



**NAGINDAS KHANDWALA COLLEGE  
OF COMMERCE, ARTS &  
MANAGEMENT STUDIES (AUTONOMOUS)**

Re-accredited by NAAC with 'A' Grade (3<sup>rd</sup> Cycle)  
ISO 9001:2015 Certified

**Bhavishya Bharat Campus, S. V. Road, Malad (West) Mumbai-  
400 064**

**Programme Code: UHPTTM**

**BBA (Hons.) in Tourism & Travel Management (BTM)**

**Three Year Integrated Programme -**

**Six Semesters**

*Course Structure*

**Under Choice Based Credit, Grading and Semester System**

*Implemented during Academic Year 2022-23*

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## 1. Preamble

The tourism industry is rapidly growing and jobs in tourism management are becoming highly sought after. This fast-changing, dynamic and highly competitive field expects well-trained hospitality professionals with a serious work ethic. A good understanding of business and what drives business success is a great advantage for people working in Tourism, Travel and Hospitality, especially for those in administrative or management positions.

The Tourism and Travel sector's growth performance, touted recently in numbers released by the World Travel & Tourism Council, highlights the size and growing importance of a sector. Overall, Tourism and Travel generated 10.4 percent of the world's total economic activity in 2018. That worldwide growth was greatly aided by rapid growth of Tourism and Travel in regions such as Oceania (Australia, Malaysia, Indonesia and the Southwest Pacific islands), Southeast Asia, India and China.

Traditional and emerging themes of tourism, including nature, heritage & cultural, religious, adventure, medical & wellness, MICE, and wedding, among others, have been a key attraction for domestic and foreign tourists. Strong domestic demand and economic growth, price competitive offerings, infrastructure development, and the emergence of new destinations and niche tourism products will continue to drive the growth of the industry in the future.

The booming industry demands for skilled manpower and resources. The WTTC's president says Tourism and Travel now is responsible for creating one out of every five new jobs worldwide. The global lobby group expects Tourism and Travel to generate 100 million new jobs worldwide over the next 10 years. That would push the total number of people working in Tourism and Travel to 421 million by 2029.

We aim to impart the required skill sets through our programmes. Choosing a Tourism & Tourism Bachelor's Degree will get the students accustomed to working in an international environment and being more in tune with the needs of guests from different social and cultural backgrounds. Tourism management refers to everything that is related to the hospitality and travel industries. It offers extensive training opportunities for management positions in the travel, tourism and hospitality industry.

## **1.1 About Khandwala College**

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 22 UG, 14 PG and 4 Ph.D. programmes and impart education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country. The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The Quality Policy includes commitment towards imparting Quality Education to youth, enabling them to develop the right attitude, professional competence and inculcating right ethical values.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, Best College by University of Mumbai (2012), lead college for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and Best Ensemble Faculty (Academic Brilliance Awards – 2013) by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded IMC Ramkrishna Bajaj National Quality Commendation Certificate in 2013-14. Our college has been awarded Autonomous status from 2016. Khandwala College, as an Autonomous College; is offering a new BBA (Hons.) in Tourism & Travel Management Programme as a Three-Year Integrated Programme – with Six Semesters Course Structure - Under Choice Based Credit, Grading and Semester System.

## **1.2 Vision and Mission of Khandwala College**

### **Vision**

Education for all

Education for the youth

Education for the future of our country

### **Mission**

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

## **2. Programme Objectives & Outcomes**

### **2.1 Programme Objectives**

1. To impart the skills and competencies required in the tourism industry.
2. To enable learners to develop key areas of knowledge and expertise for both employment in the tourism and hospitality industries worldwide.
3. To aid the learners to cultivate marketing and communication skills demanded in the tourism industry.
4. To augment the learner's decision making and problem-solving skills.

5. To understand the positive and negative impacts of Tourism and Travel and the importance of sustainability.
6. To understand how the Tourism and Travel industry responds to change, including technological advances.

## **2.2 Programme Outcomes**

### **After successful completion of the BBA (Hons.) in Tourism & Travel Management the learner will be able to:**

**PO-1:** Gain comprehensive knowledge and understanding of the socio-cultural, economic, technological, and political environment in which the tourism destinations and industry operates at different scales: global, national and local

**PO-2:** Demonstrate competencies and skills that are relevant to the industry, irrespective of their sector of operation, especially in the areas of communication, critical thinking, decision making, problem solving, reasoning, presentation, technology, research related and inter-personal skills.

**PO-3:** Perceive the importance of social, environmental, human rights, ethics and other critical issues faced by humanity at the local, national and international level.

**PO-4:** Acquire job-oriented skills and entrepreneurial skills through a steady progression of internships and industry engagements.

### **3. Eligibility, Selection and Admission Criterion**

Candidates for being eligible for admission to the three-year course leading to the Degree of BBA (Hons.) in Tourism & Travel Management, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or an equivalent qualification in any stream from any recognized Board/ University.

#### **3.1 Eligibility Criterion:**

The student must be passed a two-year Pre-University examination/ 12th / Grade 12/ HSC/A level/O level/IBDP/IBCP or equivalent qualification from any Board/ University. Lateral Entry shall be applicable for students who have pursued similar or related Programmes from any University. Eligibility Criteria shall be applicable for lateral entry.

#### **3.2 Selection and Admission Criterion for Eligible Candidates**

The interested students shall register for the Aptitude Test and Interview. Reservations as per University rules will be applicable.

#### **The admission of students shall be based on:**

- Academic and non- academic credentials till date
- Performance in Aptitude Test [comprising of questions in Mathematics/Statistics, English, Logical Reasoning, Analytical Ability], and Performance in Personal Interview
- The candidate has to fulfill all the prescribed admission requirements / norms of the College.
- In all matters relating to admission to the programme the decision of the Management of Khandwala college shall be final.
- At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the College has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Management of Khandwala college.

#### **3.3 Eligibility for the award of the degree**

- A candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in Khandwala College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters earning 148 credits, letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core.
- No dues to the College, Libraries etc.; and
- No disciplinary action is pending against him / her.

### **3.4 Faculty under which the Degree is awarded**

BBA (Hons.) in Tourism and Travel Management Programme is awarded under the faculty of Commerce & Management Studies.

### **3.5 Intake & Fees**

Intake of 60 Students in the first year with an additional division of 60 students from the second year onwards. Additional 15% shall be permitted to make provision for any cancellation of Admissions. Additional admissions to the extent of 15% will be permitted for foreign students every year.

One Division with minimum 60 Students in the first year

Programme Fees for each Semester - Rs. 60,000/- . The fees can be increased by 12% every year.

### **3.6 Attendance**

- A student has to obtain a minimum 75% cumulative attendance for the theory lectures, practical and tutorial (wherever prescribed) separately will be required out of the total number of lectures, practical and tutorials on the subject conducted in the term.
- 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.
- A student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with the “DE” category cannot proceed to the subsequent semester.
- Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.
- Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, Internships, Training, cases requiring prolonged medical treatment and critical illness involving hospitalization.
- For medical cases, submission of complete medical history and records with prior information from the parent / guardian to the institute is mandatory. Such condonation is permitted only twice for a student in the entire duration of the programme.

### **3.7 Eligibility for Faculty**

Master’s degree with 55% marks (or an equivalent grade in a point scale wherever grading system is followed) in a relevant/allied subject OR Relevant work experience in the industry or related areas.

#### 4. Scheme of Examination

The Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks and the Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from course to course, but the value of Credits for Under-Graduate Programme shall be of 148 Credits.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load. Notional learning hours include direct contact hours with teachers and trainers, time spent in self learning, preparation for assignments, carrying out assignments and assessments etc.

##### Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	48
2	Year 2	48
3	Year 3	52
	Total Credits from Academics	148

#### 4.1 Credit Based Evaluation System Scheme of Examination

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 40% marks which will be a Continuous Internal Evaluation while the second component shall carry 60% marks at semester end examination. The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% are as shown below:



#### 4.2 Structure of Continuous Internal Evaluation – 40% = 40 marks

Sr. No.	Particulars	Marks
1	Class test held in the given semester	15 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Attendance & Active participation in routine class instructional deliveries (and in practical work, tutorial, field work, workshops, Masterclass, cultural activities etc. as the case may be)	05 marks

#### 4.3 Structure of End Examination – 60% = 60 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 60 marks. The End Semester Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (\*) for which assignments/assessments for 100 marks shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College.

The Semester End Examinations for each course through semesters I to VI shall be conducted by the college except for the subjects with Asterix symbol (\*) for which 40 marks includes test for 15 marks, assignment for 20 marks and attendance & code of conduct for 05 marks and 60 marks for two assignments/assessments shall be evaluated by the subject experts at department level and the marks/grades shall be submitted to the College.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grades as the procedure mentioned below. The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and a minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

#### 4 Question Paper Pattern

**A) Written Class Test (15Marks) - 30 mins**

1.	Match the Column / Fill in the Blanks/ Multiple Choice Questions (1 Marks each) (Any Six out of Eight)	06 Marks
2.	Answers the following (Attempt Any Two out of Three) (Concept based Questions) (2 Marks each)	04 Marks
3.	Answer in Brief (Attempt Any One out of Two) (5 Marks each)	05 Marks

**B) Semester End Examinations – 60 Marks - 2hrs**

QI	Match the Column / Fill in the Blanks/ Multiple Choice Questions/True or False (Any 10 out of 15) (1 Marks each)	10 Marks
QII A	<i>(Concept based Questions)</i> Answer in Brief ( Any Three out of Five ) (5 Marks each)	15 Marks
	OR	
QII B	<i>(Concept based Questions)</i> Answer in Brief ( Any Three out of Five ) (5 Marks each)	15 Marks
QIII A	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
	OR	
QIII B	(Application based/Scenario based Questions) Answer in Detail (Attempt Any Four of Six) (5 Marks each)	20 Marks
QIV	Case Study/ Long Answer Type Question (Any One out of Two)	15 Marks

#### 4.5 Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

- The learners shall obtain a minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation (CIE) and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and a minimum of Grade D to pass a particular semester.
- Learners who fail to clear Class Test I or were unable to appear for Class Test I on account of Medical grounds, Bereavement of a family member, Internships/Training or Positioned at Events by the Institute can appear for Class Test II
- If a student fails in Class Test I, he/she shall have the opportunity to appear for Class Test II to improve his/her performance only once in the Semester. The re-conduct of the Class Test shall be completed before the commencement of Semester End Examinations.
- If just prior to or during the CIE a bereavement (of an immediate family member) occurs. (Note: In this case the Death Certificate of the departed and the Parent's note will have to be given to the College within 2 days of returning to College, for this clause to hold).
- A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation (CIE) and Semester End Examination.

#### 4.6 Failure in Class Test II

Students failing to clear the Class Test II will have to submit a project on a topic approved by the subject teacher.

The allocation of marks will be as follows:

- Written Assignment-10 marks
- Presentation- 5 marks

#### 4.7 Semester Abroad Programme

Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 1 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the Equivalence committee.

## 5. Teaching Methodology

### 1. Classroom Sessions

- **Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the industry in online/offline or blended mode.
- **Assignments and Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with experienced people from the industry.
- **Knowledge Workshops and Industry Seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Event Industry, these workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an event. Students are trained to make a replica of an Event and present it live in the classroom. The exercise gives the student an opportunity to identify the finer nuances of event execution thereby helping them to identify key success factors and areas of improvement.

### 2. Guest Lectures and Case Studies

- **Guest Lecture:** Eminent people from the Tourism & Hospitality industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to this industry to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion cater towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analysing and analytical capabilities of our students.

### 3. Innovative & Interactive Learning Technology

- **Educational wikis:** It keeps track of education-oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
- **Creative Presentation Ideas:** Gone are the days when Microsoft Presentation was the only means to make academic training interactive and engaging. Enliven your material and engage the students with these simple and easy to implement methodologies:
  - **Prezi Presentation:** Prezi is a powerful communication and presentation tool that aims to replace PowerPoint presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to the ever-

changing dynamics of the corporate world.

- **Create through Technology:**

- **YouTube Broadcasting:** Harness the power of YouTube as an effective broadcasting medium to create and share your ideas and thoughts with diverse audiences.
- **Communication and Collaboration:** Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), Hangout (instant messaging and voice/video chat) and Drive (online document creation & sharing).
- **Education through Blogs:** A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.

#### 4. Unparalleled Internships & Practical Training

- **Internships & Practical Training:** These events act like great learning platforms giving them the live experience of managing an event.
- **In-House Events:** Students shall be provided with an opportunity to work on in-house events right from the start to finish, to provide them with hands-on experience, which helps them to gain excellent event organization skills.

## **6. Ad-hoc Board of Studies**

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Principal Dr. (Mrs.) Ancy Jose, Principal, Khandwala College
- CA Dr. Varsha Ainapure, M Com., FCA, Ph.D., Post-Doc (USA), Adjunct Professor, Khandwala College
- Mr. Vipul Solanki, MMS
- Ms. Sneha Asar, MBA, Faculty
- Mr. Vikas Sharma, MBA, Visiting Faculty & Industry Representative
- Mr Abhijit Mahtre, MBA, Visiting Faculty & Industry Representative

# **BBA (Hons.) in Tourism and Travel Management Programme**

## **Three Year Integrated Programme -**

### **Six Semesters**

#### **Basic Structure: Distribution of Courses**

1	<b>Core Course (CC)</b>	16 Papers of 4 Credits Hrs. each (Total Credits Hrs. 16*4)	64
2	<b>Discipline Specific Compulsory Course (DSC)</b>	4 Papers of 4 Credits Hr. each (Total Credits Hr. 4*4) = 16 1 Papers of 8 Credits Hrs. each (Total Credits Hrs. 1*8) = 8 1 Papers of 6 Credits Hrs. each (Total Credits Hrs. 1*6) = 6	30
3	<b>Discipline Specific Elective (DSE)</b>	7 Papers of 4 Credits Hrs. each (Total Credits Hrs. 7*4) = 28 1 Papers of 6 Credits Hrs. each (Total Credits Hrs. 1*6) = 6	34
4	<b>Skill Enhancement Compulsory Course (SEC)</b>	1 Papers of 2 Credits Hr. each (Total Credits Hr. 1*2)	2
5	<b>Ability Enhancement Compulsory Course (AECC)</b>	2 Papers of 2 Credits Hrs. each (Total Credits Hrs. 2*2) = 4 2 Papers of 4 Credits Hrs. each (Total Credits Hrs. 2*4) = 8	12
6	<b>General Elective (GE)</b>	3 Papers of 2 Credits Hrs. each (Total Credits Hrs. 3*2) = 6	6
	<b>Total Credits Hrs</b>		<b>148</b>

**BBA (Hons.) in Tourism and Travel Management Programme**  
**Under Choice Based Credit, Grading and Semester System**  
**Curriculum Framework**  
**(To be Implemented from the Academic year 2022-2023, since 2020-2021)**  
**FIRST YEAR**

**Semester I**

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
I	2011UHTMPT	Principles & Practices of Travel & Tourism	CC	4	40	60	100
I	2012UHTMTG	Tourism Geography	CC	4	40	60	100
I	2016UHTMPT	Practical Training/ Internship*	DSC	4	40	60	100
I	2013UHTMPM 2013UHTMMC	<i>(Any One)*</i> Principles of Management Management Concepts	DSE	4	40	60	100
I	2014UHTMHR 2014UHTMOB	<i>(Any One)*</i> Human Resources Management Organisational Behaviour	DSE	4	40	60	100
I	2015UHTMBC	Business Communication	AECC	4	40	60	100
			<b>Total</b>	<b>24</b>	<b>240</b>	<b>360</b>	<b>600</b>

**Semester - II**

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
II	2021UHTMIT	International Tourism	CC	4	40	60	100
II	2022UHTMTP	Tourism Products	CC	4	40	60	100
II	2023UHTMIP	Tour Itinerary Planning and Design	CC	4	40	60	100
II	2026UHTMPT	Practical Training/ Internship*	DSC	4	40	60	100
II	2024UHTMAF 2024UHTMFM	<i>(Any One)*</i> Introduction to Accounts and Finance Strategic Financial Management	DSE	4	40	60	100
II	2025UHTMFR	Foreign language (French)*	AECC	2	40	60	100
II	2027UHTMES 2027UHTMNL 2027UHTMFS 2027UHTMID 2027UHTMSM	<i>(Any one)*</i> Environmental Studies Nutrition & Lifestyle Basics of Financial Services Introduction to Design Overview of Sports Management	GE	2	40	60	100
			<b>Total</b>	<b>24</b>	<b>280</b>	<b>420</b>	<b>700</b>



**BBA (Hons.) in Tourism and Travel Management Programme**  
**Under Choice Based Credit, Grading and Semester System**  
**Curriculum Framework**  
*(To be Implemented from the Academic year 2022-2023, since 2021-2022)*  
**SECOND-YEAR**

**Semester III**

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
III	2131UHTMTA	Travel Agency and Tour Operations	CC	4	40	60	100
III	2132UHTMTD	Travel Documentation	CC	4	40	60	100
III	2133UHTMTE	Tourism Economics	CC	4	40	60	100
III	2136UHTMIE	Practical Training/ Internship*	DSC	4	40	60	100
III	2134UHTMCS 2134UHTMCB	<i>(Any One)</i> Customer Service in the Tourism Industry Consumer Behaviour	DSE	4	40	60	100
III	2135UHTMFC 2135UHTMDM	<i>(Any One)</i> Foundation Course-1 Digital Marketing & Advertising	GE	2	40	60	100
III	2137UHTMFR	Foreign Language (French)*	AECC	2	40	60	100
			<b>Total</b>	<b>24</b>	<b>280</b>	<b>420</b>	<b>700</b>

**Semester IV**

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
IV	2141UHTMLA	Legal Aspects of Travel & Tourism	CC	4	40	60	100
IV	2142UHTMTT	Tourism & Transport	CC	4	40	60	100
IV	2143UHTMTE	Tourism & Technology	CC	4	40	60	100
IV	2147UHTMPT	Practical Training/ Internship*	DSC	4	40	60	100
IV	2144UHTMHM 2144UHTMBE	<i>(Any One)</i> Hospitality Management Business Economics	DSE	4	40	60	100
IV	2145UHTMFC 2145UHTMCC	<i>(Any One)*</i> Foundation Course-2 Corporate Communication & Public Relations	GE	2	40	60	100
IV	2146UHTMWP	Travel Writing and Photography*	SEC	2	40	60	100
			<b>Total</b>	<b>24</b>	<b>280</b>	<b>420</b>	<b>700</b>

**BBA (Hons.) in Tourism and Travel Management Programme**  
**Under Choice Based Credit, Grading and Semester System**  
**Curriculum Framework**  
**(To be Implemented from Academic year 2022-2023)**

**THIRD YEAR**  
**Semester - V**

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
V	2251UHTMAM	Aviation Management	CC	4	40	60	100
V	2252UHTMST	Sustainable Tourism	CC	4	40	60	100
V	2253UHTMPJ	Study tour / Destination study - Project report & Presentation*	DSC	6	40	60	100
V	2254UHTMSA 2254UHTMNT	<i>(Any One)</i> Sports & Adventure Tourism Niche Tourism	DSE	4	40	60	100
V	2255UHTMMW/ 2255UHTMCT	<i>(Any One)</i> Medical & Wellness Tourism Cruise Tourism	DSE	4	40	60	100
V	2256UHTMRM	Introduction to Research Methods	AECC	4	40	60	100
			<b>Total</b>	<b>26</b>	<b>240</b>	<b>360</b>	<b>600</b>

**Semester VI**

Sem	Course Code	Course	Category	Credits	Internal	External	Total Marks
VI	2261UHTMDM	Destination Planning	CC	4	40	60	100
VI	2262UHTMMC	MICE	CC	4	40	60	100
VI	2263UHTMTM	Tourism Marketing	CC	4	40	60	100
VI	2264UHTMPJ	Capstone Project*	DSC	8	40	60	100
VI	2265UHTMAF 2265UHTMAC	<i>(Any One)</i> Air Fares and Ticketing Air Cargo and Logistics Management	DSE	6	40	60	100
			<b>Total</b>	<b>26</b>	<b>200</b>	<b>300</b>	<b>500</b>

The syllabus can be updated/revised/modified from time to time to meet industry requirements.

