-economic Situations- Airport product and consumers- Revenue Sources- Airport Ownership- Structure of a airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- organization structure and personnel-

**Module IV**

Airport Operations: Ground handling- Deplaning and boarding- Cargo and baggage loading-Turn around operations- Refueling- Power supply-rescue and firefighting-winter operations. Safety and Security Issues-Measures for safety and security in airports.

**Module V**

Passenger handling-Passenger Handling- Departure Procedures- check-in formalities, free baggage allowance- types of baggage-excess baggage allowance- baggage pooling-security check- emigration services-gate handling and boarding-Arrival Procedures- transit passenger handling-emigration activities-baggage claim-missed baggage-customs formalities-red channel and green channel-Baggage handling procedure- Air navigation services- Air cargo operation.

Airport Codes (IATA airport codes of major cities)

**Recommended Practical Activity.**

A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities in the Airport.

**References**

1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon:New York: ISBN 978-1-138-55744-4
2. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.
3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK.
4. Page, J.S., 2009, Transport and Tourism: Global Perspectives, Essex: Pearson Education Ltd.
5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.
6. Wensveen, G, J., 2016, Air Transport: A Management Perspective, 8th edn., Routledge.Oxon.
7. Wittmer, A. and Bieger, T., 2011, Fundamentals and Structure of Aviation Systems, In Andreas Wittmer, Thomas Bieger and Roland Muller (Eds.), Aviation Systems: Management of the Integrated Aviation Value Chain, New York: Springer.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.2**

**Name of the Course: World Geography for Tourism-I**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4Credits</b>	<b>4Hrs</b>	<b>45Hrs</b>

**Pedagogy:** A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Markig.

**Course Outcomes: On successful completion of the course:**

**CO1:** Students should be able to remember and locate countries, cities and other geographic features.

**CO2:** Students will develop physical and political perspective of world geography

**CO3:** Study the climate, whether and tourism resources of the world in a regional approach.

**CO4:** Gain knowledge on physical and human geography and tourism characteristics of North America

**CO5:** Understand the physical and human geography and tourism characteristics of South America

**CO6:** Understand the physical and human geography and tourism characteristics Europe

**MODULE I Introduction to Geography** – Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – The world’s climates – climatic elements and tourism - Impact of weather and climate on tourist destinations. **Latitudes & Longitudes** - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World’s continents - destinations on world map.

**MODULE II : Geography of Tourism in North America** - Geography and tourism in North America – Tourism characteristics - major tourism destination and attractions of Canada and United States - Major tourist destination in Mexico and the Caribbean countries.

**MODULE III : Geography of Tourism in South America** - The tourism geography of South America - Division of South American Tourism- the Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil.

**MODULE IV: Geography of Tourism in Europe** - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland

**MODULE V: Geography of Tourism in Scandinavia and Eastern Europe** - North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).

**Assignments:** Field trips to various tourist destinations in India and report submission.

**Skill Development:** Map plotting of popular tourist destinations: North America, South America, and Europe.

**References:**

1. Dawne M. Flammger (1993), Destination: North America.
2. Simon Calder and et al (2014), 48 Hours In... North American Cities.
3. Philip.G. Davidoff (2002), Geography for Tourism.
4. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
5. Lonely Planet – Asia, North America, South America, Europe.
6. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
7. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
8. Husain Masjid,(2003),Indian and World Geography, Rawat Publications, Delhi and Jaipur
9. J. K Chopra, World Geography.
10. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
11. Tim Liffel (2008), the World's Cheapest Destinations- Asia Edition

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.3**

**Name of the Course: Basics of Financial Accounting**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 credits</b>	<b>4 Hrs</b>	<b>45 Hrs</b>

**Pedagogy:** A combination of Lecture, Group Discussion, Seminars, Assignments, Practical's and Book Review

**Course Outcomes:** On successful completion of the course, the students will:

- a) Will be able to understand accounting as an information system;
- b) will be able understand accounting practice for measurement and disclosure of information and financial decision making,
- c) To develop the skills of using accounting equation in processing business transactions;
- d) To develop an understanding about recording of business transactions and preparation of financial statements;
- e) To analyze and interpret published financial information.

**Module 1:- Introduction of Accounting**

Introduction-meaning, definitions, objective, functions and limitations of accounting-Users of accounting information- book keeping and accounting- Accounting Cycle-Basic Accounting Terms-kinds of accounting activities - role of accountants –branches of accounting.

**Module 2:- Accounting Principles**

Meaning and Definition of Accounting Principles –Accounting Concepts-Money Measurement Concept, Separate Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accounting Period Concept, Periodic Matching of Cost and Revenue Concept and Realisation Concept-Accounting Conventions-Conventions of Conservatism- Conventions of Full Disclosure- Conventions of Consistency- Conventions of Materiality.

**Module 3:- Recording of Business Transactions**

Voucher and Transactions: Origin of Transactions – Source documents and Vouchers, Preparation of vouchers-Accounting equation approach – Meaning and Analysis of transactions using accounting equation-Rules of debit and credit-Recording of Transactions-Books of original entry – Journal, Special purpose books - Cash book – Simple, Cashbook with bank column and Petty cashbook - Purchases book, Sales book, Purchases returns book, Sale returns book.

**Module 4:- Ledger Posting, Trail Balance and Negotiable Instruments**

Ledger -Meaning-Definition-Relation between ledger and journal- Rules regarding Posting – Trail balance. Negotiable Instruments- Promissory Note-Bills of Exchange—Cheque-Bills Receivables and Payable Books

## Module 5:- Preparation of Final Accounts

Preparation of Trading Account, Profit & Loss Account and Balance Sheet

### References:

1. Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc.
2. Gupta. R.L.and Radhaswamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi.
3. Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back.  
Nokia.
4. Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts: S. Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi.
6. S N Maheshwari and S K Maheshwari; Financial Accounting
7. Paresh Shah; Basics of Financial accounting for Management

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.5**

**Name of the Course: Travel Agency and Tour Operations**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	45Hrs

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion Students will demonstrate**

- a) An understanding of the travel trade business.
- b) An ability to describe the functions travel agency business.
- c) An understanding of the need of travel agency approval and types of travel agency business.
- d) An understanding of tour operation business.
- e) An understanding of the techniques of tour packaging and preparation of tour itinerary.

### Unit I :

Travel Agency and Tour Operations: Brief history –Definition, concepts, functions of Tour Operator, Travel Agent - Distribution channels in travel and tourism, Types of Travel Agencies and Tour operators - Departments & Organization - Sources of Income - Setting up of a travel agency/tour operator – DoT and IATA accreditation for travel agency and tour operator – challenges faced by travel agents in the present era.

**Unit II :**

Travel Documentation: Passport & VISA – different types - Procedures for obtaining Indian Passport and – General Visa requirements for visitors to India – Extension of Visa in India – Bureau of Immigration - Protector of Emigrants- Emigration Clearance –Health certificates - Insurance, Forex

**Unit III:**

Itinerary Preparation: Typologies, Steps for Itinerary Planning(exercise based)-Do's and Don'ts of Itinerary Preparation- Tour Packaging: Importance - Components of Package Tour- Package Tours: FIT, GIT, Inbound, Outbound, Domestic - Types of Holiday Packages.

**Unit IV:**

Planning and Organizing a Tour -, costing the tour – cost components- pricing strategies, markup, - Voucher preparation - Booking and confirmation of tour.

**References:**

1. Babu, A Satish, Tourism development in India, APH- New Delhi.
2. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
3. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
5. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.
6. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
7. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
8. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
9. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
10. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.



**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 4.1**

**Name of the Course: Sustainable Tourism**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4Hrs</b>	<b>45Hrs</b>

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion Students will:**

**CO1:** Understand the principle of sustainable development and the link with tourism.

**CO2:** Explain and evaluate critical issues and industry trends in contemporary sustainable tourism practice

**CO3:** Develop practical solutions to problems in the field using principles of sustainable tourism management.

**CO4:** Understand the relevance of sustainable tourism planning.

**CO5:** Analyze the conceptual basis on which sustainable tourism is founded.

**MODULE– I Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change.**

**MODULE – II Sustainable Tourism Development: Meaning- Principles – rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 – Global Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration on responsible tourism**

**MODULE – III Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio- economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity**

**MODULE – IV Approaches to Sustainable Tourism- Standardization and Certification - Alternative Tourism -Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.**

**MODULE – V Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udthagamandalam and Sikkim-Beach Tourism in Goa**

**References:**

1. Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.