- CC - Core Course
- DSC - Discipline Specific Compulsory Course
- AECC - Ability Enhancement Compulsory Course
- AECC - Ability Enhancement Elective Course
- SEC - Skill Enhancement Course
- GE - General Elective

**Evaluation scheme as per the courses mentioned below:**

Practical Training /Internship *	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
Practical Training /Internship *	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
<b>(Any one)</b> Environmental Studies Nutrition & Lifestyle Basics of Financial Services Introduction to Design Overview of Sports Management	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Practical Training /Internship *	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
Practical Training /Internship *	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)
Foreign language (French)*	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Travel Writing and Photography*	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE= 60 mks (2 assignments *30mks)
Study tour / Destination study - Project report & Presentation*	CIE = 40 mks (Test = 15mks, Assignment = 20 mks, Attendance & Code of Conduct = 05 mks) SEE = 60 mks (Final Report , Presentation , VIVA =60)
Capstone Project *	CIE= 40 mks (Draft Report) SEE = 60 mks (Final Report , Presentation , VIVA =60)

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
at Semester I  
(To be Implemented from Academic Year 2020-2021)***

**1. Principles & Practices of Travel & Tourism**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Basic concepts & development of tourism	15
Module 2	Factors affecting tourism and their impact	15
Module 3	Tourism Demand & Travel Motivators	15
Module 4	Future growth and development of Indian tourism	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To impart knowledge of basic concepts in Tourism.
2. To analyse tourism impacts on various aspects.
3. To identify tourism demand and motivators.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Define the basic concepts of Tourism (Level: Remember)

**CO2:** Explain the factors impacting tourism. (Level: Understand)

**CO3:** Describe tourism demand and motivators. (Level: Understand)

**CO4:** Discuss future growth and development of Indian Tourism. (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Basic concepts &amp; development of tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Basic Concepts: Tourism, Excursion, Leisure and Recreation, Tourist, Visitor, Traveller.</li> <li>● History and evolution of tourism - Roman Empire and Early travel, Trade routes, Concept of annual holiday, Social(paid)Tourism, Grand Tour, Dark age, Renaissance in Tourism, Emergence of Modern-day Mass Tourism.</li> <li>● Typology and forms of tourism: International Tourism, National Tourism, Inbound, Outbound, Inter-regional, Intraregional.</li> <li>● Types of Tourist.</li> <li>● Contemporary trends in Indian Tourism.</li> </ul>	
<b>2</b>	<b>Factors affecting tourism and their impact</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Economic factors.</li> <li>● Social factors.</li> <li>● Political factors.</li> <li>● Technological factors.</li> <li>● Ecological factors.</li> <li>● Changing needs and Expectations.</li> </ul>	
<b>3</b>	<b>Tourism Demand &amp; Travel Motivators</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Basics of Tourism demand, Net travel propensity, Gross travel propensity.</li> <li>● Tourists travelling to India.</li> <li>● Travel Motivators, Physical Motivators, Interpersonal Motivators, Status &amp; Prestige.</li> </ul>	
<b>4</b>	<b>Future growth and development of Indian tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Major Tourism schemes of Govt. of India: Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Incredible India.</li> <li>● Tourism organizations: World Tourism Organisation (WTO), Pacific Area Travel Association (PATA), World Tourism &amp; Travel Council (WTTC), International Hotel &amp; Restaurant Association (IHRA), International Hotel Association (IHA), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), Universal Federation of Travel Agents Association (UFTAA).</li> <li>● Role and functions of Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), State Tourism Development Corporation (STDC), Travel Agents Association of India (TAAI), Indian Association of Tour Operators(IATO), Airport Authority of India</li> </ul>	

	(AAI), Indian Railways Catering and Tourism Corporation(IRCTC), Travel Agents Federation of India(TAFI), Tourism Finance Corporation of India (TFCI).	
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2. A.K. Bhatia (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Swan, Sampatid Kumar, and Mishra, Jitendra Mohan (2012). Tourism Principles and Practices, Oxford Higher Education. “(L)”.
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5. Arvind Kumar, Basic of Tourism Management, Walnut Publication
6. M.R. Dileep, Tourism: Concepts, Theory and Practice, I K International Publishing
7. Ms Gillian Dale, BTEC Nationals Travel & Tourism Student Book + Activebook, Pearson
8. Sue Stewart (Author), Fiona Warburton (Author), John D. Smith, Cambridge International AS and A Level Tourism and Travel Coursebook, Cambridge University Press.
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11. Medlik, S. (1997). Understanding Tourism, Butterworth Heinemann, Oxford.
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**2. Tourism Geography**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Tourism Geography	15
Module 2	Geography of India	15
Module 3	Tourism Circuits	15
Module 4	Contemporary destinations in India	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help the students identify the resources of India.
2. To equip the students with the knowledge of Tourism geography.
3. To lay emphasis on the importance of geography in travel and tourism

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the concept of geography and its relevance in tourism. (Level: Remember)

**CO2:** Identify the destinations and resources of India. (Level: Understand)

**CO3:** Explain Tourism Circuits. (Level: Understand)

**CO4:** Illustrate contemporary destinations in India. (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Tourism Geography</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Definition of Tourism Geography.</li> <li>● Classification of Geography.</li> <li>● Importance of Geography in Tourism.</li> <li>● Climatic elements and Tourism, Impact of weather and climate on tourists' destinations.</li> <li>● Local Time and Greenwich Mean Time, Tropic of Cancer, Tropic of Capricorn, Arctic Circle and Antarctic Circle, International Date Line.</li> <li>● Maps: Importance of Maps, Conventional Signs and Symbols, Weather Signs and Symbols, Wind Rose Diagram, Qualitative and Quantitative Map, Layout of Map, Interpretation of Tourist Map.</li> </ul>	
<b>2</b>	<b>Geography of India</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Facts about India: Transport, Communication, Economy, Currency, Postal and Courier Services, Physical geography, Cultural Patterns, Ethnicity, Political Geography of East, West, North &amp; South India, State and Capitals.</li> <li>● Natural resources: Wildlife Sanctuaries, National Parks &amp; Biosphere reserves, Backwater tourism, Mountains &amp; hills, Island, Beaches, Caves and Deserts in India.</li> </ul>	
<b>3</b>	<b>Tourism Circuits</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Major tourist circuits of India: Interstate circuit, Religious circuits, Heritage circuits &amp; Wildlife circuits, Buddhist Circuit, Desert Circuit, Sufi Circuit, Char Dham Yatra, Golden Triangle, The South India Triangle, East India Triangle, Diamond Triangle.</li> <li>● Activities: Adventure sports, Commercial attractions &amp; Amusement parks, Gaming, Shopping &amp; Live entertainments, Zoological &amp; Botanical Gardens.</li> <li>● Art &amp; Architecture: Mauryan Architecture, Gandhara, Mathura School, Contribution of Guptas, Temple Architecture, Indo Islamic, Mughal architecture and Colonial architecture.</li> </ul>	
<b>4</b>	<b>Contemporary destinations in India</b>	<b>15</b>



	<ul style="list-style-type: none"> <li>● Places &amp; Packages for Eco-tourism, Rural Tourism &amp; Golf tourism, Camping Tourism, Medical tourism, Adventure Tourism, Cultural Heritage Tourism.</li> <li>● Pilgrimage: Major tourist destinations of East, West, North &amp; South India.</li> </ul>	
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### Reference Books

1. Velvet nelson, An Introduction to the Geography of Tourism, Rawat publications.
2. S.P. Gupta (2002), Cultural Tourism in India, New Delhi: Indraprastha Museum of Art and Archaeology.
3. Ball, Stephen, (2007). Encyclopedia of Tourism Resources in India, B/H.
4. Dixit, Manoj. (2002). Tourism Products, Lucknow: New Royal Book Co.
5. Douglas, Norman. Ed. (2001), Special Interest Tourism, Australia: John Wiley & Sons.
6. Singh, Sarina. (2008), Lonely Planet, India.
7. Jacob, Robinet. (2007), Indian Tourism Products, Delhi: Abhijeet Publications
8. Mitter. Partha (2001), Indian Art, Oxford Publications, London.
9. Basham. A.L. (2004), The wonder that was India, Picador; Indian ed edition.
10. Singhania. Nitin (2015), Indian Art and Culture, Tata McGraw Hill Education, First Edition.
11. India The Journey - A Travel Book on India, by MRM Publications (Author), Subhash Kulkarni (Editor), 2019.

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**3. Practical Training/ Internship**

**Modules at a Glance**

**Goals:**

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

**Objectives:**

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

**Duration:**

Each student shall undergo an Internship of few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

**Report:**

After completion of the training they will have to submit a training report.

**Marks & Evaluation:**

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

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**4. Principles of Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Evolution and Nature of Management	10
Module 2	Decision Making	20
Module 3	Organizing and Delegation	10
Module 4	Leadership	20
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To demonstrate an understanding of current and relevant management knowledge
2. To describe the effective management skills needed to maximize individual and organizational productivity related to the internal and external environment and issues of ethics and social responsibility
3. To employ writing skills that are compatible with standards in business
4. To demonstrate the ability to communicate his/her ideas and opinions in a clear and logical form.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Identify the significance and evolution of management. (Level: Remember)

**CO2:** Explain the importance, elements and process of Planning and Decision Making. (Level: Understand)

**CO3:** Describe the concept of organizing and delegating responsibilities in an organisation. (Level: Understand)

**CO4:** Discuss the theories of leadership (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Evolution and Nature of Management</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● Concept, Significance, Role and Skills of Management</li> <li>● Thoughts and Evolution of Management</li> <li>● Levels of Management</li> </ul>	
<b>2</b>	<b>Decision Making</b>	<b>20</b>
	<ul style="list-style-type: none"> <li>● Importance, Elements and Process of Planning</li> <li>● Importance, Elements and Process of Decision Making</li> </ul>	
<b>3</b>	<b>Organizing and Delegation</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>● Concept and Structure of Organizing</li> <li>● Departmentation Basis and Significance</li> <li>● Delegating Authority and Responsibility Relationship</li> </ul>	
<b>4</b>	<b>Leadership</b>	<b>20</b>
	<ul style="list-style-type: none"> <li>● Leadership Management, Styles</li> <li>● Qualities of Good Leader</li> <li>● Recent Trends in Leadership</li> <li>● Theories of Leadership</li> </ul>	

### Reference Books

1. Certo Samuel C. and CertoTervis(2012), Modern management: Concepts and Skills, Pearson Education.
2. Essentials of Management Koontz H & W McGraw Hill, New York.
3. Principles of Management Ramaswamy Himalaya, Mumbai.
4. Management Concept and Practice Hannagain T McMillan, Delhi.
5. Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India.
6. Management-Text & Cases VSP Rao Excel Books, Delhi Assessment Pattern.
7. Essentials of Management Massie Joseph Prentice Hall of India.
8. Management: Principles & Guidelines Thomas N. Duening & John Ivancevich Biztantra.
9. Management Concepts and OB P.S.Rao & N.V.Shah Ajab Pustakalaya.
10. Management Concepts and Strategies J S Chandran Vikas Publishing House.
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**4. Management Concepts**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Planning, Decision Making and Organising	15
Module 3	Leading	15
Module 4	Management Control, Managerial Ethics and Social Responsibility	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. Enable the students to understand the basic concepts of Management.
2. To help students understand the strategies of management.
3. Enhance planning and decision-making skills.
4. To help students understand the concepts of controlling.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Define the basic concepts of management. (Level: Remember)

**CO2:** Explain in detail the core functions of management. (Level: Understand)

**CO3:** Explain the concept and importance of Management Control and Managerial Ethics and Social Responsibility in business. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction: Concept &amp; Nature of management, Management competencies, Communication, Teamwork, Planning and Administrative, Strategic and Global competencies.</li> <li>● Evolution of management thoughts: Traditional, Behavioural, Systems contingency and Quality viewpoints.</li> </ul>	
<b>2</b>	<b>Planning, Decision Making and Organising</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Planning, Decision making and Organizing: Nature &amp; Elements of planning, Planning types and models, Planning in learning organizations, Strategic planning-an overview.</li> <li>● Decision making process, Models of decision making, Increasing participation in decision-making, Decision-making creativity.</li> <li>● Basic issues in organizing, Work specialization, Chain of command, Delegation, Decentralization, Span of management, Bases for departmentation.</li> </ul>	
<b>3</b>	<b>Leading</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Leading: Recognition of human factor, Motivation models/approaches, Leadership styles/behaviours, Personal characteristics of effective leaders, Leadership development, Leadership for learning organization.</li> </ul>	
<b>4</b>	<b>Management Control, Managerial Ethics and Social Responsibility</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Management control, Managerial ethics and Social responsibility: Management control, Concept and Process, Overview of control techniques, Effective control system.</li> <li>● Managerial ethics, Factors affecting ethical choices, Ethical dilemma.</li> <li>● Social responsibility, Evaluating corporate social performance, Managing company ethics and social responsibility.</li> </ul>	

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1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education Asia, New Delhi.
2. Hellregel, Management, Thomason Learning, Bombay.
3. Koontz, Hand Wechrich, H. Management, Tata McGraw Hill inc. N.Y
4. Stoner, Jetal, Management, Prentice Hall of India., New Delhi.
5. Robbins & Coulter, Management, Prentice Hall of Hall of India. New Delhi.
6. Satya Raju, Management- Text & cases, PHI, New Delhi.
7. Richard L. Draft, Management, Thomson south-Western.

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**5. Human Resource Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Job Analysis & Recruitment	15
Module 3	Performance Evaluation	15
Module 4	Participative Management & Industrial Relations	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students to understand the basic concepts of HRM.
2. To enable the students to learn the job selection process.
3. Determine the concepts of performance appraisal and career planning.
4. To enable the students to understand the methods and process of performance appraisal.
5. Identify the process of career planning and development.
6. To understand the methods and process of performance appraisal.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** List down the basic concepts, functions, and features of Human Resource Management. (Level: Remember)

**CO2:** Explain and Interpret the concept of Job Analysis, Job Design, Job Evaluation, Selection, Induction and Recruitment. (Level: Understand)

**CO3:** Demonstrate an understanding of the methods of performance appraisal. (Level: Understand)

**CO4:** Explain the concept, features and trends of Participative Management, Industrial Relations & Trade Unions. (Level: Understand)

**Detailed Syllabus**



<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction to HRM Definition, Features, Scope/ Functions of HRM.</li> <li>● Evolution of HRM, Trends in HRM, Difference between HRM and PM, Challenges before the HR Manager, Role of the HR manager, Traits/Characteristics of the workforce, Personnel Philosophy, Personnel Manual.</li> <li>● Human Resource Planning: Definition of HRP, Process of HRP along with brief coverage of personnel demand and supply, Forecasting techniques, Factors affecting HRP, HRIS, VRS, Outsourcing, Pink slip/termination/retrenchment/downsizing/ Separation Contracting and Sub-Contracting, Promotions and Transfers.</li> </ul>	
<b>2</b>	<b>Job Analysis &amp; Recruitment</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Job analysis: Definition, Method of collecting job data, Merits and demerits/ limitations.</li> <li>● Job Design: Definition, Factors affecting job design, Approaches to job design.</li> <li>● Job evaluation: Definition, Methods of job evaluation, Process of job evaluation.</li> <li>● Recruitment: Definition, Sources of recruitment, Merits and demerits.</li> <li>● Selection: Definition, Process of selection, Types of selection tests, Types of interviews.</li> <li>● Induction/orientation: Definition, Methods, Process, Placement.</li> <li>● Training and Development: Definition of training and development, Methods of training Managers, Process/ Procedure of conducting training programs, How to evaluate effectiveness of training program, Advantages of T &amp; D.</li> </ul>	
<b>3</b>	<b>Performance Evaluation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Performance Appraisal: Definition, Methods of appraisal for managers, Traditional and Modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal.</li> <li>● Compensation management, Definition of compensation Components of salary/ salary slip.</li> <li>● Fringe benefits, Definition and Types Performance linked incentives/incentives, Advantages and Disadvantages.</li> </ul>	

	<ul style="list-style-type: none"> <li>● Career planning and Development: Definition of career planning and career development, Process /procedure Career stages/career life cycle and how to handle personnel at each stage, Essentials to make career planning successful, Career counselling, Employee Retention techniques, Succession planning.</li> </ul>	
<b>4</b>	<b>Participative Management &amp; Industrial Relations</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Participative Management: Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation, Participation through quality circles, Empowered teams.</li> <li>● Industrial Relations: Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations.</li> <li>● Trade Unions: Definition of a trade union, Features of a trade union, Trade Union movement in India, Trends in TU.</li> </ul>	

### Reference Books

1. Griffin, Ricky W: Organizational Behaviour, Houghton Mifflin Co., Boston.
2. Prasad L M, Organizational Behaviour, Sultan Chand.
3. Khanka S. S., Organizational Behaviour, S. Chand.
4. P.L. Rao-International Human Resource.
5. Ivancevich; John and Micheol T. Matheson: Organizational Behaviour and Management, Business Publication Inc., Texas.
6. Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of management, Tata McGraw-Hill, New Delhi.
7. Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York.
8. Human Resources and Personnel Management K Aswathappa Test and Cases.
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10. Personnel Management FlippoMcgraw.
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**5. Organizational Behaviour**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Individual and Interpersonal Behaviour	15
Module 3	Group Behaviour & Team Development	15
Module 4	Participative Management & Industrial Relations	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help the students identify the challenges and opportunities of OB.
2. To enable the students to understand the concept of group behaviour and team development.
3. To enable students to apply the theories and concepts relevant to strategic human resource management in contemporary organizations.
4. To acquire skills to manage conflicts.
5. To enable students to apply the theories and concepts relevant to strategic human resource management in contemporary organizations.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** List down the basic concepts of organizational behaviour. (Level: Remember)

**CO2:** Explain and explore various factors that impact individual and interpersonal behaviour in the organization. (Level: Understand)