2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK.
6. Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 4.2**

**Name of the Course: World Geography for Tourism - II**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
<b>4 Credits</b>	<b>4Hrs</b>	<b>45Hrs</b>

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion students:**

**CO1:** Students should be able to remember and locate countries, cities and other geographic features.

**CO2:** Students will develop physical and political perspective of world geography

**CO3:** Study climate, whether and tourism resources of Asia, Africa and Australia in a regional approach.

**CO4:** Gain knowledge on physical and human geography and tourism characteristics of North India

**CO5:** Understand the major tourist destinations and tourism characteristics of South India

**MODULE- I Geography of Tourism in Africa and the Middle East** – Geographical features. Tourism in the countries bordering to the Middle East – Mediterranean and Israel, Egypt, Syria – Turkey – Iran – Iraq. The North African Coast – Tunisia – Algeria – Morocco, Characteristics of tourism in Sub Sahara Africa – West Africa – East Africa and Southern part of Africa

**MODULE- II: Geography of Tourism in Asia** -Major Tourism resources of East Asia and South East Asia: – East Asia: Japan – China – Hong Kong – South Korea – South East Asia – Singapore – Indonesia – Malaysia – Thailand – The Philippines – Laos, Vietnam and Cambodia. South Asia and Tourism potential. -Nepal and Bhutan – Sri Lanka – The Maldives Island – Bangladesh, Pakistan and Myanmar.

**MODULE- III Geography and Tourism in Australia** – Tourism Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand’s Tourist Regions. The Pacific Islands.

**MODULE- IV: Major Tourist destinations in India** - Jammu and Kashmir, Himachal Pradesh, Rajasthan, Delhi, Punjab, , Uttar Pradesh, Maharashtra, Goa, Karnataka, Kerala, Andhra Pradesh, Gujarat, Tamil Nadu.

**MODULE- V: Tourism in Developed and Industrialized Countries** - International Tourism in Developed Countries- International tourism in industrialized countries- Trends in International tourism- World and regional tourism trends-international tourist flow-WTO forecast for international tourism.

**Assignments:** Field trips to various tourist destinations in India and report submission.

**Skill Development:** Map plotting of popular tourist destinations: Africa, Middle East, Asia and Australia.

**References:**

1. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth Publications.
2. Hudman, Lloyd and Jackson Richard (1999), Geography of Travel and Tourism, Delmar Publishers.
3. Lonely Planet – Europe, Australia and Africa (Recent)
4. Perlitz, Lee and Elliot, Steven (2001), International Destinations, Prentice Hall Publications.
5. Tour brochures of Thomas Cook, Cox and Kings, Travel Corporation of India etc.
6. Kjell M. Torbiorn, Destination Europe: The Political and Economic Growth of a continent.
7. Tim Leffel, the World's Cheapest Destinations of Europe
8. Chris Dorsey, World's Greatest Wingshooting Destinations: Europe, Africa and Latin America
9. Thomas Preston & Elizabeth Preston, The Double Eagle Guide to 1,000 Great! Western Recreation Destinations Pacific Coast: Pacific Coast: Washington, Oregon, California Double Eagle Guides)
10. Jonathan Grupper, Destination Australia.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 4.3**

**Name of the Course: Entrepreneurship Development**

<b>CourseCredits</b>	<b>No.ofHours per Week</b>	<b>TotalNo.of Teaching Hours</b>
<b>4Credits</b>	<b>4Hrs</b>	<b>45Hrs</b>

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion of the course, the Students:**

- a) Understand the concept of entrepreneurship
- b) Understand the behavior of an entrepreneur
- c) Know about EDP
- d) To avail different government schemes when starting a business
- e) Prepare a draft proposal to establish a new tourism/hospitality company as an Assignment

**Module I**

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

**Module II**

Promotion of a Venture: Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.

**Module III**

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

**Module IV**

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

**Module V**

Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Management performance, assessment and control in tourism enterprises. Women Entrepreneurship- Characteristics, Importance, Types an Various Schemes.

**References:**

1. A.K. Rai – Entrepreneurship Development, (Vikas Publishing)

2. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
3. Couger, C- Creativity and Innovation (IPP, 1999)
4. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
5. Kakkar D N – Entrepreneurship Development (Wiley Dreamtech)
6. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
7. Nina Jacob, - Creativity in Organizations (Wheeler, 1998)
8. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
9. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
10. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)

**Name of the Program: BBA(Tourism and Travel)**  
**Course Code: BBATT 4.5**  
**Name of the Course: Introduction to Hospitality Business**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	45Hrs

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion Students;**

- CO1:** Students to get a recognized employment in hospitality sector.
- CO2:** Able to manage and operate hospitality segments and prepare them to face the managerial tasks by giving practical exposures
- CO3:** It familiarizes the students about the renaissance and its effects on the hospitality industry
- CO4:** Able to compare the contrast between past and present scenario in tourism and hospitality industry
- CO5:** Creates an aware about the various types of hospitality units in the globe

**Module I**

The term ‘Hotel’, evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

**Module II**

Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management.

### **Module III**

Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

### **Module IV**

Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations - Hotel Tariff Plans-Types of Guest Rooms.

### **Module V**

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organizations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

### **Recommended Practical Activity**

Visit a star category hotel to get knowledge about functional departments of a star category property (Preferably a 5-star Hotel)

### **References**

1. RK Malhotra - Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker - Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
3. Dennis. L. Foster - VIP and Introduction to Hospitality (Mc Graw Hill)
4. Michael. L. Kasavana and Richard. M. Brooks - Front Officeprocedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews -Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill - Dynamics of Tourism -Vol. 4 - Tourism and Hotel Management (Anmol Pub. New Delhi)
8. K. Anil Kumar and Shelji Mathew - An Introduction to Hospitality Management (Kalyani Publishers, Ludhiana)
9. Jag Mohan Negi - Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
10. John R Walker Introduction to Hospitality Management - Pearson Education India
11. S Medlik& H Ingram: The business of Hotels Butterworth Heinemann, New Delhi

## Curriculum Framework for Undergraduate Program

### Bachelor of Business Administration (T&T)

For 5<sup>th</sup> & 6<sup>th</sup> Semester from the Academic Year 2023-24

<b>First Semester</b>							
Course Code	Course Category	Title of the Course	Teaching Hours/week (L+T+P)	SEE	CIE	Total Marks	Credits
Lang1.1	AECC	Language I	3+1+0	60	40	100	3
Lang 1.2	AECC	Language II	3+1+0	60	40	100	3
BBATT 1.1	DSC	Tourism Principles & Practices	4+0+0	60	40	100	4
BBATT 1.2	DSC	Tourism Products & Resources	3+0+2	60	40	100	4
BBATT 1.3	DSC	Principles of Management	4+0+0	60	40	100	4
BBATT 1.4	SEC	Digital Fluency	1+0+2	30	20	50	2
BBATT 1.5	OEC	Tourism & Travel Industry	3+0+0	60	40	100	3
BBATT 1.6	SEC-VB	Health & Wellness	0+0+2	--	25	25	1
		Physical Education & Yoga	0+0+2	-	25	25	1
<b>TOTAL</b>				<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>
<b>SECOND SEMESTER</b>							
Lang2.1	AECC	Language I	3+1+0	60	40	100	3
Lang 2.2	AECC	Language II	3+1+0	60	40	100	3
BBATT 2.1	DSCC	Hospitality Management	3+0+2	60	40	100	4
BBATT 2.2	DSCC	Tourism & Hospitality Marketing	4+0+0	60	40	100	4
BBATT 2.3	DSCC	Travel Agency & Tour Operation Management	4+0+0	60	40	100	4
BBATT 2.4	SEC	Environmental Studies	2+0+0	60	40	100	3
BBATT 2.5	OEC	Airport operations Management	3+0+0	60	40	100	3
BBATT 2.6	SEC-VB	Physical Education	0+0+2	-	25	25	1
		NCC/NSS/RR/SG/Cultural etc	0+0+2	-	25	25	1
<b>TOTAL</b>				<b>390</b>	<b>310</b>	<b>700</b>	<b>26</b>
<b>THIRD SEMESTER</b>							
Lang3.1	AECC	Language I	3+1+0	60	40	100	3
Lang 3.2	AECC	Language II	3+1+0	60	40	100	3
BBATT	DSCC	Air Transportation &	4+0+0	60	40	100	4

3.1		Airport Operations					
BBATT 3.2	DSCC	World Geography for Tourism – I	3+0+2	60	40	100	4
BBATT 3.3	DSCC	Basics of Financial Accounting	4+0+0	60	40	100	4
BBATT 3.4	SEC	Cyber security/Financial Education & Investment Awareness	1+0+2	30	20	50	2
BBATT 3.5	OEC	Travel Agency & Tour Operations/ India & Indian Constitution	3+0+0	60	40	100	3
BBATT 3.6	SEC-VB	Physical Education	0+0+2	-	25	25	1
		NCC/NSS/RR/SG/Cultural etc	0+0+2	-	25	25	1
<b>TOTAL</b>				<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>
<b>FOURTH SEMESTER</b>							
Lang4.1	AECC	Language I	3+1+0	60	40	100	3
Lang 4.2	AECC	Language II	3+1+0	60	40	100	3
BBATT 4.1	DSCC	Sustainable Tourism	3+0+2	60	40	100	4
BBATT 4.2	DSCC	World Geography for Tourism – II	3+0+2	60	40	100	4
BBATT 4.3	DSCC	Entrepreneurship Development	4+0+0	60	40	100	4
BBATT 4.4	AECC	India & Indian Constitution /Travel Agency & Tour Operations	3+0+0	60	40	100	3
BBATT 4.5	SEC	Financial Education & Inv. Awareness /Cyber Security	3+0+0	30	20	50	2
BBATT 4.6	SEC-VB	Physical Education	0+0+2	-	25	25	1
		NCC/NSS/RR/SG/Cultural etc	0+0+2	-	25	25	1
<b>Total</b>				<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>
<b>FIFTH SEMESTER</b>							
Course Code	Course Category	Title of the Course	Teaching Hours/week (L+T+P)	SEE	CIE	Total Marks	Credits
BBATT5.1	DSC	Leisure and Recreation Management	3+0+2	60	40	100	4
BBATT5.2	DSC	Tourism Business Environment	4+0+0	60	40	100	4
BBATT5.3	DSC	Destination Management	4+0+0	60	40	100	4
BBATT5.4	DSE – 1	Elective – 1 AM1/HM1/EM1/TOM1	3+0+0	60	40	100	3
BBATT5.5	DSE – 2	Elective – 2	3+0+0	60	40	100	3



		AM1/HM1/EM1/TOM1					
BBATT5.6	Vocational -1 Anyone to be chosen	<b>A</b> – Tour Guiding and Interpretation <b>B</b> – Customer Relation Management	3+0+0	60	40	100	3
BBATT5.7	SEC-VB	Employability Skill	3+0+0	60	40	100	3
<b>SUB TOTAL</b>				<b>420</b>	<b>280</b>	<b>700</b>	<b>24</b>

<b>ELECTIVE GROUPS AND COURSES FIFTH SEMESTER</b>				
<b>Sl. No</b>	<b>Airline Management</b>	<b>Hospitality Management</b>	<b>Event Management</b>	<b>Travel Operation &amp; Management</b>
<b>Course Code</b>	<b>AM1</b>	<b>HM1</b>	<b>EM1</b>	<b>TOM1</b>
Paper 1	Airline Geography	Front Office Management	Event Planning and Management	Itinerary Preparation & Tour Packaging

**Note:** Students must choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester.

<b>SIXTH SEMESTER</b>							
<b>Course code</b>	<b>Category</b>	<b>Title of the Course</b>	<b>Teaching Hours/week (L+T+P)</b>	<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>	<b>Credits</b>
BBATT6.1	DSC	Strategic Management	3+0+2	60	40	100	4
BBATT6.2	DSC	Cost Accounting	4+0+0	60	40	100	4
BBATT6.3	DSC	Tourism Policies & Regulations	4+0+0	60	40	100	4
BBATT6.4	DSE – 1	Elective – 1 AM2/HM2/EM2/TOM2	3+0+0	60	40	100	3
BBATT6.5	DSE – 2	Elective – 2 AM2/HM2/EM2/TOM2	3+0+0	60	40	100	3
BBATT6.6	Vocational -1 Anyone to be chosen	<b>A</b> – Information Technology for Business <b>B</b> – Export Import Documentation	2+0+2	60	40	100	<b>3</b>
BBATT6.7	<b>I-1</b>	<b>Mini project *</b>	0+0+4	<b>30</b>	<b>20</b>	50	2
<b>SUB TOTAL</b>				<b>390</b>	<b>260</b>	<b>650</b>	<b>23</b>

**\*MINI PROJECT IN TRAVEL, TOURISM AND HOSPITALITY ORGANIZATIONS**

**Objectives:**

- To enhance the classroom learning with report writing and presentation skills.
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to a professional context.

**Guidelines to the institution:**

1. Each student will have to submit a mini project on any selected issues pertaining to travel, tourism, and hospitality industry.
2. The entire batch of students is to be divided equally among the department faculty members.
3. The faculty members should be the mentors and guide the students during mini projects.
4. The students must submit the mini project to the college of not less than 50 pages.

**Marks Allocation:**

- 30 Marks for the Report and 20 Marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

<b>ELECTIVE GROUPS AND COURSES SIXTH SEMESTER</b>				
<b>Sl. No</b>	<b>Airline Management</b>	<b>Hospitality Management</b>	<b>Event Management</b>	<b>Travel Operation &amp; Management</b>
<b>Course code</b>	<b>AM2</b>	<b>HM2</b>	<b>EM2</b>	<b>TOM2</b>
<b>Paper 2</b>	Air Cargo and Logistics Management	Food and Beverage Management	Event Logistics	International Travel Formalities

# SYLLABUS

## SEMESTER – V

<b>Name of the program: Bachelor of Business Administration (Tourism &amp; Travel)</b> <b>Course Code: BBATT5.1</b> <b>Name of the Course: Leisure and Recreation Management</b>		
<b>Course Credits</b>	<b>No. of Hours/week</b>	<b>Total number of teaching hours</b>
<b>4</b>	<b>4</b>	<b>56</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Objectives:</b> This subject intends to distinguish between the history of recreational use of natural resources as well as the current issues related to the subject. The course recognizes the principles of natural resource-based planning and management, and demonstrates an awareness of architectural designs related to outdoor facilities		
<b>Course Outcomes:</b> From the course, the student will receive a fundamental awareness and understanding about the field of Recreation, including developing an understanding on tourist recreation behaviour. That is, the student will be able to describe, demonstrate, and illustrate the definitions of recreation and the specialized areas within recreation, the historical antecedents leading up to the current recreational trends in the society, the different types of recreation, and the trends and issues concerning the recreation profession and how the recreational needs of the society are met.		
<b>UNIT I: Foundation for Recreation and Leisure:</b> Introduction to Recreation and Leisure. Understanding of the nature and scope of leisure & recreation. Sociology of Leisure and Recreation. Definitions, concepts, and assumptions of classical, recent, and modern theories of recreation and leisure. History and Philosophy of Sports, Leisure, and Well- being		
<b>UNIT II: Global and Local Contexts of Recreation:</b> Outdoor Recreation Systems. Global and local contexts of leisure and recreation. Geography, leisure and recreation in Asia perspective, Sport's role in leisure. Leisure trend: Popular sport, leisure, and recreation. Social, economic, and administrative aspects of professional, amateur, commercial, and public recreation. sports organizations and services.		
<b>UNIT III: Attractions and Entertainment:</b> Introduction to the World of Opportunities, Foundation for understanding Attractions and Entertainment, Heritage and Commercial Attractions, Emerging Gaming Segments, Shopping and Live Entertainment.		
<b>UNIT IV: Recreation in the Destination:</b> Introduction to Resort and Urban Destinations, Classifying Destinations, Seasonal Delights, Spotlights on Sporting Activities, Snow Holiday Resorts, Golf Resorts, Year Around Play Grounds, Spas, Cruise Ships and Casino Resorts.		
<b>UNIT V: Management and Marketing of Leisure:</b> Exploration of marketing concepts and methods available to public, commercial, and private leisure & recreation service organizations. Marketing and its role in the Recreation and Leisure Industry. Sponsorship: Growth of sponsorship, current developments and future directions in sponsorship, types of Sponsorship, planning and evaluating sponsorship programmes, key benefits of sponsorship, the growing importance of broadcast sponsorship as an alternative to television advertising.		
<b>Unit VI: Recreation &amp; Community:</b> Expectations and opportunities in recreation services. Introduction to Commercial Recreation and Tourism, Leisure, and recreation in modern era. Outdoor recreation pursuits. Aging and Leisure Development, theoretical aspects of aging and their implications for leisure and on the practical aspects of recreation and leisure program development, delivery, and facilitation for all older adults.		