**CO3:** Interpret the concept of group behaviour and team development. (Level: Understand)

**CO4:** Describe the concept of organizational culture and ways to manage conflict in organisation. (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Concept and Nature of Organizational behaviour, Contributing disciplines to the field of O.B, O.B. Models, Need to understand human behaviour, Challenges and Opportunities.</li> </ul>	
<b>2</b>	<b>Individual and Interpersonal Behaviour</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Biographical Characteristics, Ability, Values.</li> <li>● Attitudes: Formation, Theories, Organisation related attitude, Relationship between attitude and behaviour, Personality determinants and traits, Emotions.</li> <li>● Learning Theories and Reinforcement schedules.</li> <li>● Perception: Process and Errors.</li> <li>● Interpersonal Behaviour: Johari Window, Transactional Analysis, Ego states, Types of transactions, Life positions, Applications of T.A.</li> </ul>	
<b>3</b>	<b>Group Behaviour &amp; Team Development</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Concept of Group and Group Dynamics, Types of Groups, Formal and Informal Groups, Stages of Group Development, Theories of Group Formation, Group Norms, Group Cohesiveness, Groupthink and Group Shift.</li> <li>● Group Decision Making, Inter Group Behaviour.</li> <li>● Concept of Team Vs. Group, Types of teams, Building and managing effective teams.</li> <li>● Effective Thinking, Thinking Skills, Thinking Styles, Concept of Six Thinking Hats.</li> </ul>	
<b>4</b>	<b>Organisation culture and conflict management</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Organizational Culture: Concept, Functions, Socialization, Creating and Sustaining culture.</li> <li>● Managing Conflict: Sources, Types, Process and Resolution of conflict, Managing Change, Managing across Cultures, Empowerment and Participation.</li> </ul>	

## Reference Books

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**6. Business Communication**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Theory of Communication	15
Module 2	Obstacles to Communication in Business World	15
Module 3	Business Correspondence	15
Module 4	Language and Writing Skills	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students enhance their communication skills through business correspondence.
2. To hone language and writing skills.
3. To help students for better correspondence.
4. To enable the students to cultivate good listening skills.
5. To help students enhance their business writing skills.
6. To orient and sensitize the student community to actual business practices.
7. To enable the students to develop speaking skills.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Recall the fundamentals of Communication. (Level: Remember)

**CO2:** Outline the obstacles to communication in the business world. (Level: Remember)

**CO3:** Explain the methods and modes of communication. (Level: Understand)

**CO4:** Use appropriate tone and language while communicating in business world. (Level: Apply)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Theory of Communication</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Fundamentals of Communication Definition, Meaning, Types, Process and Importance.</li> </ul>	
<b>2</b>	<b>Obstacles to Communication in Business World</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Effective Communication: Concept &amp; Practice of Effective Communication, Barriers to Effective.</li> <li>● Communication Methods to Improve Communication Skills.</li> </ul>	
<b>3</b>	<b>Business Correspondence</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Written Communication skills: Report Writing, Letter Writing, Preparation of Promotional Material.</li> </ul>	
<b>4</b>	<b>Language and Writing Skills</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Oral Communication skills: Understanding Audience, Use of Language, Use of Tone, Understanding Body Language.</li> </ul>	

### **Reference Books**

1. Effective Communication RaiUrmila Himalaya, Mumbai.
2. Business Communication Kaul Prentice Hall India.
3. Basic Business Communication Lesikar TMH.
4. Business Communication & Personality Development, Das Excel Books, Delhi.
5. How to Listen Better? PramilaAhuja& G Ahuja Sterling Publication.
6. Contemporary Business Communication, Scot Biztantra.
7. Business Communication for Managers: An Advanced Approach Penrose Thomson Learning.
8. Business Correspondence Whitehead G & H A.H. Wheeler, Allahabad.
9. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, HarperCollins College Publishers, New York.
10. Bhargava and Bhargava 91971) Company Notices, Meetings and Regulations Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
11. BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
12. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
13. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwel.

## ***Syllabus of Courses of***

***BBA (Hons.) in Tourism and Travel Management  
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**1. International Tourism**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Tourism places of Asia and Europe	15
Module 3	Tourism places in North and South America	15
Module 4	Tourism places of Africa and Australia	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To enable the students to understand the basic concepts of world Geography.
2. Enhance the map reading skills.
3. Abet the students to determine the tourist Geography of Asia and Europe.
4. To understand the tourism Geography of North and South America.
5. To help the students identify the tourist destinations of North and South America.
6. To understand the tourist Geography of Africa and Australia.

**Course Outcomes**

After successful completion of the course the learner will be able to:

- CO1:** List down the basic terms used in International Tourism. (Level: Remember)
- CO2:** List down the major international tourists' destinations of Asia, Europe, North and South America, Africa and Australia. (Level: Remember)
- CO3:** Identify and discuss social, cultural, political and environmental characteristics of destinations around the world. (Level: Remember)
- CO4:** Explore the kinds of tourist activities and attractions unique to major international destinations. (Level: Understand)

**Detailed Syllabus**



<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Brief introduction of continents &amp; oceans.</li> <li>• Map reading, Greenwich meantime, International dateline. Flying time calculation, Time zones, Daylight saving time, International dateline, Marking of cities on outline maps.</li> </ul>	
<b>2</b>	<b>Tourism places of Asia and Europe</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Major Tourism Places of Interest in Asia: Bhutan, Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Vietnam, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.</li> <li>• Major Tourism Places of Interest in Europe: UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, Italy, Croatia.</li> </ul>	
<b>3</b>	<b>Tourism places in North and South America</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Major Tourism Places of Interest in North America: USA, Canada, Mexico.</li> <li>• Major Tourism Places of Interest in South America: Cuba, Brazil, Argentina, Peru, and Chile, Venezuela.</li> </ul>	
<b>4</b>	<b>Tourism places of Africa and Australia</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Major Tourism Places of Interest in Africa: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar, Ethiopia, Fiji.</li> <li>• Major Tourism Places of Interest in Australia: New Zealand, New South Wales, Victoria, Perth.</li> </ul>	

### **Reference Books**

1. Lonely Planet.
2. Lloyd Goodman and Richard Jackson: Geography of Tourism and Travel – Delmar(1999).
3. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007).
4. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers.
5. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Tourism and Travel: A Regional Approach, Butterworth-Heinemann.
6. Colin Michael Hall, Stephen J. Page - The Geography of Tourism And Recreation Environment, Place And Space, Routledge.

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**2. Tourism Products**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Tourism Products	15
Module 2	UNESCO Heritage Sites	15
Module 3	Natural Resources	15
Module 4	Man-Made Attraction	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help the students identify the components of Tourism.
2. Abet the students to understand the nature of tourism products.
3. To analyse the role of UNESCO and ASI on developing and conserving the products.
4. To enable the students to understand various natural & man-made attractions.
5. To identify different cultural products of India.
6. Illustrate the importance of festivals.
7. To understand the importance of wellness and medical tourism.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Define tourism product and list down the various components of tourism products and resources. (Level: Remember)

**CO2:** Explain the conservation and protection of Tourism Products. (Level: Understand)

**CO3:** List down renowned Wildlife Sanctuaries, Sea beaches and Hill Stations. (Level: Remember)

**CO4:** Identify different tourist circuits, Forts and Palaces and various other Man-made tourism products. (Level: Remember)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Tourism Products</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Tourism Product: Definition, System and Elements of tourism (Leeper's Model), Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility).</li> <li>● Components of tourism products (6A's Attraction, Accessibility, Accommodation, Amenities, Activities and Affordability-Tour Packages).</li> </ul>	
<b>2</b>	<b>Conservation of Tourism Products.</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Role of UNESCO and ASI in developing and conserving Tourism Products.</li> <li>● Conservation &amp; Protection of Resources: Threats, Importance, Do's &amp; Don'ts for visitors, Role of tourism service providers.</li> <li>● UNESCO World Heritage Sites of India: Cultural properties, Natural sites, and Mix-properties of India in the UNESCO heritage site list.</li> <li>● Built-Up Structures: Monuments, Forts, Palaces, Havelis, Cave, War Memorials.</li> <li>● Heritage management organizations: ASI, ICOMOS, INTACH.</li> </ul>	
<b>3</b>	<b>Natural Resources</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Wildlife Sanctuaries/National Parks/Biosphere Reserves: Jim Corbett Tiger Resort, Bharatpur Bird Sanctuary, Kaziranga National Park and Sundarban Biosphere Reserve.</li> <li>● Sea beaches (Goa and Kerala), Thar Desert, Rann of Kutch, Lakes (Dal lake, Chilika lake, Wular lake, Vembanad lake).</li> <li>● Hill Stations: Pahalgam, Gulmarg, Manali, Shimla, Mount Abu, Darjeeling, Coorg, Ooty, Munnar, Kodaikanal, Mahabaleshwar.</li> </ul>	
<b>4</b>	<b>Man-Made Attraction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Tourism Circuits: Buddhist Circuit, Desert Circuit, Sufi Circuit, Char Dham Yatra Golden.</li> <li>● Forts and Palaces of Jaipur.</li> <li>● Houseboats of Kashmir and Kerala.</li> </ul>	

	<ul style="list-style-type: none"> <li>● Luxury Trains (Royal Orient, Palace on Wheels, Golden Chariot, Deccan Odyssey).</li> <li>● Socio-Cultural Attraction: Kullu Dussehra, Camel Festival of Jaisalmer, Nehru Boat Race of Kerala, Durgapuja of West Bengal, Hemis Festival of Ladakh, Ganesh Chaturthi of Maharashtra, Chatth puja of Bihar, Kumbh Mela.</li> <li>● Dances of various states, Cuisines (Kashmir, Uttar Pradesh, Punjab, Gujarat, Bengal, Kerala), Paintings, Music, Handicrafts.</li> <li>● Wellness tourism and Medical tourism: Yoga, Meditation, Spa, Ayurveda, etc.</li> </ul>	
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### Reference Books

1. Jacob, R., Indian Tourism Products, Abhijeet publications.
2. Arvind Kumar, Introduction of Tourism and Travel Management & Tourism Resources of India, Walnut Publication.
3. Dixit, M and Yadav, C S (2006): Tourism in India,: New Royal Publisher, Lucknow.
4. Gupta, SP, Lal, K, Bhattacharya, M. (2002): Cultural Tourism in India , DK Print, New Delhi.
5. Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi.
6. Punja, S ,Great Monuments of India, Hong Kong: Odyssey Guides.
7. Singhanian, N (2015), Indian Art and Culture , McGraw Hill Education.
8. Bisht, R S (2002), National Parks of India, Publication Division.
9. Dixit Manoj: Tourism Products.
10. Gupta I.C : Tourism Products.
11. Brown Percy : Indian Architecture, vol. 1 & 2.
12. Basham A.I : The Wonder that was India.
13. Banerjee B.N Hindu Culture, Customs & Ceremonies.
14. Deva B.C Musical Instruments.
15. Punja. Shobhita; Great Monuments of India-Nepal, Pakistan, India.

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**3. Tour Itinerary Planning and Design**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Itinerary Planning & Development	15
Module 2	Developing & Innovating Package Tour	15
Module 3	Concept of Costing	15
Module 4	Operation of Package Tour	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To enable the students to understand the basics of itinerary planning and development.
2. To determine various pricing strategies.
3. To analyse tour packages of famous players.
4. To equip students with skills required to operate a package tour.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Recognize and define basic concepts in itinerary planning and development. (Level: Remember)

**CO2:** Explain the tour formulation and designing process (Level: Understand)

**CO3:** Explain the concept of costing while designing tour packages. (Level: Remember)

**CO4:** Identify various procedures carried on while conducting a package tour. (Level: Remember)

**CO5:** Chart out a tour package (Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Itinerary Planning &amp; Development</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Itinerary Planning &amp; Development: Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Don'ts of Itinerary Preparation.</li> <li>● Custom made itinerary and Readymade itinerary, Factors to be considered while preparing an itinerary, Seasonal itinerary, Product based itinerary, All-inclusive itinerary.</li> </ul>	
<b>2</b>	<b>Developing &amp; Innovating Package Tour</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Developing &amp; Innovating Package Tour: Tour Formulation and Designing Process: Free Independent Travellers (FIT) &amp; Group, Special Interest Tours (SITs).</li> <li>● Tour Packaging: Importance of Tour Packaging, Classifications of Tour Packages, Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.</li> </ul>	
<b>3</b>	<b>Concept of Costing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Concept of Costing: Types of Costs, Components of Tour Cost, Preparation of Cost Sheet, Tour Pricing, Calculation of Tour Price – Pricing Strategies, Tour Packages of SOTC, Cox &amp; Kings and TCI.</li> </ul>	
<b>4</b>	<b>Operation of Package Tour</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Operation of Package Tour: 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, the Do's and Don'ts of Sightseeing.</li> <li>● 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.</li> </ul>	

### Reference Books

1. Arvind Kumar, Travel Agency Management & Operations, Walnut Publication.

2. Jacqueline Holland (Author), David Leslie, Tour Operators and Operations: Development, Management and Responsibility, CABI Publishing.
3. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
4. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
6. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
7. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
8. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi.

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**4. Practical Training/ Internship**

**Modules at a Glance**

**Goals:**

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

**Objectives:**

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

**Duration:**

Each student shall undergo an Internship of few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

**Report:**

After completion of the training they will have to submit a training report.

**Marks & Evaluation:**

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

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**5. Introduction to Accounts & Finance**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Meaning and Scope of Accounting	15
Module 2	Accounting transactions	15
Module 3	Introduction to Final Accounts	15
Module 4	Ratio analysis and Interpretation	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To enable the students to understand the meaning and significance of accounting.
2. To explain the sub-fields of accounting.
3. To help the students to draw meaningful conclusions from financial statements & ratios.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the general purpose and meaning of Accounting Principles. (Level: Remember)

**CO2:** Explain the Accounting cycle, rules regarding posting in Journal and Ledger. (Level: Understand)

**CO3:** Demonstrate an understanding of main financial statements and their purposes. (Level: Apply)

**CO4:** Explain the usage of financial ratios. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Meaning and Scope of Accounting</b>	<b>15</b>

	<ul style="list-style-type: none"> <li>● Need and Development: Definition, Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting.</li> <li>● Accounting principles: Introductions to Concepts and conventions.</li> <li>● Accounting in Computerized Environment: Introduction, Features and Application in various areas of Accounting, Sources of Finance, Short Term/Long-term, Domestic/ Foreign equity/ Borrowings.</li> </ul>	
<b>2</b>	<b>Accounting transactions</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Accounting Cycle, Journal, Journal Proper, Opening and closing entries, Relationship between Journal &amp; Ledger, Rules regarding posting.</li> <li>● Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns &amp; cash book –Triple Column), Bank Reconciliation Statement.</li> <li>● Expenditure: Classification of Expenditure - Capital, Revenue and Deferred Revenue expenditure, Unusual expenses: Effects of error, Criteria test.</li> <li>● Receipts: Capital receipt, Revenue receipt, Distinction between Capital receipts and Revenue receipts.</li> <li>● Profit or Loss: Revenue, Profit or Loss, Capital profit or loss.</li> </ul>	
<b>3</b>	<b>Introduction to Final Accounts</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction to Trading Account, Profit and Loss Account and Balance Sheet.</li> <li>● Introduction to Vertical Form of Balance Sheet and Profit &amp; Loss A/c, Trend Analysis, Comparative Statement &amp; Common Size.</li> </ul>	
<b>4</b>	<b>Ratio analysis and Interpretation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Ratio analysis and interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: Balance sheet ratios, Revenue statement ratios, Combined ratios.</li> <li>● Different modes of expressing ratios: Rate, Ratio, Percentage, Number, Limitations of the use of Ratios.</li> </ul>	

### Reference Books

1. Advanced Accountancy - R.L.Gupta and Radhaswamy.
2. Management Accounting - Brown and Howard.
3. Management Accounting - Khan and Jain.
4. Management Accounting - S.N. Maheswari.

5. Management Accounting - Antony and Recece.
6. Management Accounting - J.Batty.
7. Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition) Steven M. Bragg (Author).
8. Cost Accounting and Management Essentials You... (Paperback) by Vibrant Publishers,KalpeshAshar.
9. Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson.
10. Event Production - The Process.
11. Successful Event Planning with companion, Shannon Kilke.

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**5. Strategic Financial Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Dividend Decision and XBRL	15
Module 2	Capital Budgeting and Capital Rationing	15
Module 3	Shareholder Value and Corporate Governance/ Corporate Restructuring	15
Module 4	Financial Management in Banking Sector and Working Capital Financing	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To acquaint learners with contemporary issues related to financial management.
2. To match the needs of the current market scenario and upgrade the learner's skills and knowledge for long term sustainability.
3. To abet students with capital budgeting.
4. Enable the learners to understand ratio analysis and interpretation.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the concept of Dividend and XBRL. (Level: Remember)

**CO2:** Describe Capital Budgeting and Capital Rationing. (Level: Understand)

**CO3:** Demonstrate an understanding of Final accounts. (Level: Understand)

**CO4:** Interpret financial ratios. (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Dividend Decision and XBRL</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Dividend Decision: Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy.</li> <li>● XBRL: Introduction, Advantages and Disadvantages, Features and Users.</li> </ul>	
<b>2</b>	<b>Accounting transactions</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Capital Budgeting: Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree.</li> <li>● Capital Rationing: Meaning, Advantages, Disadvantages, Practical Problems.</li> </ul>	
<b>3</b>	<b>Introduction to Final Accounts</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Shareholder Value and Corporate Governance: Financial Goals and Strategy.</li> <li>● Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India.</li> <li>● Corporate Restructuring: Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre-Merger and Post Merger Impact.</li> </ul>	
<b>4</b>	<b>Ratio analysis and Interpretation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Financial Management in Banking Sector: An Introduction, Classification of Investments, NPA &amp; their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances.</li> <li>● Working Capital Financing: Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach.</li> </ul>	

### Reference Books

1. C. Paramasivan & T. Subramanian, Financial Management.

2. IM Pandey, Financial Management.
3. Ravi Kishor, Financial Management.
4. Khan & Jain, Financial Management.
5. Van Horne & Wachowiz, Fundamentals of Financial Management.
6. Prasanna Chandra, Strategic Financial Management.