**Text Book & References:**

1. Hammitt, W.E. & Cole D.N. (2008) Wildland Recreation: Ecology and Management, 2nd ed. New York: John Wiley & Sons.
2. Ibrahim, I. & K.A. Cordes. 2008. Outdoor Recreation: Enrichment for a Lifetime, 3rd ed. Champaign, IL: Sagamore Publishing.
3. Jennings, G. (Ed.) 2010. Water-Based Tourism, Sport, Leisure, and Recreation Experiences. Burlington, MA: Butterworth-Heinemann.
4. Knudson, D.M., T.T. Cable & L. Beck. 2003. Interpretation of Cultural and Natural Resources, 2nd ed. New York: Human Kinetics.
5. Brockman, C.F & L.C. Merriam, Jr. 2000. Recreational Use of Wild Lands. New York: McGraw-Hill.
6. Cordell, H.K., J.C. Bergstrom & J.M. Bowker. 2005. The Multiple Values of Wilderness. State College, PA: Venture Publishing.
7. Dennis, D. 2011. Natural Resources and the Informed Citizen. Champaign, IL: Sagamore Publishing.
8. Douglass, R.W. (2009). Forest Recreation, 5th ed. Prospect Heights, IL: Waveland Press.
9. Driver, B.L., D. Dustin, T. Baltic, G. Elsner & G.L. Peterson. 2012. Nature and the Human Spirit: Towards an Expanded Land Management Ethic. State College, PA: Venture Publishing.
10. Driver, B.L., P.J. Brown & G.L. Peterson. eds. 2010. Benefits of Leisure. State College, PA: Venture Publishing.
11. Dustin, D.L. 2006. The Wilderness Within: Reflections on Leisure and Life, 3rd ed. Champaign, IL: Sagamore Publishing.
12. Dustin, D.L., L.H. McAvoy & J.H. Schultz. 2012. Stewards of Access/Custodians of Choice, 3rd ed. Champaign, IL: Sagamore Publishing.
13. Ewert, A.W., D.C. Baker & G.C. Bissix. 2011. Integrated Resource and Environmental Management: The Human Dimension. Cambridge, MA: CABI Publishing

**Name of the program: Bachelor of Business Administration (Tourism & Travel)**

**Course Code: BBATT 5.2**

**Name of the Course: Tourism Business Environment**

Course credits	No of Hours/week	Total number of teaching Hours
4	4	56

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..

**Course Objectives:**

- To understand the theoretical and practical aspects of business environment.
- To identify the elements of environment affecting tourism business and their integration.
- To assess the issues and challenges faced by the tourism business environment.
- To propose initiatives to enhance sustainability in tourism in the international arena.

**Course Outcomes:**

- Demonstrate a basic understanding of the theoretical and practical aspects of business environment.
- Identify the primary elements of business environment and its influence on the tourism industry.
- Analyse and evaluate the business issues and challenges in economic, technological, political, natural, and social cultural environment, from a tourism perspective.
- Develop strategies to enhance sustainable tourism in the international business environment.

<p><b>Unit I: Business Environment:</b> Introduction, meaning and features of business, environment, and business environment. Objectives of Business environment. Basic indicators of economic development. Performance of Indian Economy - Factors affecting tourism business environment.</p>
<p><b>UNIT II: Economics Environment:</b> Nature, Economic factors - Industrial policy (Latest development), MRTP ACT –FERA, Monetary and fiscal policy, Exim policy, SSIs, Privatization, synergy between government and business.</p>
<p><b>UNIT III: Technological Environment:</b> Meaning and features, impact of technology on society, society, and technology - Management of technology, institutional and other facilities to promote tourism industry.</p>
<p><b>UNIT IV: Political Environment:</b> Political Institutions, legislature, executive, judiciary, Indian constitution - Role of government in business, types of political systems and impact in business in general and pertaining to tourism industry.</p>
<p><b>UNIT V: Natural Environment:</b> Meaning, Nature and impact on tourism business, Natural pollution, deforestation, ecology, and economic development – Impacts on Global environment: Meaning and Nature of Globalization, challenges of international business.</p>
<p><b>UNIT VI: Social Cultural Environment:</b> Tourism and socio-cultural development – relationship of development theories to tourism – income based, trade based &amp; resource-based classification – social and cultural impacts of tourism development. Social responsibility of business, business ethics and corporate governance - Unemployment and manpower policy, social audit, impact of culture on business, business participation in cultural affairs.</p>
<p><b>UNIT VII: International Environment:</b> International business environment, MNCs concepts, structures, and functions - WTO and trading blocks, international finance, foreign exchange, convertibility of Rupee basics, FOREX market structure and functions – importance of international environment related to tourism industry</p>
<p><b>Text Books and References:</b></p> <ol style="list-style-type: none"> <li>1. Aswathappa, K. (2016). Essentials of Business Environment. (13th ed.). Himalaya Publishing House.</li> <li>2. C.B. Gupta. (2014), Essentials of Business Environment, Sultan Chand and Sons.</li> <li>3. Chadha, G. K. (2011). WTO and Indian Economy. Deep &amp; Deep Publications.</li> <li>4. Cherunilam, Francis. (2014). Global Economy and Business Environment. Himalaya Publishing House.</li> <li>5. Rupa, Chanda. (2012). Globalization and Services. New Delhi: Oxford University Press.</li> </ol>

<p><b>Name of the program: Bachelor of Business Administration (Tourism &amp;Travel)</b>  <b>Course Code: BBATT 5.3</b>  <b>Name of the Course: Destination Management</b></p>		
<b>Course credits</b>	<b>No of Hours/week</b>	<b>Total number of teaching Hours</b>
4	4	56
<p><b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies &amp; field work etc..</p>		
<p><b>Course Objectives:</b></p> <ul style="list-style-type: none"> <li>• To understand the relevance of destination planning among tourism planners for successful destination development</li> <li>• To formulate the tourism development and planning process towards destination development.</li> <li>• To describe the policy guidelines for effective tourism development and planning.</li> <li>• To evaluate the applied dimensions of tourism planning and development from a global</li> </ul>		

perspective.

**Course Outcomes:**

- Explain basic concepts in destination management and its relation and linkage between tourism and development
- Identify destination development concept and its applicability for destination performance and growth in tourism sector
- Identify the challenges that prompted to adopt tourism planning approach and various measures to be adopted to overcome the negative implications of tourism Importance of destination development in tourism and promoting tourism opportunities among host communities
- Discuss on issues and challenges associated with tourism planning and various indicators that move tourism future towards tourism development

**Unit I: Destination Management:** Concept and Meaning, Types and Characteristics of Tourism Destination – Destination Development, Destination Lifecycle - Destinations and Products – Destination Management Systems – Destination Planning Guidelines - Destination Zone, Planning Model.

**UNIT II: Fundamentals of Tourism Planning:** Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components - Designing Plan Documents- Techniques, Surveys & Area Characteristics - Stages of Formulation, Environment Impact Assessment (EIA), WTO Guidelines for Planners, Town Planning - Characteristics of Rural Tourism Planning - Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination - Destination Mapping

**UNIT III:** Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding - Case Study of Karnataka – "One State Many World" brand.

**UNIT IV: Destination Promotion and Publicity** - Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and One State Many world, Vibrant Gujarat

**UNIT V: Institutional Support:** Public Private Partnership (PPP) - National Planning Policies for Destination Development - Role of urban civic bodies – NGOs and tourism organization in destination development.

**References**

1. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
2. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.
6. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development

Approach. Van Nostrand Reinhold, New York.

7. Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
8. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
9. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
10. Richard Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
11. Shalini Singh, Dallen Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
12. Singh, S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
13. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,

**Name of the Program: Bachelor of Business Administration (T&T)**  
**Airline Management Elective**  
**Course Code: AM1**  
**Name of the Course: Airline Geography**

Course Credits	No. of hours per week	Total No. of Teaching hours
3	3 hours	45 hours

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

**Course Objectives:**

1. To explain the connection between geography and tourism,
2. To classify the different branches of geography,
3. To describe the physical features in world geography Basic,
4. To differentiate between the different Hemisphere,
5. To explain the linkage between Geography and IATA Geography;
6. To state the IATA Traffic Conference Areas and Sub areas / regions

**Course Outcomes:**

1. Understand the relation between geography and tourism
2. Identify the Hemispheres
3. Study the IATA Airline geography, Areas, Sub areas
4. IATA Traffic conferences and their role in aviation management
5. Know worldwide geography in relation to airline routing
6. Understand the importance of providing accurate and relevant air travel information using aviation terminology
7. Understand how climate and health factors impact on air passengers and crew

**Unit I: Introduction** - Basics of geography - Continents – Oceans – Hemispheres-Western and Eastern Hemisphere - Northern and Southern Hemispheres - IATA World geography- Linkage between IATA and world geography. Global indicators - routing and impact on mileage and fare, potential stopovers. Political features on maps -boundaries, countries, capital cities, major gateway airports.

**UNIT II: IATA Areas and Sub Areas:** IATA Traffic Conference Area1 (TC1) – Sub area - Region and countries; IATA Traffic Conference Area 2 (TC2) - Sub area - Region and countries; IATA Traffic Conference Area 3 (TC3), - Sub area- Region and countries.

**UNIT III: Air Travel information and terminology** - Flying times using reference sources - travel, atlas, Official Airline Guides (OAG): 24-hour clock -Local time -International Date Line -

Time zones, (USA – Eastern Time, Pacific Time, Mountain Time; Australia – Western Standard Time, Eastern Standard Time Etc). Greenwich Mean Time (GMT), Universal Time Coordinated (UTC), Daylight Saving Time (DST) Elapsed flying time (Problem Solving on Elapsed flying time). Effects of crossing time zones in an easterly or westerly direction.

**UNIT IV: Airline Market** – Open skies – Deregulation and Liberalisation of the airline Industry - survival of the fittest- network carriers – Low-cost carriers – Crisis management in airline operations – case studies.

**Unit V: Airline Business and Marketing Strategies** – Porter’s Five forces and their application to the airline industry – Rivalry among existing firms - substitution – New entry -Power of customer - Power of suppliers - Cost leadership – Differentiation in the airline industry -Airline Alliances – airline industry consolidation

**References:**

1. Dipendra Sinha, Deregulation and Liberalisation of the Airline Industry- Asia, Europe, North America, and Oceania
2. Stephen Shaw, Airline Marketing and Management, Seventh Edition
3. Introduction to the Airline Industry (IATA Aviation Distance Learning) Kindle Edition, By IATA
4. Andrew R. Goetz and Lucy Budd, The Geographies of Air Transport (Transport and Mobility)
5. John T. Bowen, The Economic Geography of Air Transportation: Space, Time, and the Freedom of the Sky.
6. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers
7. OAG and Air Cargo Tariff (Both Red and Green)
8. OAG Guide published by IAIA.
9. R Dogani, Air Port Business.
10. Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi.
11. Travel Information Manual (TIM)

<b>Name of the Program: Bachelor of Business Administration (T&amp;T)</b> <b>Hospitality Management Elective</b> <b>Course Code: HM1</b> <b>Name of the Course: Front Office Management</b>		
No. of credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 Hours	45 Hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.,		
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand the essentials of front office.</li> <li>2. To familiarize with operations of front office.</li> <li>3. To educate the students about operations of Front office of a hotel.</li> <li>4. To understand the basics of hotel operations</li> </ol>		



5. To acquire the skill to professionally fit into Front Office Techniques- Front office lay out and front office activities in hotels.
6. To enhance the skill level of students to perform various duties and responsibilities in a hotel environment.
7. To know types of Equipment, Rooms and Rates used in Front Office Department.

**Course Outcomes:**

1. Understand the functions of front office department.
2. Understand the importance of reservation in front office.
3. Understanding the overview of Front office Management.
4. Acquire knowledge on guest registration process.
5. Develop an understanding on the operations of front office department
6. Examine the role and duties of front office staff.
7. Describe the reception procedures in checking-in and checking-out guests

**UNIT I: Organization of Front Office and Reception** – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Flow chart of Front Office, Co-ordination of Front Office with other departments, Functions of receptionist, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, pre-registration process, Records and formats used in receptions, specimen of formats used.

**UNIT II- Reservation** – Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry – use of letter, fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations and VIP reservations, instant reservation, instant reservation systems, Central reservation systems. Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

**UNIT III - Registration** – Various types of registration, Documents Generated Registration process. Walk – ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

**UNIT IV- Information** – Functions of information section, Guest Alphabetical Index rack, Message Handing, handling guest Rooms keys, Handling Mail, Handling Guest Parcels, Paging, providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information, specimen formats used.

**UNIT V- Lobby & Bell Desk Operation** – Role of Lobby Manager, Role of Guest relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc., Forms and Formats used, Bell Desk Terminology.

**References**

1. Chakravarthi B.K, Front Office Management in Hotel, publisher: CBS; 1st edition.
2. David K Hayes and Jack D Ninemeier, Professional front office management, Pearson Education.
3. J.R. Tewari, Hotel front office – operations and management, Oxford Higher Education
4. James A Badri, Hotel front office management, John Wiley publications.
5. R.K. Arora, Hotel Organisation and Front Office Management, Aph Publishing Corporation.
6. Sue Baker and Jeremy Huyton, Principles of Hotel Front Office Operations, Publisher: Cengage Learning
7. Sushil Kumar Bhatnagar, Front office management, ISBN-10: 8171706525.

**Name of the Program: Bachelor of Business Administration (T&T)  
Event Management Elective**

<b>Course Code: EM1</b>		
<b>Name of the Course: Event Planning and Management</b>		
No. of Credits	No. of Hours per week	Total No. of teaching Hours
<b>3</b>	<b>3</b>	<b>45</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To acquire an in-depth knowledge about the specialized field of "Event Management"</li> <li>2. To become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of special events</li> <li>3. To help the students with the skills necessary for interacting with the various players involved in the Management of Events.</li> <li>4. To understand the role of events and concept of MICE in the tourism industry</li> <li>5. To know about role of suppliers and their coordination in the successful management of an event</li> <li>6. To understand the significance of the food and beverage in the successful events</li> <li>7. To understand the need for the study of risk management in the event industry</li> </ol>		
<b>Course Outcomes</b>		
<ol style="list-style-type: none"> <li>1. Motivate them to plan events and execute the event professionally</li> <li>2. Train the students to plan, manage and run an event.</li> <li>3. Familiarise with management techniques and strategies required for successful events.</li> <li>4. Familiarize the concept of MICE, its role in the tourism development in the country and accordingly they can prepare by themselves.</li> <li>5. Plan for the food and beverage by concentrating on various events.</li> <li>6. Train them to analyse the changing trends accordingly plan and set strategies.</li> <li>7. Able to learn the process of negotiation with the suppliers.</li> </ol>		
<b>UNIT I Concept of Events</b> - Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy, and Society; Broad classification of Events. Major characteristics of event, Five Cs of Event Management.		
<b>UNIT II MICE Tourism</b> - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types, and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings-meeting space- seating style. Agenda – developing agenda.		
<b>UNIT III Event Activities:</b> Pre-event – During-event – post-event activities, onsite management, principles of event management. Event production process. Developing meeting plans – Checklist - Gantt Model – PERT, Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Security management in events. Global Issues in Event Management		
<b>UNIT IV Events Venues</b> - Types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.		
<b>UNIT V Event Promotions and Marketing</b> – Interrelation between events & tourism industry-planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision		

making.

**Practical Skill Development:**

1. Organise various types of events in the college/university campus
2. Volunteering few programmes outside the campus of some Clubs, Associations, companies etc.

**References:**

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
3. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business educational institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.
8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management).
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York.
10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
11. Sandra K Strick, Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery

**Name of the Program: Bachelor of Business Administration (T&T)**

**Tour Operation Management Elective**

**Course Code: TOM1**

**Name of the Course: Itinerary Preparation and Tour Packaging**

No. of Credits	No. of hours/week	Total No. of Teaching Hours
3	3	45

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.

**Course Objectives**

1. To help the students prepare tour itinerary and design package tour independently.
2. To understand travel documentation
3. To understand the concept of costing
4. To study the pricing strategies
5. To provide practical knowledge on tour packaging and costing

**Course Outcomes**

1. An understanding of Tour Itinerary and Tour Package
2. An ability to describe the different types of Tour Itinerary and Tour Packages
3. An understanding of different aspects in Tour Itinerary
4. Will be able to design sample itineraries and packages to different

<p>tourism regions.</p> <p><b>5. An understanding of Tour Cost and Pricing</b></p>		
<p><b>Unit I Itinerary Planning &amp; Development:</b> Meaning, Importance and Types of Itineraries – readymade itineraries, custom made itineraries, tourist itineraries, tour managers itineraries - E-brochures. Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation.</p>		
<p><b>Unit II Developing &amp; Innovating Package Tour:</b> Tour Formulation and Designing Process: FITs &amp; Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.</p>		
<p><b>Unit III The concept of Costing:</b> Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox &amp; Kings and TCI.</p>		
<p><b>Unit IV Operation of Package Tour:</b> Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel &amp; Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver &amp; Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.</p>		
<p><b>Unit V Travel Documentation:</b> Familiarisation with TIM (Travel Information Manual), Passport &amp; VISA Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit &amp; Debit Card, and E-payments.</p>		
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>1. Preparation of Tour Itineraries</li> <li>2. Preparation of Tour Packages</li> <li>3. Tour Costing Skills</li> <li>4. Pricing of a Tour Package</li> </ol>		
<ol style="list-style-type: none"> <li>1. Swain, S.K. &amp; Mishra, J.M. (2012). Tourism Principles &amp; Practices, Oxford University Press, New Delhi.</li> <li>2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi</li> <li>3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.</li> <li>4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279. Roday S., Biwal A. &amp; Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.</li> <li>5. Goeldner, R &amp; Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley &amp; Sons, London.</li> </ol>		

<p align="center"><b>Name of the Program: Bachelor of Business Administration (T&amp;T)</b></p> <p align="center"><b>Course Code: BBATT 5.6 Vocational (A)</b></p> <p align="center"><b>Name of the Course: Tour Guiding and Interpretation</b></p>		
No of Credits	No. of Hours per Week	Total No. of Teaching Hours

<b>3</b>	<b>3</b>	<b>45</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To orient the students about the scope of tour guiding as a career option.</li> <li>2. To help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations.</li> <li>3. Orient student to the nitty-gritty of this profession.</li> <li>4. Intends to deliver key skills for tour guiding and interpretation</li> </ol>		
<b>Course Outcomes</b>		
<ol style="list-style-type: none"> <li>1. Brings up professional tour guiding skills</li> <li>2. Enables students to gain practical exposure</li> </ol>		
<b>UNIT I Tour Guiding:</b> Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.		
<b>UNIT II Guiding Techniques:</b> Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade		
<b>UNIT III Practical Guiding:</b> Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing, and conducting heritage walks.		
<b>UNIT IV Situation Handling:</b> Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks		
<b>UNIT V Managing Guiding Business:</b> How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).		
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)</li> <li>2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.</li> <li>3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)</li> </ol>		