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**6. Foreign Language (French)**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	6
Module 2	Vocabularies	6
Module 3	Grammar	6
Module 4	Sentence and Dialogue framing	6
Module 5	French culture and self-presentation	6
	<b>Total</b>	<b>30</b>

**Course Objective**

1. To enable the students to acquire French language skills.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Identify alphabets, numbers and rules of French language. (Level: Remember)

**CO2:** Demonstrate an understanding of basic vocabularies and grammar of French language.  
(Level: Understand)

**CO3:** Articulate French words and sentences. (Level: Apply)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Introduction of the Language to first time beginner: Basic introduction of French, Alphabets and their pronunciation, Nature and rules of the language, Accents,</li> <li>● Orthographic Signs, Punctuation signs, Numbers in French 0-9, Cardinal and Ordinal form of number, Greetings.</li> </ul>	
<b>2</b>	<b>Vocabularies</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Basic Vocabularies (Tourism Based Vocabularies): The days of the week, Months, Item narration, Gender specification for the things, Country, City name, Time, Whether, Fruits and Vegetable names.</li> <li>● Family name, Body parts, Colours, Numbers 10-100 gradual learning, French phonetics, Professions, All the necessary word meaning used in general and specifically by tourism professionals.</li> </ul>	
<b>3</b>	<b>Grammar</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Basic and Introductory Grammar: The Articles, Plural forms of nouns, Gender (masculine and feminine forms), Definite articles, indefinite articles, Subject, Pronouns.</li> <li>● Verbs and their types, Principal and Auxiliary verbs in French (être and avoir), Verb's groups: First, Second and Third group, Rule of making ordinal numbers, Verb conjugation in present participle.</li> </ul>	
<b>4</b>	<b>Sentence and Dialogue framing</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Sentence and Dialogue framing: The affirmative form of the sentences using first, second and third group verbs (only present tense), Dialogue and phrases, Verbs aller, Negative and Interrogative form using all types of verbs.</li> <li>● Tourism and Tourist based vocabulary.</li> </ul>	
<b>5</b>	<b>French Culture and Self-Presentation</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● French culture and self-presentation: Introduction of France and it's culture, Basic geo-political, Economical introduction of France, French history.</li> <li>● French (Tourist) habits and Introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session.</li> </ul>	



## **Reference Books**

1. Gupta, Malini; Gupta, Vasanthi & Usha Ramachandran. Bon Voyage: 1 Méthode de français l'hôtelier et du tourisme pour les débutants, New Delhi: W. R. Goyal Publication House.
2. Giradet, Jacky Cridlig, Jean Marie. Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.
3. Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations)
4. Bhattacharya, S. & Bhalerao, Uma Shashi. French for Hotel Management & Tourism Industry. Frank Bro & CO.

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
at Semester II  
(To be Implemented from Academic Year 2020-2021)***

**7. Environmental Studies**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Components of Environment	6
Module 2	Energy, Resource Conservation and Pollution	6
Module 3	Climate Change and Health management	6
Module 4	Environmental Management	6
Module 5	Practical Exercises	6
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To create awareness among the students about the environment with respect to its processes, damages and effects of human intervention. It also aims at explaining the ways in which the environment can be managed so that it can be saved from the wrath of human beings.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Define the basic concepts of Environmental Science (Level: Remember)

**CO2:** Describe the types of Resources and Pollution. (Level: Understand)

**CO3:** Associate health risks with climate change. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Components of Environment</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Definition, Nature and Scope of environmental science.</li> <li>● Components of environment: Atmosphere, Biosphere, Lithosphere, Hydrosphere.</li> <li>● Man-Environment relationship and Concept of carrying capacity.</li> <li>● Biogeochemical cycle: Carbon, Nitrogen, Phosphorus, Water, Energy flow.</li> </ul>	
<b>2</b>	<b>Energy, Resource Conservation and Pollution</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Energy: Definition, Sources - Renewable and non-renewable, Sun as a source of energy.</li> <li>● Energy use patterns and Future needs, Energy conservation policies.</li> <li>● Resources: Definition and Types, Conservation of resources with examples.</li> <li>● Pollution: Definition, Types, Effects and Management, Plastic pollution.</li> </ul>	
<b>3</b>	<b>Climate Change and health management</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Climate Change: Meaning, Impacts, Examples, Associated health risks and solutions, Examples.</li> <li>● Climate Change and Ecological imbalance, Effects.</li> <li>● Policies related to climate change, Health management in India.</li> </ul>	
<b>4</b>	<b>Environmental Management</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Concept of sustainable development and its application.</li> <li>● Meaning and Process of Environmental Impact assessment.</li> <li>● ISO: Standards related to environmental management: ISO 14000 and ISO 14001.</li> <li>● Waste management: Meaning, Problems and Case studies of Indian metro cities: Mumbai, Pune, Bangalore, Delhi, Chennai.</li> </ul>	
<b>5</b>	<b>Practical Exercises</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Project work.</li> <li>● Environmental Diary: Based on observation.</li> <li>● Field survey report: Visits to NGOs, Sanctuaries/National Parks, Ecotourism.</li> <li>● Tree counting and mapping mentally.</li> </ul>	

### **Reference Books**

1. Singh, Y.K. (2006): Environmental Science, New Age International, New Delhi.

2. Kumar, A. (2008): A Textbook of Environmental Science, APH Publishing Corporation, New Delhi.
3. Chauhan, B. S. (2008): University Science Press, New Delhi.
4. Folio, W. (2016): Climate change and health: Improving resilience and reducing risks, Springer, Portugal.
5. Levy, B. (2015): Climate change and public health, Oxford University Press, London.
6. Mareddy, A. (2017): Environmental impact assessment: Theory and practice, BS Publications, United States.

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
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(To be Implemented from Academic Year 2020-2021)***

**7. Nutrition & Lifestyle**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Sleep	7
Module 2	Stress/Emotional health	7
Module 3	Hydration and Basic lifestyle changes	8
Module 4	Exercise	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand the basic lifestyle changes in a human body
2. To understand the benefits and need for exercise in a human body

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Define the importance of Sleep, hydration, lifestyle changes & exercise. (Level: Remember)

**CO2:** Explain the basics of maintaining a healthy life. (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Sleep</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Sleep- cycle, brain waves,</li> <li>● Conditions that impact sleep cycle,</li> <li>● Sleep and bedtime routine,</li> <li>● Importance of sleep and side effects of sleep deprivation - immunity, hormonal imbalance, gut etc</li> <li>● Adrenal fatigue with respect to sleep</li> </ul>	
<b>2</b>	<b>Stress/Emotional health</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Stress/ emotional health- how does stress affect,</li> <li>● Sympathetic Nervous system and Parasympathetic Nervous system,</li> <li>● Stress and inflammation,</li> <li>● Stress-immunity,</li> <li>● Ways to manage stress,</li> <li>● Adrenal fatigue with respect to stress</li> </ul>	
<b>3</b>	<b>Hydration and Basic lifestyle changes</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Hydration- Functions and importance-</li> <li>● Adequate hydration</li> <li>● Foods that dehydrate you,</li> <li>● Side effects of dehydration,</li> <li>● Concepts of Intermittent Fasting, - Self study Dry Fasting, Circadian Intermittent Fasting,</li> <li>● Impact of fasting on human body, Fasting phase and building phase ,</li> <li>● Impact of nutrition deprivation on cell metabolism</li> </ul>	
<b>4</b>	<b>Exercise</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Exercise- Benefits of exercise,</li> <li>● Types- aerobic and anaerobic- and cover examples in detail,</li> <li>● Side effects of over exercising,</li> <li>● Impact of no/ over exercise on muscles- weight gain/loss and exercise/ muscle gain and loss with respect to exercise,</li> <li>● Impact of exercise on BMR</li> </ul>	

## Reference Books:

1. Joshi SA. (2010). Nutrition and Dietetics. 3rd Ed. New Delhi: McGraw Hill Education (India) Put Ltd.
2. Raut SK., Mitra K and Chowdhury P., AdhunikPustibigyan, Academic Publishers.
3. Srilakshmi B.( 2018). Dietetics,. New Delhi: New Age International.
4. Sahoo S and Sahoo SK. (2016). Pustibigyan, Kolkata: ChayaPrakashani.
5. Sohi D. A Comprehensive Textbook of Nutrition & Therapeutic Diets, New Delhi: Jaypee Brothers Medical Publishers.
6. Mudambi SR and Rajagopal MV.(2012). Fundamentals of Foods, Nutrition and Diet Therapy. 6thed. New Delhi: New Age International.
7. Begum MR, A Textbook Of Foods- Nutrition And Dietetics. Sterling Publishers Pvt. Ltd.

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
at Semester II  
(To be Implemented from Academic Year 2020-2021)***

**7. Basics of Financial Services**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Financial System	7
Module 2	Banks	7
Module 3	Insurance	8
Module 4	Mutual Funds	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To get acquainted with the basics of financial system and financial markets
2. To provide the basic objectives of Regulating Agencies.
3. To understand and acquire knowledge of basic concepts of Insurance and Mutual funds

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Outline the structure of financial system. (Level: Remember)

**CO2:** Explain the basic concepts of banks and mutual funds. (Level: Understand)

**CO3:** Interpret the key terminologies and functioning of Mutual funds (Level: Understand)



## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Financial System</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Overview of Financial System, Financial Markets, Structure of Financial Market (Organised and Unorganised Market), Components of Financial system, Major financial intermediaries, Financial Products, Function of Financial System, Regulatory framework of Indian financial system</li> </ul>	
<b>2</b>	<b>Banks</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Commercial Banks, RBI and Development Banks Concept of Commercial Banks; Reserve Bank of India; Development Banks</li> </ul>	
<b>3</b>	<b>Insurance</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Concept, Basic Characteristics of Insurance, Insurance company operations, Principles of Insurance, Reinsurance, Purpose and need of Insurance, Different kinds of Life Insurance Products, Basic idea about fire and marine insurance and bancassurance</li> </ul>	
<b>4</b>	<b>Mutual Funds</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Concept of Mutual Funds, Growth of Mutual funds in India, Features and Importance of Mutual Fund, Mutual fund schemes, money market mutual funds, private sector mutual funds, Evaluation of the performance of Mutual Funds, Functioning of Mutual funds in India</li> </ul>	

### Reference Books:

1. Basics of Financial Services by Jia Makhija, Vipul Prakashan

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
at Semester II  
(To be Implemented from Academic Year 2020-2021)***

**7. Introduction to Design**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Elements of Design	7
Module 2	Colour Pattern	7
Module 3	Principles of Design	8
Module 4	Overview of Design Courses	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand elements & principles of design such as point, lines, shapes, colour, texture & forms, volume, spaces etc.
2. To get acquainted with the overview of various design courses

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Identify the elements and principles of design and their applications in the design process. (Level: Remember)

**CO2:** Explain colour concepts & theories (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Elements of Design</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Line, Form, Shape &amp; Size</li> <li>● Basic units of visual design, which forms its structure and convey visual messages</li> </ul>	
<b>2</b>	<b>Colour Pattern</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Learning Colour theory through the colour wheel, study of various colour schemes as applied to Interior spaces, study of pattern &amp; design textures</li> </ul>	
<b>3</b>	<b>Principles of Design</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Understanding Principles of Design such as Balance, Rhythm, Harmony and their application in Design</li> <li>● Representation of Principles of Design in 2D or sketch form only</li> </ul>	
<b>4</b>	<b>Overview of Design Courses</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Fashion Design, Interior Design, Graphic Design, Web Design, Textile Design, Apparel Design, Jewellery Design, Industrial Design, Product Design, Furniture Design.</li> </ul>	

### Reference Books:

1. Gonnella, Rose (2014) - Design Fundamentals: Notes on Visual Elements and Principles of Composition.
2. Kaur, Surinderjit (2015)- Elements and Principles of Design.
3. Greene, Charlene (1982)- Masking the Color Wheel
4. Martha Gill - (2001) Color Harmony for Interior Design

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
at Semester II  
(To be Implemented from Academic Year 2020-2021)***

**7. Overview of Sports Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	History of Modern Sports and other Forms of Organized Physical Activity	7
Module 2	Sports Management Environment:	7
Module 3	Roles and Functions of National/International Sports Organisations	8
Module 4	Financial evolution of Sport	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand and apply the fundamental concepts of Sports Management.
2. To understand the basics of Sports Administration
3. To understand the role and functions of various Sports Organisations.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Explain the basic concept of history of sports organisation. (Level: Remember)

**CO2:** Describe the management of a sports organization (Level: Remember)

**CO3:** Identify various funding sources for Sport (Level: Remember)

**CO4:** Remember the role of various International and National Sports Organisations (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>History of Modern Sports and other Forms of Organized Physical Activity</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● History of Modern Sports and other Forms of Organized Physical Activity</li> <li>● A Historical Overview of Sports</li> <li>● Evolutionary Processes of Modern Sports</li> <li>● Relation between Physical Education and Sports, Exercise Physiology</li> </ul>	
<b>2</b>	<b>Sports Management Environment</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Definition of Organization and Management; What is Sports Management; Unique features of Sports; Sports Management Environment; Three Sectors of Sports; What is different about Sports Management; Key Skills of a Sports Manager</li> </ul>	
<b>3</b>	<b>Roles and Functions of National/International Sports Organisations</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Roles Of IFA, FIFA, BCCI, ICC, CAB, Sports Authority Of India (SAI), National Hockey Association, Bengal Volleyball Association, Bengal Tennis Association, Their Functions and Importance in the Promotion and management of Sports</li> </ul>	
<b>4</b>	<b>Financial evolution of Sport</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Financial evolution of Sport; Funding sources for sport; Understanding financial information; The Balance sheet; Profit and loss statements; Cash flow; Budgeting systems;</li> <li>● Understanding sport marketing; The Sport marketing framework; Sport product innovation; Sport marketing and social media; Sport media relationship; Broadcast rights.</li> </ul>	

### Reference Books:

1. Fundamental of sports and exercise by Alan Kornspan- Human Kinetics Publishers (May 2009)
2. Sports & Society, 2nd edition by Grant Jarvie – Routledge (2012)
3. International Sports Management - Gonzalo Bravo

**Nagindas Khandwala College (Autonomous)**

**Syllabus and Question Paper Pattern  
of Courses of**

**BBA (Hons.) in Tourism and Travel Management  
Programme**

**Second Year  
*Semester III and IV***

**Under Choice Based Credit, Grading and Semester System**

***(To be Implemented from Academic Year 2021-22)***

**BBA (Hons.) in Tourism and Travel Management Programme**

**Under Choice Based Credit, Grading and Semester System**  
**Curriculum Framework**  
**(To be Implemented from the Academic year 2021-2022)**  
**SECOND-YEAR**

**Semester III**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
III	2131UHTMTA	Travel Agency and Tour Operations	CC	4	40	60	100
III	2132UHTMTD	Travel Documentation	CC	4	40	60	100
III	2133UHTMTE	Tourism Economics	CC	4	40	60	100
III	2136UHTMIE	Practical Training/ Internship*	DSC	4	40	60	100
III	2134UHTMCS 2134UHTMCB	<i>(Any One)*</i> Customer Service in the Tourism Industry Consumer Behaviour	DSE	4	40	60	100
III	2135UHTMFC 2135UHTMDM	<i>(Any One)*</i> Foundation Course-1 Digital Marketing & Advertising	GE	2	40	60	100
III	2137UHTMFR	Foreign Language (French)*	AECC	2	40	60	100
			<b>Total</b>	<b>24</b>	<b>280</b>	<b>420</b>	<b>700</b>

**Semester IV**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
IV	2141UHTMLA	Legal Aspects of Travel & Tourism	CC	4	40	60	100
IV	2142UHTMTT	Tourism & Transport	CC	4	40	60	100
IV	2143UHTMTE	Tourism & Technology	CC	4	40	60	100
IV	2147UHTMPT	Practical Training/ Internship*	DSC	4	40	60	100
IV	2144UHTMHM 2144UHTMBE	<i>(Any One)*</i> Hospitality Management Business Economics	DSE	4	40	60	100
IV	2135UHTMFC 2145UHTMCC	<i>(Any One)*</i> Foundation Course-2 Corporate Communication & Public Relations	GE	2	40	60	100
IV	2146UHTMWP	Travel Writing and Photography*	SEC	2	40	60	100
			<b>Total</b>	<b>24</b>	<b>280</b>	<b>420</b>	<b>700</b>

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
at Semester III  
(To be Implemented from Academic Year 2021-2022)***

**1. Travel Agency and Tour Operations**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Tourism Industry & Travel Intermediaries	15
Module 2	Tour Operators	15
Module 3	Travel Agents	15
Module 4	Approvals, Setup and Organisation Structure	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help the students understand the concept of travel intermediaries.
2. Identify the distribution network of tour operators.
3. Abet the students to determine the linkages with tourism principles.
4. Identify the travel agents' operations
5. To determine the career opportunities in tourism intermediary business.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Outline the structure of tourism and travel industry. (Level: Remember)

**CO2:** Explain the concept of tour operators and its relevance in the industry. (Level: Understand)

**CO3:** Demonstrate an understanding of the skills to manage tour and travel related procedures and activities. (Level: Apply)

**CO4:** Describe the procedural formalities for the establishment of tour operating enterprises. (Level: Understand)

**Detailed Syllabus**



<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Tourism Industry &amp; Travel Intermediaries</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Tourism Industry: Meaning, Structure.</li> <li>● Travel Intermediaries: Concept, Definition, Types of intermediaries and Differences among types of tourism intermediaries, Levels of tourism distribution.</li> <li>● Importance of Tourism intermediaries, Historical development and Changing dimensions of Tourism Intermediation.</li> </ul>	
<b>2</b>	<b>Tour Operators</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Definition, Types and Role of tour operator.</li> <li>● Main product of Tour Operator: Tour Package and Types.</li> <li>● Functions of tour operator: Tour package formulation, Marketing and sales of tour package, Tour Brochure, Tour execution and operations.</li> <li>● Distribution Network of tour operator, IT Revolution and its Impact on Tour Operator, Linkages with Tourism Suppliers.</li> </ul>	
<b>3</b>	<b>Travel Agents</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Definition, Types and Role of travel agents.</li> <li>● Functions and Responsibilities of travel agents: Travel information and counselling of the tourist, Travel documentation, VISA services, Travel insurance and Reservation procedure with Hotel, Airline, Cruise, Train.</li> <li>● Travel retailing and operations, Travel Agent Skills and Competences.</li> <li>● Profitability of Travel Agents: Commission, Service charges and Mark up on tours.</li> </ul>	
<b>4</b>	<b>Approvals, Setup and Organisation Structure</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Travel agency and Tour operation business setting procedure: Approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI.</li> <li>● Organisation structure of and departmentation in Tour Operator &amp; Travel Agency business for Large-scale and small-scale.</li> <li>● Career opportunities in Tourism Intermediary business.</li> </ul>	

### **Reference Books**

1. Kamra, K.K. and Chand, Mohinder (2002). Basics of Tourism- Theory, operation and Practice, New Delhi: Kanishka Publishers, and distributors.

2. Mohinder Chand (2007) Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.
3. Swain, S. K., & Mishra, J. M. (2012). Tourism: Principles and Practices. Oxford University Press,Reference books.
4. Gee, Chuck and Y. Makens (1990). Professional Travel Agency Management, New York: Prentice Hall.
5. Goeldner, C. R., & Ritchie, J. B. (2007). Tourism principles, practices, philosophies. John Wiley & Sons.
6. Holloway, J.C. (2008). The Business of Tourism, London: Pearson Education Limited.
7. Jafari, J. (Ed.). (2002). Encyclopedia of tourism. Routledge.
8. Yale P. (1995). The Business of Tour Operations, London: Pitman.