<b>Name of the Program: Bachelor of Business Administration (T&amp;T)</b>		
<b>Course Code: BBATT 5.6 Vocational (B)</b>		
<b>Name of the Course: Customer Relationship Management</b>		
<b>No of Credits</b>	<b>No. of Hours per Week</b>	<b>Total no of Teaching Hours</b>
<b>3</b>	<b>3</b>	<b>45</b>
<b>Pedagogy:</b> Assignment, Cases and Seminars, Lecture-cum-discussions, and industry training		
<b>Course Objectives</b>		
<ol style="list-style-type: none"> <li>1. To understand the nuances of customer relationship management</li> <li>2. To familiarise with the issues of service management and global context</li> <li>3. To be able to manage a market-oriented service organization.</li> <li>4. To familiarise the role of customer relationship management in the tourism industry</li> <li>5. To study the information database, ethics, and legalities of tourist database</li> <li>6. To understand the role of technologies in the customer relationship management</li> </ol>		

7. To study CRM and its contribution to the hospitality industry

**Course Outcomes**

1. Cultivate the effective and efficient customer relationship ability.
2. Able to manage CRM marketing in order to leverage CRM technology.
3. Understand the needs in adoption of CRM in the tourism industry
4. Students can analyse how to develop customer relationship based on the customer expectations
5. Students are trained in of communication in the successful handling of customers
6. Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services
7. Familiarizes the students on different classification of services and how to improve the service quality

**UNIT I Customer Relationship Management in Tourism** – Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery

**UNIT II Analytics of CRM** - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

**UNIT III CRM in Marketing** – Tourism as a Service industry - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.

**UNIT IV CRM Implementation** – Managing Customer relationships: resetting the CRM strategy; Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

**UNIT V Relationship Marketing in Tourism Business;** Model of buyer – seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship

**References**

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry – Delivering quality service, The Free press, New York.
4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

## SEMESTER VI

<b>Name of the Program: Bachelor of Business Administration (T&amp;T)</b> <b>Course Code: BBATT 6.1</b> <b>Name of the Course: Strategic Management</b>		
Course Credits	No. of Hours per week	Total No. of Teaching hours
4	4	56
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>UNIT I: Overview of Strategic Management</b> - Meaning of strategy - An architecture of strategy - Nature and value of strategic management - Responsibility towards multiple stakeholders - strategic management process.		
<b>UNIT II: Strategic Analysis</b> - Environmental Forecasting - Importance of forecasting techniques. Analysis of internal Environment - internal environmental factors - Resource based view of the firm- assessing internal strength and weaknesses- (SWOT Analysis) Analysis of external Environment - Factors in external environment-structural analysis of industries - Generic competitive strategies- Frame work for competitive analysis.		
<b>UNIT III: Strategy Formulation</b> - Hierarchy of static intent, vision, mission, goals, plans - strategic programming - organisational appraisal.		
<b>UNIT IV: Operational Level Strategy</b> - Approaches to managing at operational level - Role of TQM and CPR - Three primary care processes.		
<b>UNIT V: Business Level Strategy</b> - Elements of competitive strategy - types of tactics - defining the business - competitive advantage across market life cycle.		
<b>UNIT VI: Strategy implementation</b> – Activating the strategy, structural implementation, behavioural implementation, functional and operational implementation. Strategic evaluation and control		
<b>References:</b> <ol style="list-style-type: none"> <li>7. Miller Alex - Strategic Management- McGraw Hill</li> <li>8. Pearce John A and Robinson Richard B-Strategic Management-McGraw Hill.</li> <li>9. Jauch Lawrence R and Glueck William F- Strategic Management and Business Policy McGraw Hill 4. Porter Micheal E.-Competitive Strategy- Free Press Publication</li> <li>10. Daniel J. McCarthy, Robert J. Minichiello, Joseph R. Curran- Business policy and strategy Richard D Irwin Inc, All India Traveller Bookseller.</li> <li>11. Bourgeois III L J et.al-Strategic Management- Hardeourt Brace Co.,</li> <li>12. Azhar Kazmi-Business Policy and Strategic Management -Tata McGraw Hill</li> <li>13. Kachru Upendra. -Strategic Management – concepts and case-Excel Books.</li> <li>14. Chandan JS, Gupta NS- Strategic Management- Vikas Publishing House, New Delhi.</li> <li>15. Nag A- Strategic Management: Analysis, Implementation, and control - Vikas Publishing House, New Delhi. Lomash S, Mishra PK- Business policy and Strategic Management- Vikas Publishing House, New Delhi.</li> </ol>		

<b>Name of the Program: Bachelor of Business Administration (T&amp;T)</b> <b>Course Code: BBATT 6.2</b> <b>Name of the Course: Cost Accounting</b>		
<b>Course Credits</b>	<b>No. of Hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4</b>	<b>4</b>	<b>56</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>• To Understand cost and develop cost sheet</li> <li>• To Manage inventory of an organization</li> <li>• To understand the distribution and apportionment of cost</li> <li>• To Create cost structure for transportation division of the organization</li> <li>• To Assist in Planning and Formulation of Future Policies.</li> </ul>		
<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>• Demonstrate a basic understanding of the relationship between cost accounting-financial accounting and managerial accounting</li> <li>• Differentiate methods of calculating stock consumption</li> <li>• Analysis of Cost-Volume-Profit</li> </ul>		
<b>UNIT I: Introduction to Cost Accounting:</b> Introduction – Definition – Objectives – Advantages – Comparison between Financial Accounting and Cost Accounting -Application of Cost Accounting.		
<b>UNIT II: Analysis and Classification of Cost:</b> Cost Concepts - Classification of Cost – Cost Unit - Cost Center, Installation of Costing system Elements of Cost. Preparation of Cost Sheets (Problems on above).		
<b>UNIT III: Materials:</b> Meaning, Types of Material - Direct & Indirect. Material Control – Purchase Procedure, Stores Control, Techniques of Stock Control- Different levels of stock -Fixation of Levels - Inventory Control - Periodical and Perpetual Inventory, ABC Analysis, EOQ, Just-in-time. Stores issue - Methods of Pricing of Issue – FIFO – LIFO - Simple and Weighted Average Methods. (Problems on above)		
<b>Unit IV: Overhead:</b> Meaning - Classification of Overheads - Allocation & Apportionment - Basis of apportionment of overheads– Primary Distribution - Secondary Distribution. Reapportionment of Service Department Costs to Production Departments (Direct Method - Reciprocal Methods - Repeated Distribution Method and Simultaneous Equation Method).		
<b>UNIT V Operating Cost:</b> Meaning – Classification – Features - Cost unit – Simple – Combined - Format of Operating Costing and Problems on Transport Costing.		
<b>References:</b> <ol style="list-style-type: none"> <li>1. Jain, S.P., &amp; Narang, K.L. (2015). Cost Accounting &amp; Management Accounting. New Delhi: Kalyani Publishers.</li> <li>2. Agarwal, N.K. (2015). Cost Accounting Text &amp; Problems, New Delhi: Asian Books Pvt.Ltd.</li> <li>3. Arora M.N. (2015). Cost and Management Accounting. Mumbai: Himalayan Publishing House.</li> <li>4. Shashi Gupta, R.K Sharma, Neeti Gupta Cost and Management Accounting</li> </ol>		



Kalyani Publishers.

5. Lal, J. (2015). Cost Accounting. New Delhi: Tata Mcgraw Hill Education.

<b>Name of the Program: Bachelor of Business Administration (T&amp;T)</b>		
<b>Course Code: BBATT 6.3</b>		
<b>Name of the Course: Tourism Policies and Regulations</b>		
<b>Course Credits</b>	<b>No. of Hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4</b>	<b>4</b>	<b>56</b>
<b>Pedagogy:</b> A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings.		
<b>Course Objectives:</b> <ul style="list-style-type: none"><li>• To understand details about the legislations applicable to travel and tourism industry.</li><li>• To know the importance of tourism policy for the better development of the industry.</li><li>• To understand the Environmental Law, FERA and Foreigners Registration Act</li></ul>		
<b>Course Outcomes:</b> <ul style="list-style-type: none"><li>• Able to understand and recollect various policies and legislation and existing in the tourism industry.</li><li>• Take managerial and legal decisions when implementing a tourism project.</li></ul>		
<b>UNIT I: Tourism Policy</b> – Concept, need, objective, institutional framework of public tourism policy. The role of government and private sector in formulation of Tourism Policy. Policy making body and its process at National level. An outline of L.K Jha Committee of 1963. National Tourism Policy 1982, National Committee Report 2002. National Action Plan on Tourism-1992. The latest policy document on tourism.		
<b>UNIT II: Tourism Bill of Rights</b> - Tourism Code - Manila Declaration - Acapulco Document - Travel Insurance -Passport – Visa - Health Regulations - Customs and Currency Regulations- DGCA formalities for business and recreational flying in India.		
<b>Unit III International Conventions:</b> Warsaw Convention (1924) - Chicago Convention (1944) - Travel Contract (1961) - Berlin Convention (1961 and 1966) - Brussels Convention (1970) - Athens Convention (1974) - Helsinki Accord (1976) - IATA general Condition of Carriage (passenger and Cargo)		
<b>Unit IV The Passport Act-</b> Foreigners Act - Foreigner’s Registration Act - Indian Contract Act 1872, Laws Relating to Environmental Protection - FERA 1973 - The Arms Act - Narcotics Drugs Act - Psychotropic Substances Act1985 - The Explosives Act - Citizenship Act - Pollution Control Act.		
<b>Unit V Tourism Laws in India</b> – Laws related to Tourist Entry, stay, Departure, customs Act, Directorate of Enforcement; Consumer Protection Act; Wildlife Protection Act; Environment Protection Act; Water and Air Acts; Ancient monument Act.		
<b>UNIT VI Special permits to restricted areas for foreign tourist in India</b> - Permits related to various monasteries and wild life areas and their procedure, Special permits for rafting, paragliding, and angling, IMF (Indian Mountaineering Foundation) rules for mountain expeditions.		
<b>References:</b> <ol style="list-style-type: none"><li>1. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications.</li><li>2. 2. Holloway J.C., Business of Tourism</li><li>3. JD Ninemeier, Discovering Hospitality and Tourism: The World’s Greatest Industry, Pearson.</li><li>4. L. Foster, The Business of Travel Agency Operations and Administration.</li><li>5. Lundberg, The Business of Tour Operations.</li></ol>		

6. M. S Negi, Travel Agency, and Tour Operators: Concept and Principles New Delhi.
7. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism.
8. Sajani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.

## AIRLINE MANAGEMENT ELECTIVE

**Course code: AM2**

**Course Name: Air Cargo and Logistic Management**

No of Credits	No of hours /week	Total number of hours
3	3	45
<p><b>Pedagogy:</b> A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings</p>		
<p><b>Course Objectives</b></p> <ol style="list-style-type: none"> <li>1. To provide the students an opportunity to learn the fundamentals of Air cargo</li> <li>2. To study Aircraft and Cargo Terminal Facilities</li> <li>3. To understand basics of logistics management</li> <li>4. To understand air cargo rates and charges and process of loading and unloading</li> <li>5. To relate the concepts to real life business and to become efficient suppliers</li> </ol>		
<p><b>Course Outcomes</b></p> <ol style="list-style-type: none"> <li>1. Able to identify types and nature of air cargo</li> <li>2. Capable of handling documents of Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails</li> <li>3. Exposure to aircraft and cargo terminal facilities</li> <li>4. Ability to make decision and design logistic management strategy</li> </ol>		
<p><b>UNIT I: Introduction to Air Cargo:</b> Types and nature of air cargo - General and precious cargo- Cargo with special attention - Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails</p>		
<p><b>UNIT II: Air Cargo Rates and Charges:</b> Weight of the cargo - Normal rate, Minimum rate, Quantity rate, Class cargo rate, Specific commodity rate, Valuation charge, Volumetric charge, ULD rate, Demurrage charge, Express cargo rate, Add on rates - Surcharges - Cargo capacity of Airlines.</p>		
<p><b>UNIT III: Aircraft and Cargo Terminal Facilities:</b> Cargo booking procedures - Packing, marking, and labelling - Acceptance of cargo - Unit Load Devices - Claims and complaints.</p>		
<p><b>UNIT IV: Loading of Cargo:</b> Arrival and off-loading - Cargo documentation - Airway bill, Charges collection advice, Irregularity report, Cargo Manifesto, Cargo transfer manifesto - Import and export of cargo - Prohibited articles-Cargo insurances - Selected case study of popular cargo companies.</p>		
<p><b>UNIT V: Concept of Logistics:</b> - Introduction, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Logistics Mix, Logistics in organised Retail in India-Forms of Logistic management.</p>		
<p><b>Unit VI Integrated Logistics and Supply Chain Management</b> - Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers, Logistical Competency, Network design inventory, Ware Housing Material Handling and Packaging, Barriers to Internal Logistic, Third-party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third-party logistics providers.</p>		
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. K.M. Unnikrishnan (2013). Air Cargo Management and Airport Handling, Gemini printers, Bangalore. Prem Nath Dhar (2008).</li> <li>2. Global Cargo Management –Concepts, Typology, law, and policy, Kanishka Publishers, New</li> </ol>		

Delhi

3. Camille Allaz (2004). History of Air Cargo and Airmails from the 18th century, Christopher Foyle Publishing, Paris.
4. Michael Sales (2013). The Air Logistics Handbook, Routledge, Abingdon.
5. IATA Live Animals Regulation Manual. 6. FIATA Training manual
6. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert,
7. James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
8. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited. David J. Bloomberg, Stephen LeMay&: Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004 Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005 Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.
9. David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition
10. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert,
11. James R Stock, Lisa M. Ellram, McGrawhill/Irwin, First Edition, 1998.
12. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
13. Logistics Management for International Business: Text And Cases, Sudalaimuthu & S. Anthony Raj, PHI Learning, First Edition, 2009.
14. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
15. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008

## **Hospitality Management Elective**

**Course code: HM2**

**Course Name: Food and Beverage Management**

No of Credits	No of hours /week	Total number of hours
3	3	<b>45</b>

**Pedagogy:** Assignment, Cases and Seminars, Lecture-cum-discussions, Industry Training

### **Course Objectives**

1. To get an overall idea of food and beverage department and its functions
2. To familiarize the various outlets and strategies behind the planning of menu in the different categories of hotels.
3. To orient students towards Kitchen stewarding activities
4. To understand food and beverages departmental hierarchy
5. To learn the various equipment classifications and handling of equipment in the department
6. To understand the various types of services and their role in the hotel
7. To understand the managerial responsibilities and the planning for restaurant and room services

### **Course Outcomes**

1. Gain detailed knowledge about food and beverage service by giving a practical exposure.
2. Students are grounded in various concepts and classifications of F&B services.

3. Students get to know about the hygiene factors to be followed in the kitchen area and in the serving area
4. Understand the personal attributes required in the kitchen and f & b staff
5. Able to figure out the departmental structure and food establishments of various types
6. Helps to know the care and maintenance required in handling the kitchen equipment
7. Opportunity to analyze the standard purchase specifications of various food commodities

**UNIT I Introduction to Food and Beverages** - Middle Ages to modern cookery; Menu terms; Kitchen hierarchy / brigade; Methods of cooking – Aims and Objectives of Cooking Food - Importance; Classifications-Principles - Equipment required; Methods of cooking – boiling – roasting – poaching – braising – grilling - baking-roasting - broiling stewing – sautéing – blanching - steaming – micro - waving etc.; Food preservation methods.

**UNIT II Food and Beverage Department** - Departmental Hierarchy- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward Etc. Types of services in hotel

**UNIT III Kitchen Stewarding** - Still room, Spare linen room, silver room or plate room, Hot Plate; kitchen hygiene; Food Commodities; Classification with examples and uses in cookery - Cereals, pulses, vegetables, mushrooms, fruits, eggs, oils, fats, herbs and spices, foundation ingredients - their characteristics and their uses in cookery; beverages – alcoholic and non-alcoholic

**UNIT IV Food and Beverage Outlets** - Introduction to the food and beverage industry; Outlet Planning - Preliminary Planning process - Planning various food and beverage outlets; Restaurant, Coffee shop, Room service, bars, banquets, Discotheques, Snack bar, Lounges, Business centers, Clubs, Ancillary areas; Buffet, Banquet, room service etc.; Food and Beverage service equipment, Introduction - Types of table ware (Flatware, Cutlery and Hollow-ware), Disposables, and Criteria for selection – Requirements, Food and Beverage service personnel; KOT and BOT.

**UNIT V Menu** – History, Classical French menu sequence, Types of menus – table d' hotel, a la'- carte, Food and Beverage terminologies - History, characteristics; Accompaniments and service - Menu design and Menu costing; Types of meals – Introduction - Types – Breakfast, Brunch, Hi-tea, Dinner, Elevenses etc.; Indian regional dishes – examples for major cuisine from North India and South India.