***Syllabus of Courses of  
BBA (Hons.) in Tourism and Travel Management  
at Semester III  
(To be Implemented from Academic Year 2021-2022)***

**2. Travel Documentation**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Travel Documentation and Formalities	15
Module 2	Passport and Visa	15
Module 3	Health Regulations	15
Module 4	Currency Regulations	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To enable the students to understand the basics of documentation and its formalities.
2. Help the students to determine the documents required for domestic and international tours.
3. Travel regulations on emigrations and immigrations.
4. Abet the students to determine various health regulations and its documentation.
5. To determine various health regulations and its documentation.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Outline the major documents and formalities required for international and domestic travel. (Level: Understand)

**CO2:** Describe the rules and regulations applicable for passports and visas. (Level: Understand)

**CO3:** State the documents required, and norms related to various diseases. (Level: Remember)

**CO4:** List down rules related to currency regulations. (Level: Remember)

**Detailed Syllabus**

Module	Topics	No. of Lectures
1	<b>Introduction to Travel Documentation and Formalities</b>	15
	<ul style="list-style-type: none"> <li>Major Documents for International Travel and Domestic Travel, Cargo Documentation, Travel Advisories, Travel Regulations, Emigration and Immigration.</li> </ul>	
2	<b>Passport and Visa</b>	15
	<ul style="list-style-type: none"> <li>Passport: Types of Passports, Rules and Regulations, Formalities involved in obtaining the Passports, Travel certificates, Alternative travel documents for cruise staff and others.</li> <li>Visa: Types of Visas, Embassies and Consulates, Formalities for applying for Visas, Supporting documents, Rules governing the issuance of Visas.</li> </ul>	
3	<b>Health Regulations</b>	15
	<ul style="list-style-type: none"> <li>Quarantine norms for preventing the spread of infection of A H1N1, Yellow Fever, HIV, ZIKA, Plague, Ebola, Swine Flu, Coronavirus etc. Medical certificates, Travel insurance</li> </ul>	
4	<b>Currency Regulations</b>	15
	<ul style="list-style-type: none"> <li>RBI rules pertaining to FOREX: FERA &amp; FEMA, Customs Regulations, Baggage rules, Lost Luggage, TBRE, Travel Insurance.</li> </ul>	

### Reference Books

- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
- A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Julie F. Rodwell (2010) Essentials of Aviation Management: A Guide for Aviation Service Businesses ,Kendall Hunt Publishing Company.

## ***Syllabus of Courses of BBA (Hons.) in Tourism and Travel Management at Semester III***

*(To be Implemented from Academic Year 2021-2022)*

### 3. Tourism Economics

#### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Demand and Supply	15
Module 3	Employment and Income generation	15
Module 4	Pricing	15
	<b>Total</b>	<b>60</b>

#### Course Objectives

1. To help the students to understand the basic concepts of tourism economics.
2. To enable the students to identify the concepts of demand and supply.
3. To analyse various sources of employment and income generation in the tourism industry.
4. To understand the basic concepts of pricing.

#### Course Outcomes

After successful completion of the course the learner will be able to:

**CO1:** State the nature, scope, and significance of Economics in Tourism & Travel industry.

(Level: Remember)

**CO2:** Explain the determinants of Demand and Supply in Tourism and Hospitality industry.

(Level: Understand)

**CO3:** Define the concept of National Income. (Level: Remember)

**CO4:** Summarize various pricing practices and strategies in the tourism industry. (Level: Understand)

#### Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	15

	<ul style="list-style-type: none"> <li>● Business Economics: Meaning, Nature, Scope and Significance.</li> <li>● Application of Economics in Tourism and Hospitality, Theory of the Firm.</li> </ul>	
<b>2</b>	<b>Demand and Supply</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Law of Demand, Determinants of Demand, Elasticity of Demand, Nature of Tourism Demand, Analysis and Forecasting.</li> <li>● Law of Supply, Determinants of Tourism and Hospitality Supply, Elasticity of Supply Analysis and Forecasting.</li> </ul>	
<b>3</b>	<b>Employment and Income generation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● National Income: Definition, Concept and Measurement of National Income, Multiplier Effect, Balance of Payments, Foreign Exchange.</li> <li>● Tourists Spending, Cost and Benefits of Tourism to Community.</li> </ul>	
<b>4</b>	<b>Pricing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Price-Output Decisions, Tourism and Hospitality Market Structures, Price determination under different market conditions, Pricing practices and Strategies.</li> <li>● Managing Tourism Business during Economic Slowdown, FDI in Tourism, Monetary Policy and Fiscal Policy, Inflation, Stagflation, Deflation.</li> </ul>	

## Reference Books

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
5. Mehta, P.L., Managerial Economics Sultan Chand, New Delhi.
6. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
7. Adhikary M., Managerial Economics, Khosla Pub.
8. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
9. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
10. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.

11. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge.

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**4. Practical Training/ Internship**

**Modules at a Glance**

**Goals:**

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

**Objectives:**

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

**Duration:**

Each student shall undergo an Internship of few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

**Report:**

After completion of the training they will have to submit a training report.

**Marks & Evaluation:**

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

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**5. Customer Service in the Tourism Industry**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Developing and Maintaining Service Culture	15
Module 3	Understanding the Customer	15
Module 4	Building and Maintaining the Relationship	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help the students understand the concepts of customer service.
2. To enable the students to relate the importance of customer service delivered by the organisation.
3. To help students to recognize the importance of excellent customer service.
4. To enable the students to oversee customer queries and complaints in a positive manner.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Recognize the role of organisation in relation to customer service. (Level: Remember)

**CO2:** State the importance customer service in Tourism Industry. (Level: Understand)

**CO3:** Infer customer needs and expectations in the tourism industry. (Level: Understand)

**CO4:** Discuss strategies to build and maintain customer relationship in the industry. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
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<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Role of the organisation in relation to customer service, Characteristics and Benefits of excellent customer service, Internal and external customers in the industries.</li> <li>● Importance of product knowledge and sales to organisational success, Importance of organisational procedures for customer service.</li> </ul>	
<b>2</b>	<b>Developing and Maintaining Service Culture</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Benefits of excellent customer service for the individual, Importance of positive attitude, Behaviour and motivation in providing excellent customer service, Importance of personal presentation within the industries.</li> <li>● Importance of using appropriate types of communication, Importance of effective listening skills.</li> </ul>	
<b>3</b>	<b>Understanding the Customer</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Customer needs and expectations in the industries, Anticipating and responding to varying customers' needs and expectations.</li> <li>● Factors that influence the customers' choice of products and services, Meeting and exceeding customer expectations.</li> <li>● Importance of dealing with complaints in a positive manner, Importance of complaint handling procedures.</li> </ul>	
<b>4</b>	<b>Building and Maintaining the Relationship</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Relationship marketing, Retention strategies, Loyalty programs in tourism and hospitality, Benefits of relationship marketing, Targeting profitable customers.</li> <li>● Providing customer service through the servicescape, Elements of servicescape, The strategic role of the services cape in delivering service, Developing services cape, Effect of services cape on consumer behaviour, Waiting line strategies, Case study.</li> </ul>	

## Reference Books

1. Customer service for hospitality and service - Simon Hudson and Louise Hudson.
2. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011
3. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008.

4. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
5. Jagdish Seth, et al, Customer Relationship Management
6. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008

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**5. Consumer Behaviour**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	7
Module 2	Individual Determinants of Consumer Behaviour	8
Module 3	Environmental Determinants of Consumer Behaviour	7
Module 4	Consumer Decision Making Models and New Trends	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To develop an understanding about the consumer decision making process and its applications in marketing function of firms.
2. To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Identify the major influences in consumer behaviour. (Cognitive Level: Remember)

**CO2:** Contrast the relationship between Product personality and brand personification and how does it affect the consumer behaviour. (Cognitive Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>7</b>
	a) Introduction to consumer behaviour b) Profiling the consumer. c) Drivers of consumer behaviour d) CB in different markets- domestic, international, urban and rural, Generation Z, CB, and CB for durables and FMCG. e) Consumer Decision Making process f) ZOMT	
<b>2</b>	<b>Individual Determinants of Consumer Behaviour</b>	<b>8</b>
	a) Consumer Needs & Motivation Theories b) Personality c) Product personality and brand personification.	
<b>3</b>	<b>Environmental Determinants of Consumer Behaviour</b>	<b>7</b>
	a) Social Class and Influences. b) Behavioural Influences c) Cultural Influences	
<b>4</b>	<b>Consumer Decision Making Models and New Trends</b>	<b>8</b>
	a) Consumer Decision making models b) Diffusion of innovations Process c) Decision process d) E-Buying behaviour e) Decision purchase tree- category and product	

### Reference Books:

1. Solomon, M.R,2009. Consumer Behaviour –New Delhi, Buying, Having, and Being. (8th ed.)
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F, 2009. Consumer Behaviour. New Delhi, Cengage Learning.
3. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A, 2007, New Delhi, Consumer Behaviour Building, New York, McGraw-Hill College
4. Kotler, P. & Keller, K. L, 2012. Marketing Management (Global Edition) (14th ed.) New Delhi, Pearson Nair, Suja R,2004- Consumer Behaviour in Indian Perspective, New Delhi, Himalaya Publishing

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**6. Foundation Course - 1**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Office Automation using MS-Office – I	7
Module 2	Office Automation using MS-Office – II	8
Module 3	Email, Internet and its Applications -I	7
Module 4	Email, Internet and its Applications -II	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. Analyze the importance of use of technology as a professional
2. Understand the utility of Ms Office, Email, Internet and its applications

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1-** State the utility of MS Word and MS Excel. (Cognitive level: Remember)

**CO2 -** Explain various functions available in MS Excel. (Cognitive Level :Understand)

**CO3-** Explain basic concepts of Internet, Intranet and Extranet. (Cognitive level: Understand)

**CO4-** Draft an Email (Cognitive level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Office Automation using MS-Office - I</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Learn Word:               <ul style="list-style-type: none"> <li>○ Creating/Saving of Document,</li> <li>○ Editing and Formatting Features,</li> <li>○ Designing a title page,</li> <li>○ Preparing Index,</li> <li>○ Use of SmartArt, Bookmark and Hyperlink.</li> <li>○ Mail Merge Feature.</li> </ul> </li> </ul>	
<b>2</b>	<b>Office Automation using MS-Office - II</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Spreadsheet application (e.g. MS-Excel)               <ul style="list-style-type: none"> <li>○ Creating/Saving and editing spreadsheets</li> <li>○ Drawing charts.</li> <li>○ Using Basic Functions: text, math &amp; trig, statistical, date &amp; time, database, financial, logical</li> </ul> </li> <li>● Using Advanced Functions : Use of VLookup/HLookup,</li> <li>● Data analysis –               <ul style="list-style-type: none"> <li>○ Sorting data, filtering data (AutoFilter, Advanced Filter),</li> <li>○ Data validation,</li> <li>○ What-if analysis (using data tables/scenarios), creating sub-totals and grand totals, pivot table/chart, goal seek/solver</li> </ul> </li> </ul>	
<b>3</b>	<b>Email, Internet and its Applications -I</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Introduction to Email Writing, professional emails Creating digitally signed documents.</li> <li>● Use of Outlook : Configuring Outlook, Creating and Managing profile in outlook, Sending and Receiving Emails through outlook</li> <li>● Introduction to Bulk Email software</li> </ul>	
<b>4</b>	<b>Email, Internet and its Applications -II</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Concepts of Internet, Intranet, Extranet</li> <li>● Networking Basics, Different types of networks.</li> <li>● Concepts (Hubs, Bridges, Routers, IP addresses) Study of LAN, MAN, WAN</li> <li>● DNS Basics. Domain Name Registration, Hosting Basics.</li> </ul>	

### Reference Books

1. Information Technology for Management, 6TH ED (With CD ) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
3. Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspecthve (Ch-13,Ch-14)
4. Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P.Wack, Lisa J. Carnahan, Electronic Commerce - Technologies & Applications. Bharat, Bhaskar

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**6. Digital Marketing & Advertising**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Advertising	8
Module 2	Digital Marketing	7
Module 3	Social Media Marketing	8
Module 4	Affiliate Marketing and Website planning	7
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To help the students understand the concepts of advertising.
2. Understand the concepts of public relations.
3. Identify various stakeholders related to PR.
4. To abet the students to determine various types of social media marketing

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Define the concept of advertising and its relevance in the industry. (Level: Remember)

**CO2:** Demonstrate the understanding of Digital marketing and social media marketing concepts. (Level: Understand)

**CO3:** Explain emerging trends in digital marketing and assess the use of digital marketing tools. (Level: Understand)

**CO4:** Use best practices for creating, measuring and optimizing display ad campaigns. (Level: Apply)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
---------------	---------------	------------------------

<b>1</b>	<b>Introduction to Advertising</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Meaning &amp; Evolution, Features and Functions of advertising. Advertising as a communication process. Overview and scope of advertising industry in India. Challenges faced by advertisers in India in the era of globalization.</li> <li>● Concept of Marketing and Integrated Marketing Communication (IMC), Advertising and other tools of marketing/IMC Role of advertising in Product Life Cycle (PLC) &amp; low and high involvement products.</li> <li>● Role of advertising in brand building, Consumer behaviour, Target audience and market segmentation &amp; Ethical and social issues in advertising.</li> <li>● Advertising Standard Council of India (ASCI).</li> </ul>	
<b>2</b>	<b>Digital Marketing</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.</li> <li>● Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing &amp; Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts &amp; Vodcasts.</li> <li>● Latest developments and Strategies in Digital Marketing.</li> </ul>	
<b>3</b>	<b>Social Media Marketing</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Social media marketing: Digital Marketing on various Social Media platforms. Online Advertisement, Online Marketing Research, Online PR</li> <li>● Social media influence on customers: Facebook, YouTube, Twitter, LinkedIn etc.</li> <li>● Google Analytics.</li> </ul>	
<b>4</b>	<b>Affiliate Marketing and Website planning</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Affiliate marketing: 3 A's of Affiliate marketing, Affiliate marketing scenario in India, Different ways to affiliate marketing.</li> <li>● Website planning: Understanding domain name and domain extensions, Types of websites, Planning and conceptualising.</li> </ul>	

## **Reference Books**

1. Koontz, O'Donnell & Weihrich, (1980) Management, Tokyo: McGraw – Hill Inc.
2. Robbins (16th ed) (1979). Organizational Behavior, New Delhi: Prentice-Hall of India.
3. Singh, D. (2001). Emotional Intelligence at work, Response Books, New Delhi: Sage Publication.
4. Sissors, Jack Z., Surmanek, Jim. (1976). Advertising Media Planning-Crain books.
5. James R Adams. (1977). Media Planning-Business books.
6. D, Nidhi. (ed 2011). E-Commerce Concepts.

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**7. Foreign Language (French)**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	6
Module 2	Vocabularies	6
Module 3	Grammar	6
Module 4	Sentence and Dialogue framing	6
Module 5	French culture and self-presentation	6
	<b>Total</b>	<b>30</b>

**Course Objective**

1. To enable the students to acquire French language skills.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Identify alphabets, numbers and rules of French language. (Level: Remember)

**CO2:** Demonstrate an understanding of basic vocabularies and grammar of French language.  
(Level: Understand)

**CO3:** Articulate French words and sentences. (Level: Apply)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Introduction of the Language to first time beginner: Basic introduction of French, Alphabets and their pronunciation, Nature and rules of the language, Accents,</li> <li>● Orthographic Signs, Punctuation signs, Numbers in French 0-9, Cardinal and Ordinal form of number, Greetings.</li> </ul>	
<b>2</b>	<b>Vocabularies</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Basic Vocabularies (Tourism Based Vocabularies): The days of the week, Months, Item narration, Gender specification for the things, Country, City name, Time, Whether, Fruits and Vegetable names.</li> <li>● Family name, Body parts, Colours, Numbers 10-100 gradual learning, French phonetics, Professions, All the necessary word meaning used in general and specifically by tourism professionals.</li> </ul>	
<b>3</b>	<b>Grammar</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Basic and Introductory Grammar: The Articles, Plural forms of nouns, Gender (masculine and feminine forms), Definite articles, indefinite articles, Subject, Pronouns.</li> <li>● Verbs and their types, Principal and Auxiliary verbs in French (être and avoir), Verb's groups: First, Second and Third group, Rule of making ordinal numbers, Verb conjugation in present participle.</li> </ul>	
<b>4</b>	<b>Sentence and Dialogue framing</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● Sentence and Dialogue framing: The affirmative form of the sentences using first, second and third group verbs (only present tense), Dialogue and phrases, Verbs aller, Negative and Interrogative form using all types of verbs.</li> <li>● Tourism and Tourist based vocabulary.</li> </ul>	
<b>5</b>	<b>French Culture and Self-Presentation</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● French culture and self-presentation: Introduction of France and it's culture, Basic geo-political, Economical introduction of France, French history.</li> <li>● French (Tourist) habits and Introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session.</li> </ul>	

## Reference Books

1. Gupta, Malini; Gupta, Vasanthi & Usha Ramachandran. Bon Voyage: 1 Méthode de français l'hôtelier et du tourisme pour les débutants, New Delhi: W. R. Goyal Publication House.
2. Giradet, Jacky Cridlig, Jean Marie. Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.
3. Lorusse/Collins Pocket Dictionary (Minimum 40000 Translations)
4. Bhattacharya, S. & Bhalerao, Uma Shashi. French for Hotel Management & Tourism Industry. Frank Bro & CO.

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# 1. Legal Aspects of Travel & Tourism

## Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to legislation	15
Module 2	Legal and regulatory framework in Tourism and Travel	15
Module 3	Transport Legislation	15
Module 4	Contract legislation	15
	<b>Total</b>	<b>60</b>

### Course Objectives

1. To help the students understand about the legislation and its concept.
2. To understand National Tourism policy and its objectives.
3. To recognize the consumer protection act pertaining to the health, safety, and security of tourists visiting a destination.
4. Regulations relating to Business ethics.

### Course Outcomes

After successful completion of the course the learner will be able to:

**CO1:** Explain the concept, principles and role of legislation in Tourism. (Level: Remember)

**CO2:** Explain the Legal and regulatory framework in the Tourism and Travel industry. (Level: Understand)

**CO3:** State the Transport laws and Contract legislation in relation to Tourism and Travel Customers. (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Introduction to Legislation</b>	15
	• Concept, Principles and Role of Legislation in Tourism.	
2	<b>Legal and regulatory framework in Tourism and Travel</b>	15

	<ul style="list-style-type: none"> <li>• Relating to Consumer Protection.</li> <li>• Health, Safety and Security of Tourism and Travel Customers.</li> </ul>	
<b>3</b>	<b>Transport Legislation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Surface, Sea and Air Transport Laws in relation to Carriage of Passengers</li> </ul>	
<b>4</b>	<b>Contract Legislation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Contract legislation in relation to Tourism and Travel customers.</li> </ul>	

### Reference Books

1. Mill, Robert C.& Morrison Alastair (2013). The Tourism System. 6th ed. Kendall Hunt Publishing Co.
2. Downes, John, P. & Tricia (2011). Tourism and Travel Law. 5th ed. Huntington: ELM publications.
3. Grant, David, M. M. & Stephen (2012). Holiday Law. 5th ed. London: Sweet and Maxwell.
4. Singh, A. (2008). Contract and Specific Relief.
5. Williams, G. L., & Smith, A. T. H. (2002). Glanville Williams: learning the law. Sweet & Maxwell.