**References:**

1. Andrew Sudhir, Hotel front Office Management, Tata McGraw Hill, New Delhi.
2. Andrews Sudhir, Introduction to Tourism and Hospitality Industry
3. Cheryl Lewis, The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs. Publisher: Atlantic Publishing Group Inc.
4. Dr. R.K. Singh, Athithi devo bhavah (Guest management), Global Media, New Delhi (2009)
5. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Pub, New Delhi.
6. Lea R. Dopson & David K. Hayes Food and Beverage Cost Control, 6th Edition 6th Publisher: Wiley
7. Malhotra RK, Fundamentals of Hotel Management and Operations, Anmol Publications.
8. Paul R. Dittmer & J. Desmond Keefe III Principles of Food, Beverage, and Labor Cost Controls, 9th Edition. Publisher: Wiley,
9. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

<b>Event Management Elective</b> <b>Course code: EM2</b> <b>Course Name: Event Logistics</b>		
No of Credits	No of hours /week	Total Number of hours
3	3	45
<b>Pedagogy:</b> A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings		
<b>Course Objectives</b> <ol style="list-style-type: none"> <li><b>To study various techniques of event planning</b></li> <li><b>To explain the managerial aspects of event</b></li> <li><b>To explain the physical setting requirements of a event planning</b></li> </ol>		
<b>Course Outcomes</b> <ol style="list-style-type: none"> <li>Understand the techniques and strategies required to plan an event.</li> <li>Understand the technical aspects of event logistics.</li> <li>Identify and develop event resources.</li> </ol>		
<b>UNIT I Event Staffing</b> - Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal. Event networks & supply chain: Importance, handling vendors & service contractors, negotiating with vendors & service contractors. Bidding for events		
<b>UNIT II Event Venues and physical settings</b> - Determinants of site and venue selection. Types of venues. Site Inspection, Site layout and plans. Seating Plans. Protocol and VIP services, Event venue signage. Event Technology: LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, i-beacons, Near Field Communication, Cloud Computing.		
<b>UNIT III Event Registration</b> - Importance and process; pre-registration – Introduction, benefits, and methods. Onsite registration - the concurrence of participant list with master file, Registration layout, payments, distribution of kits and badges etc. Events planning checklists: Determinants and importance. Types of checklists		
<b>UNIT IV F&amp;B Services</b> - Importance; major considerations- audience, price/cost, type and duration of the event, changing approaches (hygiene, vegetarianism, environment etc.); types of food functions; food plan; control plan. Beverage services- common practices and emerging trends; beverage control functions		
<b>UNIT V Events Theme</b> - Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio-visual. Event Logistics: Security, Transport, Parking, Accommodation, Special needs and disabled requirements		
<b>Skill Development Activities:</b> <ol style="list-style-type: none"> <li>Organise various types of events in the college/university campus</li> <li>Visit a professional event organising company in your area and study the types and</li> </ol>		

range of events organised by them

### References

1. Robinson, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London: CABI
2. Shone, A. and Parry, B. (2008). Successful Event management (2e). Canada: Cengage learning
3. Silvers, J. R. (2012). Professional Event Coordinator (2e). Wiley
4. Wagen, L.V.D. and Carlos, B.R. (2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd

## Tour Operation Management Elective

Course code: TOM2

Course Name: International Travel Formalities

No of Credits	No of hours /week	Total number of hours
3	3	45

**Pedagogy:** Assignment, Cases Studies, Seminars, Lecture-cum-discussions, Industry Training

### Course Objectives

1. To study the international travel requirements
2. Understand foreign travel formalities
3. To study the Regulations which affect foreign travel
4. To study the airline baggage systems and Regulations

### Course Outcomes

1. An understanding of International Travel Formalities
2. An ability to understand various Travel Documents required in International Travel
3. An understanding of different Regulations associated with international travel
4. An understanding of Airline and Baggage Regulations

**UNIT I: Passport:** Meaning, Definition, Indian Passport, Types of Indian Passports, Agency Authorised to issue Indian Passport, Regional Passport Centres, Documents required to obtain Indian Passport, Description of Indian Passport, Interline Permits.

**UNIT II: VISA:** Meaning and Definitions, Types of VISA, Single Entry, Double Entry and Multiple Entry VISA, VISA on Arrival, E-VISA, TWV and TWOV Countries, VISA stamping consulates in India, Common documents required to obtain Indian VISA, UK VISA, Schengen VISA, US VISA, etc.

**UNIT IV Baggage Procedures:** Meaning, Standard Baggage Handling Procedures by International Airlines, British Airways, Emirates, Air India, Lufthansa, Quantas, Singapore Airlines, Weight Method, Piece Method, Cabin Carry Baggage, Extra Baggage Allowances and Charges, List of Prohibited items in Airlines as Baggage.

**UNIT V: International Travel Regulations:** Health Regulations, Infected Areas, Yellow Fever Vaccinations and other Vaccination Certificates, Quarantine Guidelines, Travel Insurance, Coverage under Travel Insurance Claims, leading companies issuing Travel Insurances.

**Unit VI Charges and Taxes:** Passport Charges in India, VISA Charges, Customs and Emigration Clearance, Airport Tax, Luxury Tax, Duty Free Exports and Imports.

**Skill Developments Activities:**

1. Filling of Passport Application
2. Filling of VISA Applications
3. Understanding various regulations associated with International Travel
4. Understanding of Charges and Taxes in International Travel

**References:**

1. Travel Agency Management: An Introductory Text - Mohinder Chand
2. Travel Agency and Tour Operations - Jagmohan Negi
3. International Travel Management - A K Bhatia
4. Tourism Principles and Practice – Sampada Kumar Swain and Jitendra Mohan Mishra

**Name of the Program: Bachelor of Business Administration (T&T)**

**Course Code: BBATT 6.6 Vocational (A)**

**Name of the Course: Information Technology for Business**

No of Credits	No of Hours per week	Total no of Teaching Hours
3	3	45

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion Student will demonstrate;**

1. Understand the fundamentals of information technology
2. Understand usage of information technology in business.
3. Learn core concepts of computing and modern systems
4. Applications of Excel and SQL.
5. Awareness about latest information.

**UNIT I Information Technology and Information System** - Introduction to IT, Introduction to IS, Difference between IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy. building, Information systems and subsystems.

**UNIT II Subsystems of Information System** - Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.

**UNIT III Database Management System** - Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.

**UNIT IV Microsoft Excel in Business** - Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, what if Analysis (Goal Seek,

Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. **Logical Functions:** IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.

**UNIT V Recent Trends in IT** - Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning, ChatGPT

**Skill Developments Activities:**

1. Creating Database Tables in MS Access and Entering Data
2. Creating Forms in MS Access
3. Creating Reports in MS Access
4. Creating charts in Excel
5. What if analysis in Excel
6. Summarizing data using Pivot Table
7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

**Reference:**

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
2. Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998
3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
4. C.S.V.Murthy: Management Information Systems, HPH
5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
8. Introduction to Database Systems, CJ Date, Pearson
9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition.
10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education
13. Introduction to Database Systems, C.J.Date Pearson Education
14. Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
15. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

**Name of the Program: Bachelor of Business Administration (T&T)**



<b>Course Code: BBATT 6.6 Vocational (B)</b>		
<b>Name of the Course: Export Import Documentation</b>		
No of Credits	No of hours per week	No of total Teaching Hours
3	3	45
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Objectives</b> The role of proposed learning in managing businesses is to give Basic Understanding of export and import procedure and Documentation		
<b>Course outcomes</b>		
<b>Unit I Export procedures and documentation:</b> Types of Exports, Types of Exporters, Institutional framework for the promotion of exports, Legal Framework governing exports, Need for export Procedure and Documentation.		
<b>Unit II Export procedures:</b> Pre-shipment, shipment, and Post shipment Procedures. Foreign Trade Policy		
<b>Unit III Export documentation:</b> Mandatory Documents for Export- Commercial and regulatory Documents, Multimodal Transport Documentation		
<b>Unit IV Export incentives:</b> Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for availing incentives; Trading Houses-Export and trading houses schemes – criteria, procedures, and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units, Incoterms and its usage.		
<b>Unit V Import procedure and documentation:</b> Types of Imports, Need for Licensing, Types of Licensing, Import Procedures and Documentation		
<b>References</b>		
<ul style="list-style-type: none"> <li>a) Rama Gopal, Export-Import Procedures: Documentation and Logistics, New Age International</li> <li>b) Francis Cherunilam, International Trade and Export management</li> <li>c) Mahajan, A Guide on Export Policy Procedure &amp; Documentation, Snow White Publications Pvt. Ltd</li> <li>d) Kapoor, D. C., Export Management, Jain Book Depot</li> <li>e) EXIM Policy &amp; Handbook of EXIM Procedure – VOL I &amp; II</li> <li>f) Desai, H.B. Indian shipping Perspectives, Delhi: Anupam Publications</li> </ul>		

The students exiting the programme after 3-years will be awarded UG degree BBA (T&T) in Disciplines or Inter-disciplines upon securing 136 credits and satisfying the minimum credit requirements under each category of courses prescribed.

**Note:** Only those students who secure 75% marks or CGPA of 7.5 and above in the first six semesters may choose to undertake research in the fourth year.