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**2. Tourism & Transport**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Transport Systems	15
Module 2	Aviation and Water Transport	15
Module 3	Rail Transport	15
Module 4	Road Transport	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. Understand the role of transport in economic development of a region.
2. Appreciate the role of transport in fostering close contact and unity between traveling individuals and societies.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the concept of transport system and its relevance in the industry. (Level: Understand)

**CO2:** Identify major transport associations and its linkage with the tourism industry. (Level: Understand)

**CO3:** State the evolution and growth of civil aviation and water transport. (Level: Remember)

**CO4:** Identify the major railways systems of the world. (Level: Remember)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Transport Systems</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Evolution of Transport System, Importance of Transport in Tourism, Developments taken place in Transport Systems around the globe.</li> <li>● Trends and Issues of transport management.</li> </ul>	
<b>2</b>	<b>Aviation and Water Transport</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Evolution and growth of civil aviation in the World and in India, Aviation in India, Outline of Air India and private airlines operating in India, Major airports of the world, Structure of an airport, Front office department of an airline, Aircraft and equipment manufacturers.</li> <li>● Water transport: Cruise Liners, Ferry services, Riverboats, Houseboats, Canoes, Submarines, Barges, Inland waterways, International waters.</li> </ul>	
<b>3</b>	<b>Rail Transport</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction and history of railways around the world and in India, Types of train services in India.</li> <li>● Major railway systems of the world: Amtrak, Euro Rail, Brit Rail, Japan railways, Canadian railways, Super high-speed trains and other railway systems in Africa &amp; Australia.</li> </ul>	
<b>4</b>	<b>Road Transport</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Introduction and overview of road transport industry in the world and in India - Past, Present and Future scenario of road transport systems in India and worldwide.</li> <li>● Major tourist coach systems in the world and India, Transport hubs and gateways, Documentation for road tourist transport in India.</li> </ul>	

### **Reference Books**

1. Cook, R.A; Marqua,J&Yale,L.J.(2006). Tourism: The Business of Travel. New York: Pearson Education.
2. Fontgalland,B.De.(2010).The World Railway System. New York: Cambridge University Press.
3. Pender,L.(2001). Travel Trade and Transport. New York: Coninum.
4. M.R. Dileep, (2019).Tourism, Transport and Travel Management, Routledge.

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**3. Tourism & Technology**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Global Distribution System	15
Module 3	Applications of E-tourism	15
Module 4	Using Technology for Tourism Business	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To describe how, and which information and communications technologies are used in the travel and tourism and hospitality industry.
2. To establish the interrelationship between social media and tourism.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** State the role and functions of technology and electronic distribution in tourism (Level: Remember)

**CO2:** Demonstrate the key drivers and barriers to manage tourism products online (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Impacts of Technology on Tourism, Virtual Tourism, GPS, GIS.</li> <li>● Use of ICT in Tourism, E-marketing and Promotion of Tourism, Payment Systems in E-tourism.</li> </ul>	
<b>2</b>	<b>Global Distribution System</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● History &amp; Evolution, GDS &amp; CRS, Hotel Distribution System, Cases of AMADEUS, GALILEO, SABRE.</li> <li>● Changing Business models of GDS, World span, Pegasus, Abacus, Travelport.</li> </ul>	
<b>3</b>	<b>Applications of E-tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Business models, Business to Business (B2B).</li> <li>● Business to Consumer (B2C).</li> <li>● Mobile Applications.</li> <li>● Online Travel Portals.</li> </ul>	
<b>4</b>	<b>Using Technology for Tourism Business</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Travel Blogs, Tourism Websites, Travel and Accommodation Review Sites (Trip Advisor, Expedia),</li> <li>● Challenges for conventional business models &amp; Competitive strategies.</li> <li>● Problems and Prospects, Security Threats, Accessible Tourism Technology, Technology for Hotels, Transport Technology (Monorail, Metrorail, Aviation).</li> </ul>	

### Reference Books

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G.(2000), Information technology for Tourism and Travel, Addison Wesley.
3. Buhalis D. (2004), Etourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
4. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
5. Rayport J.F. & Jaworski B.J.(2002), Introduction to Ecommerce, McGraw-Hill.
6. Malvino A.P (1995), Electronic Principles, McGraw-Hill.
7. Sampad Kumar Swain & Jitendra Mohan Mishra (2012), Tourism Principles Practices, Oxford University Press.
8. Information and Communication Technologies in Tourism 2016: Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016 1st ed. 2016 Edition.

## *Syllabus of Courses of*

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**4. Practical Training/ Internship**

**Goals:**

1. To enable students to make a carefully guided transition into the world of work.
2. To create an interface between learning and practice.
3. To provide students with an environment that facilitates knowledge building and enhancing skills/competencies.
4. To provide opportunities for experiential learning in varied areas of their disciplines and enhance their professional growth
5. To enable students to identify their own strengths and skills needing improvement and upgrade them in line with their career goals.
6. To enable students to strengthen their commitment towards becoming responsible, well trained, ethical professionals.

**Objectives:**

Internship is introduced with a cohesive plan of action to realise the following learning outcomes: After going through the Internship the student will be able to :

- Facilitate cross- disciplinary learning and development of new skills.
- Integrate knowledge obtained through in-class teaching with a hands-on approach and become familiar with Professional Practices and the world of work
- Pursue responsible roles in an organization
- Develop a road map for future career

**Duration:**

Each student shall undergo an Internship of few weeks approx. in relevant industry or any other business. The objective of this training is to make the students acquainted with the industrial / business working environment.

**Report:**

After completion of the training they will have to submit a training report.

**Marks & Evaluation:**

It will be evaluated by the examiner. It is to be submitted on or before the date fixed by the Institute. The students will also have to submit a performance certificate from the company where he/she undertook the training/internship. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do an industrial internship the students will prepare a project report on a topic assigned to him/ her by the Institute. This allows students to undertake experiential learning by working with organisations/ in the industry to critically examine a major aspect of their operation.

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## 5. Hospitality Management

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Hospitality Management	15
Module 2	Hotel Front Office	15
Module 3	Housekeeping and Marketing Department	15
Module 4	Food and Beverage department	15
	<b>Total</b>	<b>60</b>

### Course Objectives

1. Discuss and analyse the key factors responsible for the growth and development of hospitality and tourism.
2. Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.
3. Discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.
4. Identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.

### Course Outcomes

After successful completion of the course the learner will be able to:

**CO1:** Define the basic concepts of hospitality management. (Level: Remember)

**CO2:** Demonstrate an understanding of the role and qualities required by Front Office.  
(Level: Understand)

**CO3:** Demonstrate the ability to apply the knowledge & skills learnt for various roles in the hospitality industry. (Level: Understand)

**CO4:** Explain the functions of Food and Beverage Management team. (Level: Understand)

### Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Hospitality Management	15

	<ul style="list-style-type: none"> <li>● The Tourism and Travel Industry in Perspective</li> <li>Classification of hotels, Heritage Hotels, Departments of hotel, Hotel categories.</li> </ul>	
<b>2</b>	<b>Hotel Front Office</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Functions, Organization structure, Various personnel, Guest cycle activities, Night audit and its functions, Registration.</li> <li>● Front office systems, Front office documents, Front office communication, Qualities required by front office personnel, Room tariff, Room plans and Types.</li> </ul>	
<b>3</b>	<b>Housekeeping and Marketing Department</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Housekeeping department: Definition, Organization Structure, Functions, Job descriptions of Executive Housekeeper, Assistant Housekeeper, Housekeeping Equipment's.</li> <li>● Types of Rooms and Beds, Role of Housekeeping in Guest Satisfaction and Repeat Business, Types of Keys, Bed Making Procedure, Room Cleaning Procedures.</li> <li>● Hotel Marketing Department: Functions, Department structure, Job descriptions, Hotel sales, Methods used, Back office functions.</li> </ul>	
<b>4</b>	<b>Food and Beverage department</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Functions, Responsibilities of food and beverage personnel, Job description of food and beverage manager.</li> <li>● Catering Industry, Catering Segments, Questions Caterers need to ask, Types of Catering, Creativity and the Caterer.</li> </ul>	

### Reference Books

1. Singaravelavan, Food and Beverage Services, Oxford University Press.
2. Pralay Ganguly, Housekeeping Management in Hotel and Service Industry, Dreamtech Press.
3. Sudhir Andrews - Hotel Front office Training Manual.
4. Zulfikar Mohammad - Introduction to Tourism and Hotel Industry.
5. Sudhir Andrews: Hotel Front Office training Manual.
6. Sudhir Andrews: Hotel Housekeeping.
7. Front Office operations-James Bardi.
8. F & B Service - Dennis Lilycrap.
9. F & B Service a training manual – Sudhir Andrews.
10. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi).
11. Mohammed Zulfikar – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi).
12. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, New Delhi).

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**5. Business Economics**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Business Economics	12
Module 2	Demand Analysis	12
Module 3	Supply and Production Decisions and Cost of Production	12
Module 4	Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	12
Module 5	Pricing Practices	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To recognize the importance of business economics.
2. To understand demand forecasting and estimation.
3. To identify market structure and its significance in business.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the basic concepts of Business Economics. (Level: Remember)

**CO2:** Explain demand estimation and production function. (Level: Apply)

**CO3:** List down various pricing strategies. (Level: Remember)

**CO4:** Classify and differentiate between various market structures. (Level: Apply)

**Detailed Syllabus**



<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Business Economics</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Business Economics: Scope, Importance, Basic tools, Opportunity.</li> <li>● Cost principle: Incremental and Marginal Concepts, Basic economic relations.</li> <li>● Functional relations: Equations, Total, Average and Marginal relations, Use of Marginal analysis in decision making.</li> <li>● The basics of market demand, Market supply and equilibrium, Price- shifts in the demand and supply curves and equilibrium.</li> </ul>	
<b>2</b>	<b>Demand Analysis</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Demand Function: Nature of demand curve under different markets Meaning, Significance, Types and Measurement of elasticity of demand (Price, income cross and promotional), Relationship between elasticity of demand and Revenue concepts.</li> <li>● Demand estimation and forecasting: Meaning and significance.</li> <li>● Methods of demand estimation: Survey and Statistical methods (numerical illustrations on trend analysis and simple linear regression).</li> </ul>	
<b>3</b>	<b>Supply and Production Decisions and Cost of Production</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Production Function: Short run analysis with Law of Variable Proportions, Production function with two variable inputs- isoquants, Ridge lines and Least cost combination of inputs- Long run production function and Laws of Returns to Scale expansion path, Economies and diseconomies of Scale.</li> <li>● Cost concepts: Accounting cost and Economic cost, Implicit and Explicit cost, Fixed and Variable cost, Total, Average and Marginal cost.</li> <li>● Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve, Break even analysis (with business applications).</li> </ul>	
<b>4</b>	<b>Market structure: Perfect competition and Monopoly and Pricing and Output Decisions under Imperfect Competition</b>	<b>12</b>

	<ul style="list-style-type: none"> <li>● Short run and long run equilibrium of a competitive firm and industry, Monopoly, Short run and Long- run equilibrium of a firm under Monopoly.</li> <li>● Monopolistic competition: Equilibrium of a firm under monopolistic competition, Debate over the role of advertising (topics to be taught using case studies from real life examples).</li> <li>● Oligopolistic markets: Key attributes of oligopoly, Collusive and Non collusive oligopoly market, Price rigidity, Cartels and Price leadership models (with practical examples).</li> </ul>	
<b>5</b>	<b>Pricing Practices</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Cost oriented pricing methods: Cost, Plus (full cost) pricing, Marginal cost pricing, Mark-up pricing, Discriminating pricing, Multiple, Product pricing, Transfer pricing (case studies on how pricing methods are used in the business world).</li> </ul>	

### Reference Books

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000).
2. Hirschey .M., Managerial Economics, Thomson South western (2003).
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001).
4. Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3).
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint).
6. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002).
7. Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004).

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**6. Foundation Course-2**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Foundations of Entrepreneurship Development	7
Module 2	Types and Classification of Entrepreneurs	7
Module 3	Entrepreneur Project Development & Business Plan	8
Module 4	Venture Development	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand the concepts of entrepreneurship development.
2. To recognize the theories of entrepreneurship.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1-** Define Entrepreneur and Entrepreneurship. (Cognitive level: Remember)

**CO2-** List down and explain different theories of Entrepreneurship (Cognitive level: Remember)

**CO3-** Classify types of Entrepreneurs. (Cognitive Level: Understand)

**CO4-** Explain Business Planning Process. (Cognitive level: Understand)

**CO5 –** Identify the steps involved in starting a venture. (Cognitive level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Foundations of Entrepreneurship Development</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Concept and Need of Entrepreneurship Development,</li> <li>● Definition of Entrepreneur, Entrepreneurship,</li> <li>● Importance and significance of growth of entrepreneurial activities</li> <li>● Characteristics and qualities of an entrepreneur,</li> <li>● Theories of Entrepreneurship : <ul style="list-style-type: none"> <li>○ Innovation Theory by Schumpeter &amp; Imitating,</li> <li>○ Theory of High Achievement by McClelland ,</li> <li>○ X - Efficiency Theory by Leibenstein,</li> <li>○ Theory of Profit by Knight,</li> <li>○ Theory of Social change by Everett Hagen,</li> </ul> </li> <li>● External Influences on Entrepreneurship Development : Socio-Cultural, Political, Economical, Personal.</li> <li>● Role of Entrepreneurial Culture in Entrepreneurship Development</li> </ul>	
<b>2</b>	<b>Types and Classification of Entrepreneurs</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Intrapreneur – Concept and Development of Intrapreneurship</li> <li>● Women Entrepreneur – <ul style="list-style-type: none"> <li>○ Concept, development and problems faced by Women Entrepreneurs,</li> <li>○ Development of Women Entrepreneurs with reference to Self Help Group,</li> </ul> </li> <li>● Social entrepreneurship – concept, development of Social entrepreneurship in India.</li> <li>● Importance and Social responsibility of NGO's.</li> <li>● Entrepreneurial development Program (EDP) – concept, factor influencing EDP.</li> <li>● Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&amp;A)</li> </ul>	
<b>3</b>	<b>Entrepreneur Project Development &amp; Business Plan</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Innovation, Invention, Creativity, Business Idea, Opportunities through change,</li> <li>● Idea generation - Sources - Development of product /idea, Environmental scanning and SWOT analysis</li> <li>● Creating Entrepreneurial Venture - Entrepreneurship Development Cycle,</li> </ul>	

	<ul style="list-style-type: none"> <li>● Business Planning Process - <ul style="list-style-type: none"> <li>○ The business plan as an Entrepreneurial tool,</li> <li>○ scope and value of Business plan</li> <li>○ Elements of Business Plan, Objectives,</li> <li>○ Market and Feasibility Analysis,</li> <li>○ Marketing, Finance, Organization &amp; Management, Ownership,</li> <li>○ Critical Risk Contingencies of the proposal, Scheduling and milestones</li> </ul> </li> </ul>	
<b>4</b>	<b>Venture Development</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Steps involved in starting of Venture,</li> <li>● Institutional support to an Entrepreneur,</li> <li>● Venture funding, requirements of Capital (Fixed and working)</li> <li>● Sources of finance,</li> <li>● Problem of Venture set-up and prospects,</li> <li>● Marketing : Methods, Channel of Marketing, Marketing Institutions and Assistance,</li> <li>● New trends in entrepreneurship</li> </ul>	

### Reference Books

1. Entrepreneurial Development : S.S.Khanka
2. Entrepreneurial Development : C.B.Gupta & N.P. Srinivasan
3. Project Management : S.Choudhury
4. Project Management : Denis Lock
5. Stephen P. Robbins, Timothy A. Judge (Author) - Organizational behaviour (15th Edition), Prentice Hall Publication.
6. Niraj Kumar- Organisational Behaviour: A New Looks (Concept, Theory & Cases), Himalaya Publishing House
7. Strategic Leadership – Sahu & Bharati – Excel Books
8. Peter I. Dowling & Denice E. (2006). International HRM (1st ed.). New Delhi
9. French Wendell, Bell Cecil and Vohra Veena. (2004).
10. Organization Development, Behavioral Science Interventions for Organization Improvement. (6th ed.)

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## 6. Corporate communication & Public Relations

### Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Foundation of Corporate Communication	7
Module 2	Understanding Public Relations	7
Module 3	Functions of Corporate Communication and Public Relations	8
Module 4	Emerging Technology in Corporate Communication and Public Relations	8
	<b>Total</b>	<b>30</b>

### Course Objectives

1. To enable students, understand the foundations of corporate communication.
2. To help students interpret ethics and laws in corporate communication.
3. To understand the functions of corporate communication and public relations.

### Course Outcomes

After successful completion of the course the learner will be able to:

**CO1:** State the key concepts in Corporate Communication. (Level: Remember)

**CO2:** Select strategies and tools to build and manage public relations activities. (Level: Apply)

**CO3:** Discuss the major emerging technology in corporate communication and public relations. (Level: Understand)

### Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Foundation of Corporate Communication</b>	7
	<ul style="list-style-type: none"><li>• Corporate Communication: Scope and Relevance, Introduction, Meaning, Scope, Corporate Communication in</li></ul>	

	<p>India, Need/Relevance of Corporate Communication in Contemporary Scenario.</p> <ul style="list-style-type: none"> <li>● Keys Concept in Corporate Communication Corporate Identity: Meaning and Features.</li> <li>● Corporate Image: Meaning, Factors Influencing Corporate Image.</li> <li>● Corporate Reputation: Meaning, Advantages of Good Corporate Reputation.</li> <li>● Ethics and Law in Corporate Communication: Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics.</li> <li>● Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI.</li> </ul>	
<b>2</b>	<b>Understanding Public Relations</b>	<b>7</b>
	<ul style="list-style-type: none"> <li>● Fundamental of Public Relations: Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business.</li> <li>● Emergence of Public Relations: Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations.</li> <li>● Public Relations Environment: Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues.</li> <li>● Theories used in Public Relations: Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory.</li> </ul>	
<b>3</b>	<b>Functions of Corporate Communication and Public Relations</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Media Relations: Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations.</li> <li>● Employee Communication: Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing an Effective Employee Communications Programme, Role of Management in Employee Communications.</li> <li>● Crisis Communication: Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building.</li> </ul>	

	<ul style="list-style-type: none"> <li>● Financial Communication: Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising.</li> </ul>	
<b>4</b>	<b>Emerging Technology in Corporate Communication and Public Relations</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● Contribution of Technology to Corporate Communication: Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS).</li> <li>● Information Technology in Corporate Communication: Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation.</li> <li>● Corporate Blogging: Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog.</li> </ul>	

### Reference Books

1. The Public Relations Handbook, 2nd ed. (2001) by Alison Theaker, Routledge.
2. Global Public Relations: Spanning Borders, Spanning Cultures by Alan R. Freitag.
3. Public Relations and Social Theory: Key Figures and Concepts (2007) by Oyvind Ihlen, Routledge Communication Series.
4. Broom, G., Casey, S., & Ritchey, J. (2000). Toward a concept and theory of organization– public relationships.
5. Public relations as relationship management: A relational approach to public relations (pp. 3–22). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.



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**7. Travel Writing and Photography**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Digital Photography	15
Module 2	Travel Writing	15
Module 3	Travel Magazine and Folk Media	15
Module 4	Travel Blogs and Videography	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. Gain experience in writing effectively.
2. Identify typical features of travel writing genres.
3. Use research and observation as building blocks for travel writing.
4. Produce a variety of articles within this genre.
5. Understand the “business” of travel writing.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** State the basic components of Digital Photography. (Level: Remember)

**CO2:** Explain the requirements of Travel writing. (Level: Understand)

**CO3:** Articulate the qualities of good travel writing. (Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
1	<b>Digital Photography</b>	15
	<ul style="list-style-type: none"><li>Digital Photography: Introduction, Scope, Basic Components, Digital Cameras, Know your Camera, Travel preparations at the destinations.</li></ul>	
2	<b>Travel Writing</b>	15
	<ul style="list-style-type: none"><li>Introduction to Travel Writing: Scope, Purpose, Research, Collect information, Information discrimination and Filtering.</li></ul>	
3	<b>Travel Magazine and Folk Media</b>	15
	<ul style="list-style-type: none"><li>Nature and scope of magazine journalism, Types of travel Magazine: Writing Stories for Travel Medium, Travel Newsletters, Travel Guidebooks.</li><li>Historical Background of Folk Media, Popular Folk forms in India-performance, Relevance and Current scenario integrated use of Folk Media in tourism.</li></ul>	
4	<b>Travel Blogs and Videography</b>	15
	<ul style="list-style-type: none"><li>Blogging and Freelancing: AdSense, Placing ads on blog.</li><li>Basics of videography, Documentary production techniques.</li></ul>	

### Reference Books

1. Srivastava, Mukesh (2012). Digital Photography, Unicorn Books, New Delhi.
2. Richard I'Anson (2014). Guide to Travel Photography, Lonely Planet Publications.

**Nagindas Khandwala College (Autonomous)**

**Syllabus and Question Paper Pattern  
of Courses of**

**BBA (Hons.) in Tourism and Travel Management  
Programme**

**Third Year  
*Semester V and VI***

**Under Choice Based Credit, Grading and Semester System  
*(To be Implemented from Academic Year 2022-23)***

**BBA (Hons.) in Tourism and Travel Management Programme**  
**Under Choice Based Credit, Grading and Semester System**  
**Curriculum Framework**  
*(To be Implemented from Academic year 2022-2023)*

**THIRD YEAR**

**Semester V**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
V	2251UHIDRTPR	Aviation Management	CC	4	40	60	100
V	2252UHIDMW	Sustainable Tourism	CC	4	40	60	100
V	2257UHIDPMPR	Study tour / Destination study - Project report & Presentation*	DSC	6	40	60	100
V	2253UHIDTD 2253UHIDNT	<i>(Any One)*</i> Sports & Adventure Tourism Niche Tourism	DSE	4	40	60	100
V	2255UHIDDNPR	<i>(Any One)*</i> Medical & Wellness Tourism Cruise Tourism	DSE	4	40	60	100
V	2256UHTMRM	Introduction to Research Methods	AECC	4	40	60	100
			<b>Total</b>	<b>26</b>	<b>240</b>	<b>360</b>	<b>600</b>

**Semester VI**

Semester	Course Code	Course	Category	Credits	Internal	External	Total Marks
VI	2261UHTMDM	Destination Planning	CC	4	40	60	100
VI	2262UHTMMC	MICE	CC	4	40	60	100
VI	2263UHTMTM	Tourism Marketing	CC	4	40	60	100
VI	2265UHTMPJ	Capstone Project*	DSC	8	40	60	100
VI	2264UHTMAF 2264UHTMAC	Air Fares and Ticketing Air Cargo and Logistics Management	DSE	6	40	60	100
			<b>Total</b>	<b>26</b>	<b>200</b>	<b>300</b>	<b>500</b>

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**1. Aviation Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Aviation	15
Module 2	Introduction to Airport	15
Module 3	Airport Management	15
Module 4	Special Handling	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To explain the aviation industry and its policies.
2. To help students understand airport management and its functions.
3. To understand the operational procedures and airport certifications.
4. To understand the airport facilities and services.
5. To identify the airport types and airport areas.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain basic terms and concepts related to aviation and airport. (Level: Remember)

**CO2:** Demonstrate the basic knowledge of travel documentation and other areas in airport management. (Level: Understand)

**CO3:** Use effectively basic techniques and technology necessary for professional practice. (Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction to Aviation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● History, Open sky policy, Freedoms of Air, Air Geography, IATA areas, sub areas, sub regions.</li> <li>● Functions and Role of ICAO, IATA, DGCA and Airport Authority of India.</li> <li>● Types of Airlines, Types of Aircrafts, Study of aircraft parts.</li> </ul>	
<b>2</b>	<b>Introduction to Airport</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Three letter city and Airport code, Airline designated code, Minimum connecting time.</li> <li>● Airport: Function, Customers and Partners, Standardization, Airport Management as a career, The Economic Impacts of Airports, Technological Advancements, Master Planning of Airports.</li> <li>● The Operational Systems of Airports: The Physical Components, Service Components, Operational Procedures, The Terminal Area, Airport Certification.</li> </ul>	
<b>3</b>	<b>Airport Management</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Travel Documentation, Airport Facilities, Check-in formalities, In-flight services, Classes of service and comfort, Procedures and Practices.</li> <li>● Main Aircraft Types, Airport areas, Prohibited items.</li> </ul>	
<b>4</b>	<b>Special Handling</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Mishandled Baggage, Lost Luggage, Wheelchair and stretcher passengers, Unaccompanied Minors, Traffic Section.</li> <li>● Support Services: Emergency, Rescue Operations, Fire Fighting, Water Supply, Power, Communications.</li> </ul>	

## Reference Books

1. Emmy Arsonval Maniriho, Airline Cabin Crew Training Manual, Notion Press
2. Edissa Uwayo, Airline and Airport Operations, Notion Press.
3. Dr Sumeet Suseelan, Airline Airport & Tourism management, Notion Press.
4. S.K. Gupta, International Airfare & Ticketing : Methods & Techniques, UDH Publishers And Distributors.
5. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
6. K.M.Unnikrishnan (2013) Air Cargo Management and Airport Handling, Gemini Printers, Bangalore.
7. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
8. Julie F. Rodwell (2010) Essentials of Aviation Management: A Guide for Aviation Service Businesses ,Kendall Hunt Publishing Company.
9. IATA Training Manual.

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**2. Sustainable Tourism**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Goals and Impact of Sustainable Tourism	15
Module 3	Sustainable Tourism Planning	15
Module 4	Ecology & Ecotourism	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students understand the ecology and its fundamentals.
2. To analyse the interrelationship between ecology and tourism.
3. To Impart knowledge of sustainable development in tourism.
4. To understand sustainable tourism and its basic concepts.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Discuss the goal and impact of sustainable tourism. (Level: Understand)

**CO2:** Demonstrate an understanding of knowledge in sustainable tourism planning. (Level: Apply)

**CO3:** Describe the key stakeholders in ecotourism, their roles, perspectives and major issues. (Level: Understand)



## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Background, Concept and Definition, Dimensions of Sustainability, Social, Economic, Environmental and Cultural factors.</li> <li>● Stockholm Conference 1972, Brundtland Commission 1987, Rio Declaration 1992, WSSD 2002.</li> <li>● Global Warming and Sustainable Development, Sustainability and Climate Changing Issues in Tourism.</li> </ul>	
<b>2</b>	<b>Goals and Impact of Sustainable Tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Meaning, Definition, Basic Concepts in Sustainable Design, Global Significance of Sustainable Tourism-Agenda21 for Tourism and Travel Industry-World Conference on Sustainable Tourism 1995.</li> <li>● Impacts of Sustainable Tourism around the Globe and in India, Millennium Development goals and Sustainability in Tourism Role and Significance of Millennium Development goals in Tourism development.</li> </ul>	
<b>3</b>	<b>Sustainable Tourism Planning</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Principles of STEP-Basic concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis - Design for Environment, Socio economic conditions, Culture and Experimental values.</li> <li>● EIA, EMS, EIS.</li> <li>● Standardization and Certification for tourism sustainability; ISO 14001, Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development need and importance of tourism sustainability.</li> </ul>	
<b>4</b>	<b>Ecology &amp; Ecotourism</b>	
	<ul style="list-style-type: none"> <li>● Definition of Ecology, Environment, Ecosystem, Ecosystem Diversity Habitat, Community, Cultural Ecosystem.</li> <li>● Introduction to Ecotourism, Principles of Ecotourism, Public protected areas, Ecotourism Venues, Privately owned protected areas, Types of Ecotourism.</li> </ul>	

## Reference Books

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca Hawkins.
2. Sustainable Tourism, Salah Wahab and John J. Pigram.
3. Sustainable Development – Economic and Policy, P.K. Rao.
4. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press.
5. David B. Weaver – The Encyclopedia of Eco Tourism, Oxford University Press.
6. P.C. Sinha - The Encyclopedia of Eco Tourism, Anmol Publications, New Delhi.
7. ShashiPrabha Sharma – Tourism and Environment, Kanishka Publishers, New Delhi, 2006.
8. Ramesh Chawla – Ecotourism and Development, Sumit Enterprises, New Delhi, 2006.
9. Satish Chandra Nigam – Ecotourism and Sustainable Development, Rajat Publications, New Delhi, 2006.

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**3. Study Tour/Destination study -  
Project report & Presentation**

Students will have to submit a report of their study tour which will be evaluated externally at the end of the fourth semester. Students should undertake visits to important national or international tourist destinations during their programme for up to a maximum of fifteen days.

**The purpose is**

- To experience travel and to understand the linkages between tourism and other service sectors.
- To familiarize some of the important tourist destinations in India or abroad.
- To learn how to organize and manage tours.

Preparation of study tour report include two parts: pre tour phase and post tour phase.

Pre tour phase involves itinerary preparation, costing etc.

Post tour phase involves detailed report on the tour.

If a student(s) is not able to take part in the National/ International Tour because of genuine/unavoidable reasons, those student(s) shall be permitted to carry out a Destination study/ Case study/ Research study and field work report. In such cases, the onus will be on the student(s) and must make sure that prior sanction for exception is accorded for the study concerned by the Faculty in charge/Head of the Department.

As mentioned above, it will have both internal and external components and will be evaluated along with the comprehensive viva – voce at the end of the fifth semester.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Create a study tour report (Level: Create)

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**4. Sports & Adventure Tourism**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction to Sports Tourism	12
Module 2	Introduction to Adventure Sports	12
Module 3	Introduction to Water Sports & Aero Sports	12
Module 4	Introduction to Mountaineering	12
Module 5	Planning, Organising, Safety Measures & Rescue Techniques	12
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students understand the basic concepts of sports tourism.
2. To analyse the adventure tourism industry, including markets, products and tourist typologies by examining the issues through the lenses of the various international stakeholders.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the basic concepts of sports tourism. (Level: Remember)

**CO2:** Classify and distinguish between different types of Adventure Sports, Water Sports, Mountaineering. (Level: Understand)

**CO3:** Identify various safety measures and rescue techniques while planning an activity. (Level: Remember)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Sports tourism</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Defining sports tourism, Sports tourism, The supply side, The sport industry, The sport tourism system.</li> <li>● Opportunities &amp; challenges of providing sports tourism services.</li> <li>● Sport Tourist behaviour &amp; motivations, Characteristics of sports tourism market.</li> </ul>	
<b>2</b>	<b>Introduction to Adventure Sports</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Introduction to Adventure Sports: Definition, Classification of Adventure Sports, Mountaineering, Water Sports, Safaris, Wildlife Tourism, Trekking, Aero sports, Biking Speleology (Caving), Rock Climbing, Bungee Jumping, Moto Sports, Skiing.</li> <li>● Scope of Adventure Sports: New Trends, Training Institutes, Job Opportunities, Advantages &amp; Disadvantages.</li> <li>● Fitness Training: Physical Fitness Factors, Fitness Training &amp; its Importance.</li> </ul>	
<b>3</b>	<b>Introduction to Water Sports &amp; Aero Sports</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Introduction to Water Sports &amp; Aero Sports: Types of Water Sports: Canoeing, Kayaking, Rafting, Scuba Diving, Snorkelling, Surfing, Water skiing.</li> <li>● Rafting &amp; Kayaking: Equipment &amp; Clothing.</li> <li>● Scuba Diving &amp; Snorkelling: Equipment &amp; Clothing.</li> <li>● Types of Aero Sports: Ballooning, Hang gliding, Paragliding, Parasailing, Skydiving.</li> <li>● Hang gliding &amp; Paragliding: Equipment &amp; Clothing.</li> <li>● Parasailing: Equipment &amp; Clothing, Sites of Water &amp; Aero Sports in India.</li> </ul>	
<b>4</b>	<b>Introduction to Mountaineering</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>● Introduction to Mountaineering: Definition of Mountaineering.</li> <li>● Types: Trekking, Rock Climbing, Bouldering, Ice Climbing, Wall Climbing,</li> <li>● Trekking: Mountain Manners, Trek Planning, Trekking Sites in India.</li> <li>● Rock Climbing: Principles, Route Planning, Equipment, Clothing.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Uses of Knots: Thumb, Reef, Clove Hitch, Fisherman, Simple Bowline, Figure of Eight.</li> <li>• Introduction to Techniques: Abseiling (Rappelling), Jumaring, River/Valley, Crossing Techniques, Bush craft.</li> </ul>	
<b>5</b>	<b>Planning, Organising, Safety Measures &amp; Rescue Techniques</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>• Planning &amp; Organisation: Requirements for Planning &amp; Organizing an Activity, Backpacking list, Outdoor Management, Personality Development, Team Building, Cooperation, etc. Ethics &amp; Qualities of an Adventure Expert,</li> <li>• Safety Measures &amp; Rescue Techniques: Safety Measures: Safety Equipment &amp; Clothing.</li> <li>• Introduction to Rescue Techniques &amp; Stress Calls, Injuries &amp; first aid: Classification of Injuries, General first aid.</li> </ul>	

### Reference Books

1. Introduction to Sports Tourism and Event Management, edited by M. Saayman- Institute for Tourism and Leisure Studies and Leis (December 31, 2001).
2. Sport Tourism Destinations: Issues, Opportunities and Analysis, edited by James E. S. Higham- Routledge (November 8, 2004).
3. Sports Tourism, By Chris Bull, Mike Weed - Routledge; 1 edition (May 23, 2012).
4. Sport Tourism Development, By Tom Hinch, James Higham - Channel View Publications; edition (July 15, 2011).

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**4. Niche Tourism**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Niche Tourism – Introduction	15
Module 2	Special interest tourism	15
Module 3	Culture Tourism & Event based Tourism	15
Module 4	Activity-Based tourism	15
	<b>Total</b>	<b>60</b>

**Course Objective**

1. To help students identify the determinants of niche tourism.
2. To enable students to understand the concept of special interest tourism.
3. To understand various activity-based tourism.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Explain the concept of Niche Tourism and Special Interest Tourism. (Level: Remember)

**CO2:** Identify the diversity of special interest tourism products and their relationship with tourist demand. (Level: Remember)

**CO3:** Review different tourist motivations in sports tourism. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Niche Tourism – Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Niche Tourism Concept, Niche Marketing, Niche Tourist Profiling, Niche Tourism Framework &amp; Product Development.</li> <li>● Special Interest Tourism: The Roots of Niche, Destination Development through Niche Tourism.</li> </ul>	
<b>2</b>	<b>Special Interest Tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Culinary Tourism, Ecotourism, Youth tourism, Photographic tourism, Film Tourism, Wellness, Dark Tourism, Medical Tourism, Wine Tourism.</li> </ul>	
<b>3</b>	<b>Culture Tourism &amp; Event based Tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Sport Locations, Location hierarchies and Tourism, Sport tourism in built environment &amp; in natural landscapes.</li> <li>● Studying tourist motivations, Capitalizing on the influence of culture, Place &amp; identity through sport tourism, Building visitor experiences, Recollection and Visitor satisfaction, Seasonal pattern and Issues in sport tourism, Nostalgia sport tourism.</li> </ul>	
<b>4</b>	<b>Activity-Based tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Sports Tourism.</li> <li>● Adventure Tourism.</li> <li>● Wildlife Tourism.</li> </ul>	

### **References Books**

1. Ahluwalia H.P.S. and Manfred Garner. ( 1985). Himalayas: A Practical Guide, Delhi: Himalayan Books.
2. Singh, R.L.(ed) (1989) India : A Regional Geography, Varanasi: National Geographical Society of India.
3. Chand Gian and Manohar Puri. (1989). Trekking, New Delhi : International publisher India.
4. Smith, M., Puczko, L. (2008). Health and Wellness Tourism, Butterworth-Heinemann.

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**5. Medical & Wellness Tourism**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Leisure, lifestyle and tourism	15
Module 3	Concept of Health care	15
Module 4	Medical tourism	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students identify the typologies of health tourism.
2. To understand the tools for wellness tourism.
3. To enable students to identify the factors influencing health and wellness tourism
4. To determine the concepts of medical tourism.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Identify key factors affecting growth of health tourism. (Level: Remember)

**CO2:** Discuss the concept of health care in medical and wellness tourism. (Level: Remember)

**CO3:** State the concept, benefits and problems of medical tourism. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Origin and development of wellness tourism over ages, Health as a motivator to travel, Ancient centres of healing and bath.</li> <li>● Concept, Definitions and dimensions of Health, Wellness and Wellbeing, Spirituality, Quality of Life (QOL).</li> <li>● Typologies of Health tourism, Factors affecting growth of health tourism.</li> </ul>	
<b>2</b>	<b>Leisure, Lifestyle and Tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Tools for wellness: Medicine, Therapy, Therapeutic recreation, Psychology, Nutrition, Rehabilitation, Cosmetics.</li> <li>● Factors influencing health and wellness tourism, Forms of health tourism, Medical tourism, Spa tourism, Ayurveda tourism, Yoga &amp; Meditation tourism, Holistic tourism, Spiritual tourism, Ashram tourism.</li> </ul>	
<b>3</b>	<b>Concept of Health Care</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Body, Mind and Spirit relationship.</li> <li>● AYUSH: Ayurveda, Yoga &amp; Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.</li> <li>● Origin and development of yoga and meditation in India.</li> <li>● Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind.</li> <li>● International Yoga Day. Some of the important yoga centres in India.</li> </ul>	
<b>4</b>	<b>Medical tourism</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Medical Tourism: Concept, Typology evolution of Medical Tourism.</li> <li>● Benefits of medical tourism. Economics of medical tourism.</li> <li>● Global medical tourism scenario, Countries promoting medical tourism.</li> <li>● Indian medical tourism, potential and problems, Market size and growth.</li> </ul>	

### Reference books

1. Percy K. Singh, Medical Tourism: Global Outlook and Indian Scenario, Kanishka Publishing House.
2. Sneha Pathak (Author), Ritesh Mishra, Medical Tourism in India.
3. Vishnudevanda Swami, The Complete Illustrated Book of yoga.
4. Kulkarni, Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur.

5. Pruthi , Raj(2006) Medical Tourism in India, Arise Pub, Newdelhi.
6. Rajagopalan , S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad.
7. Balakrishnan (2006) Kalaripayattu, Penguin Books,Smith , M. and Puczko, L. (2009) Health and wellness tourism.
8. Sivananda Yoga Vedanta Centre(2000) The New Book Of Yoga, Ebury Press.

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**5. Cruise Tourism**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Cruise Industry and Associated Employment Opportunities	15
Module 2	Cruise Itineraries	15
Module 3	Cruise Areas and Experiences	15
Module 4	Potential Economic, Social and Environmental Impacts of the Cruise Industry	15
	<b>Total</b>	<b>60</b>

**Course Objective**

1. To help students identify various types of cruises.
2. To help the students analyse various cruise itineraries.
3. To help students recognize cruise products, on board facilities and experience.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** Define the different operational areas of the cruise industry and their different functions onboard and shoreside. (Level: Remember)

**CO2:** List down the needs of Cruise Itinerary. (Level: Remember)

**CO3:** Identify needs of customers and areas of customer experience on cruise. (Level: Remember)

**CO4:** Describe the potential economic, social, and environmental impact of cruise industry. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Cruise Industry and Associated Employment Opportunities</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Development and growth of the cruise industry, Key features of the 21st-century cruise industry, Current cruise operators, Links with other Tourism and Travel sectors, Role of regulatory bodies, Features of ships.</li> <li>• Employment opportunities in the cruise industry, On-board job opportunities, On-shore job opportunities, Features of the working environment on board, Entry requirements and progression opportunities.</li> </ul>	
<b>2</b>	<b>Cruise Itineraries</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Type of Cruise, Cruise areas, Emerging destinations, Features specific to cruise itineraries.</li> <li>• How different itineraries meet the needs of different customer types.</li> </ul>	
<b>3</b>	<b>Cruise Areas and Experiences</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Products and on-board facilities, Range of facilities, Accommodation range, On-board innovations, Shore excursions.</li> <li>• The customer's cruise experience, booking experience, Customer needs on board, Meeting specific customer interests, Social aspects of the customer's on-board experience, Post-cruise experience, Potential impact of customer satisfaction and dissatisfaction.</li> </ul>	
<b>4</b>	<b>Potential Economic, Social and Environmental Impacts of the Cruise Industry</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Ship-related potential impacts: Economic, Social, Environmental.</li> <li>• Shore-related potential impacts: Economic, Social, Environmental.</li> </ul>	

### Reference Books

1. Cruise Operations Management: Hospitality Perspectives, by Philip Gibson Richard Parkman, Routledge, 3rd edition.
2. Cruise Tourism in the Caribbean: Selling Sunshine, Martha Honey, Routledge.

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***6. Introduction to Research Methods***

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	7
Module 2	Data Collection & Processing	8
Module 3	Data Analysis and Interpretation	7
Module 4	Techniques in Report Writing	8
	<b>Total</b>	<b>30</b>

**Course Objectives**

1. To understand concepts and applications of research methods.

**Course Outcome**

After successful completion of the course, the learner will be able to:

1. Plan, design and carry out business research using scientific methods and prepare research reports or research papers.

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction</b>	<b>7</b>
	Meaning and Objectives of Research 2 Types of Research – (a) Pure, Basic and Fundamental (b) Applied (c) Empirical (d) Scientific & Social (e) Historical (f) Exploratory (g) Descriptive (h) Causal 3. Concepts in Research: Variables, Qualitative and Quantitative Research 4. Stages in Research Process 5. Characteristics of Good Research 6. Hypothesis - Meaning, Nature, Significance, Types of Hypothesis, Sources 7. Research Design – Meaning, Definition, Need and Importance, Steps in Research Design, Essentials of a Good Research Design, Areas/Scope of Research Design and Types - Descriptive, Exploratory and Causal 8. Sampling – (a) Meaning of Sample and Sampling, (b) Methods of Sampling - (i) Non Probability Sampling – Convenient, Judgement, Quota, Snow ball (ii) Probability – Simple Random, Stratified, Cluster, Multi Stage.	
<b>2</b>	<b>Data Collection &amp; Processing</b>	<b>8</b>
	1. Types of Data and Sources - Primary and Secondary Data Sources 2. Methods of collection of primary data (a) Observation - (i) structured and unstructured, (ii) disguised and undisguised, (iii) mechanical observations (use of gadgets) (b) Experimental - (i) Field, (ii) Laboratory (c) Interview – (i) Personal Interview, (ii) focused group, (iii) in-depth interviews - Method (d) Survey – Telephonic survey, Mail, E-mail, Internet survey, Social Media, and Media Listening (e) Survey Instrument – (i) Questionnaire designing, (ii) Types of questions – (a) structured/ close ended and (b) unstructured/ open ended, (c) Dicotomous, (d) Multiple Choice Questions (f) Scaling techniques - (i) Likert scale, (ii) Semantic Differential scale	
<b>3</b>	<b>Data Analysis and Interpretation</b>	<b>7</b>
	(a) Processing of data – i) Editing - field and office editing, ii) coding – meaning and essentials, iii) tabulation – note (b) Analysis of data- Meaning, Purpose, types. (c) Interpretation of data- Essentials, importance and Significance of processing data (d) Multivariate analysis – concept only (e) Testing of hypothesis – concept and problems – (i) chi square test, (ii) Z and t-test (for large and small sample)	

<b>4</b>	<b>Techniques in Report Writing</b>	<b>8</b>
	Report Writing – (i) Meaning, Importance, Functions of Reports, Essential of a Good Report, Content of Report, Steps in writing a Report, Types of Reports, Footnotes and Bibliography 2. Ethics and Research 3. Objectivity, Confidentiality and Anonymity in Research 4. Plagiarism	

**Reference Books:**

1. C R Kothari, Vishwa Prakashan , Research methodology,2002
2. Donald R. Cooper & Pamela s Schindler Business research methods., TMH/9e/2007
3. Naresh K Malhotra, Marketing research, Pearson Education /PHI/5e/2007
4. SL Gupta and Hetesh Guptha, Business research methods, McGraw hill – 2012



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**1. Destination Planning**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Tourism Destination Planning	15
Module 3	Regional Goal Formulation	15
Module 4	Tourism Distribution Strategy	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students identify the interrelationship between the destination and its products.
2. To enable students to understand tourism destination planning processes and analysis.
3. To enable the students to learn to assess tourism potential and develop the destination in a sustainable manner.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the concepts of a destination development. (Level: Remember)

**CO2:** Describe the process and analysis of Destination Planning. (Level: Understand)

**CO3:** Categorize different types and levels of tourism planning. (Level: Understand)

**Detailed Syllabus**

<b>Module</b>	<b>Topics</b>	<b>No. of Lectures</b>
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<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Definitions, Types &amp; Characteristics of destinations, Goals of Destination Development, Destinations and products.</li> <li>• Destination Management Systems, Destination planning guidelines, Destination selection process.</li> </ul>	
<b>2</b>	<b>Tourism Destination Planning</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Destination Planning Process and Analysis: National and Regional Tourism Planning and Development, Controlled tourism development, Contingency planning and destination preparedness.</li> <li>• Economic, Social, Cultural and Environmental considerations in destination planning.</li> <li>• Design and innovations, Resource Analysis, Market research and analysis, Market segmentation, Visitor profiling, Product positioning, Review the marketing mix, Competitor analysis, Regional Environmental Scanning, HRD in the destination context.</li> </ul>	
<b>3</b>	<b>Regional Goal Formulation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• Regional Goal Formulation: Strategy formulation, Product Portfolio Strategies. Tourism Portfolio model, Analysis of Portfolio approaches.</li> <li>• Market segmentation in the regional context, Basis, Steps, Target Marketing, Targeting options, Positioning strategy. Components of Destination Marketing Mix.</li> <li>• Product Strategy: Nature &amp; Characteristics, Managing existing Tourism Products, New Product development in Regional Tourism.</li> <li>• Pricing Strategies: Tourists Perception of Price.</li> <li>• Six 'A's framework for tourism destinations: The dynamic wheel of tourism stakeholders.</li> <li>• Destination Management Organisations (DMO's).</li> </ul>	
<b>4</b>	<b>Tourism Distribution Strategy</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>• The Tourism Distribution Strategy: Choice of distribution channel. Developing a Destination Promotional strategy. Evaluation and Control of the Promotional Programme.</li> <li>• Tourism organizations and their role in Destination Development.</li> <li>• Case studies of Genting (Malaysia), Pattaya(Bangkok), Khajuraho &amp; Konark.</li> </ul>	

### Reference books

1. Clare.A.Gunn(2002), Tourism Planning: Basics, Concepts, Cases, Routledge, New York.
2. Nigel Morgan, Annette Pritchard& Roger Pride(2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.

3. Charles R. Goeldner& Brent Ritchie, J.R.(2011), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
4. Richard W.Butler (2006),the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
5. Claire, Haven Tang& Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
6. Tourism Destination Evaluation, 1st Edition, Edited by Patrick Brouder, Salvador Anton Clavé, Alison Gill, Dimitri Ioannides,Routledge, 2016.

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**2. Meetings, Incentives, Conference, Convention  
and Exhibition (MICE)**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Exhibition Management	15
Module 3	Conference Management	15
Module 4	Corporate Events	15
	<b>Total</b>	<b>60</b>

**Course Objective**

1. To provide a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications.
2. To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics.

**Course Outcome**

After successful completion of the course the learner will be able to:

**CO1:** State the concept and types of MICE event. (Level: Remember)

**CO2:** Explain the importance of exhibition management (Level: Understand)

**CO3:** Explain the range of operational and management tasks to execute the events and conferences successfully (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● MICE: Meaning, Industry, Important statistics, India as MICE.</li> <li>● Destination, MICE Services, Types of MICE Services India offers.</li> </ul>	
<b>2</b>	<b>Exhibition Management</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Exhibition Management: Exhibitions Industry, Requirement of exhibitions, Job Responsibilities of exhibition organizer, Exhibition arrangements, Exhibition budgeting.</li> <li>● Understanding exhibition Customer, Understanding exhibition Flow, Exhibition safety, Creating Blueprint, Designing exhibition Plan, Understanding entertainment requirements, Celebrity management in exhibition.</li> </ul>	
<b>3</b>	<b>Conference Management</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Conference Management: About conference management Industry, Planning conference, Job Responsibilities of conference management company.</li> <li>● Congruence arrangements, Budgeting, Live Show Flow, Creating Blueprint, Designing conference Plan, Understanding technical requirements.</li> </ul>	
<b>4</b>	<b>Corporate Events</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Corporate Events, Planning corporate event, Job Responsibilities of corporate event organizer, Arrangements, Budgeting, Understanding Customer, Understanding Flow, safety.</li> <li>● Creating Blueprint, Designing Plan, Understanding entertainment requirements, Celebrity management in corporate events, Understanding need of entertainment in corporate events.</li> </ul>	

### Reference Books

1. Festival and Special Event Management - by Johnny Allen, William Toole, Robert Harris.
2. Event Management: A Professional and Developmental Approach by 50 DimitriTassiopoulos.
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
4. Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011.

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**3. Tourism Marketing**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Understanding Marketing	15
Module 2	Product	15
Module 3	Services Marketing	15
Module 4	Promotion	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students understand the basic concepts of marketing.
2. To acquire knowledge on marketing philosophies and strategic planning.
3. To enable students to interpret market segmentation and tourism marketing.
4. To understand product line and product life cycle.
5. To understand the basic concepts of service marketing mix.
6. To enable students to understand the concepts of pricing of tourism products.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Recognise the role that marketing can play in managing the multiple dimensions of the tourism product. (Level: Understand)

**CO2:** State the steps in new product development. (Level: Remember)

**CO3:** Explain the concept of service marketing in tourism. (Level: Remember)

**CO4:** Identify the elements of promotion mix pertaining to Tourism industry. (Level: Understand)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Understanding Marketing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process.</li> <li>● Marketing Environment Uniqueness of Tourism Marketing, Market Segmentation and Tourism Market. Selecting Target Market. Identifying &amp; developing market activities of Tourism Market, Marketing mix for Tourism and Travel.</li> </ul>	
<b>2</b>	<b>Product Development</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Managing the Product / Service, Product Decisions, Product Line, Product Mix, Product Life Cycle, New Product Development.</li> <li>● Branding and Packaging Decisions.</li> </ul>	
<b>3</b>	<b>Services Marketing</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Concepts, Definition, Characteristics, Services Marketing Mix.</li> <li>● Service Quality and Service Gap Analysis Model.</li> <li>● Marketing of Tourism, Related Activities: Trends in Tourism Marketing, Marketing of Airlines, Hotels, Resorts, Travel Agencies and Other Tourism Sub – Sectors and Products.</li> </ul>	
<b>4</b>	<b>Promotion</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Marketing of Small Tourism Business.</li> <li>● Distribution Channel in Tourism and Travel, Conflict Management, Promotion Decision.</li> <li>● Promotion Mix: Advertising, Sales Promotion, Personal Selling and Publicity.</li> </ul>	

## Reference Books

1. Wirtz Jochen (Author), Lovelock Christopher (Author), Chatterjee Jayanta, Services Marketing, Pearson Education.
2. Gullybaba, Tourism Marketing, Gullybaba Publishing.
3. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken.
4. Tourism Marketing: Les Lumsdon.
5. Marketing for Tourism - J. Christopher Holloway & Chris Robinson.
6. Marketing Management - V.S. Ramaswamy, S. Namakuman.
7. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho.
8. Marketing in Tourism and Travel - Victor T.C. Middleton.
9. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
10. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
11. Fundamentals of Marketing, Stanton, William J, McGraw Hill.
12. Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences 1st Edition, by Alan Fyall (Author), Patrick Legohérel (Author), Isabelle Frochot (Author), Youcheng Wang (Author).



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**4. Capstone Project\***

The capstone course is a method of summative evaluation in which the student is given an opportunity to demonstrate integrated knowledge and growth in the Industry. The course will assess a student's cognitive and intellectual growth in their major and also the overall academic learning experience. The capstone provides an opportunity for students to integrate and apply knowledge from their academic studies; through the comprehensive evaluation of core curriculum of finance and accounting, economics, marketing, management, human resource, and all learned fields relevant to the Business world.

The Capstone functions as a bridge between the university and the world of employment. Students are expected to treat the Capstone course therefore as a professional work engagement. The course is a rigorous team-based and project-oriented course. This course requires a high level of independence, intellectual curiosity, time and information management as well as an impeccable level of professionalism and work ethics.

A student must complete the Capstone Project, which serves as the exit requirement for the degree. This project is the final step in the degree process and must be completed in the student's final semester.

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**5. Air Fares and Ticketing**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Airline Terminology	15
Module 2	Passenger ticket	15
Module 3	Types of fare	15
Module 4	Internal fare constructions	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To enable students to understand various airline terminology.
2. To help students understand various determinants of passenger tickets.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Define the key terminologies related to Airline. (Level: Remember)

**CO2:** Discuss the various determinants of passenger tickets. (Level: Understand)

**CO3:** Demonstrate an understanding of different types of fares (Level: Apply)

**CO4:** Build an air fare construction/calculation. (Level: Apply)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Airline Terminology</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Airports and Offline stations served by airlines; Abbreviations used in airlines.</li> <li>● Freedom of Air, Types of journeys (OW, CT, RT, OJ, RTW), Global indicators.</li> </ul>	
<b>2</b>	<b>Passenger ticket</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Different coupons, Ticketing instruction and conjunction tickets, Open tickets, E-tickets and its advantages.</li> <li>● Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA), Rounding off of currencies, Referring to airline timetable, TIM, OAG, PAT.</li> </ul>	
<b>3</b>	<b>Types of fare</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Normal fare (Adult, child &amp; infant), Special fares, Discounted fares, Passengers requiring special handling, Passengers with medical problems, Expectant women, Unaccompanied minors, Infants, VIPs/ CIPs.</li> <li>● Introduction to special fares.</li> </ul>	
<b>4</b>	<b>Internal fare constructions</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Internal fare construction based on IATA &amp; UFTAA, FBP, NUC, MPM, TPM, EMA, HIP, BHC, ROE, LSF, RWM.</li> <li>● Point to point one-way routing, Specified routing, Round the world Minimum (RWM), Circle Trip Minimum (CTM).</li> <li>● Introduction to CRS, Computer Reservation System-Types: AMADEUS, GALILEO, SABRE, Advantages of CRS.</li> </ul>	

### Reference Books

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi).
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004.
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mcgraw Hill).
4. Study Kit for IATA/UFTAA.

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**5. Air Cargo and Logistics Management**

**Modules at a Glance**

<b>Sr. No.</b>	<b>Modules</b>	<b>No. of lectures</b>
Module 1	Introduction	15
Module 2	Cargo Rating	15
Module 3	Documentation	15
Module 4	Handling	15
	<b>Total</b>	<b>60</b>

**Course Objectives**

1. To help students understand the history and concepts of cargo management.
2. To help students familiarize with air cargo rating systems.
3. To enable students to identify important cargo companies.
4. To help students to understand the concepts of air cargo handling.

**Course Outcomes**

After successful completion of the course the learner will be able to:

**CO1:** Explain the basic concepts of cargo management. (Level: Remember)

**CO2:** Explain the various documentation required for cargo management. (Level: Understand)

**CO3:** Identify the concept of air cargo handling. (Level: Remember)

## Detailed Syllabus

Module	Topics	No. of Lectures
<b>1</b>	<b>Introduction</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.</li> <li>● Export Import Policies and rules of Government of India. Foreign Trade Policies.</li> </ul>	
<b>2</b>	<b>Cargo Rating</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies.</li> <li>● Chargeable weight rating: Specific commodity rates, Class rates, General cargo rates, Valuation charges.</li> </ul>	
<b>3</b>	<b>Documentation</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Air waybill, Charges correction advice, Irregularity report, Cargo manifesto, Cargo transfer Manifesto, Documents concerning postal mails and diplomatic mails.</li> <li>● Shippers declaration for dangerous goods.</li> </ul>	
<b>4</b>	<b>Handling</b>	<b>15</b>
	<ul style="list-style-type: none"> <li>● Cargo capacity of Air and Ships.</li> <li>● Cargo needing special attention, introduction to dangerous goods regulations.</li> <li>● Some important Cargo companies.</li> </ul>	

### Reference Books

1. John G. Wensween, Air Transportation: A Management Perspective; 6th e, Ashgate, 2007.
2. Air Cargo Tariff Manuals, IATA Live Animals Relations Manuals, IATA Special Mail Manual 32e. 2005.
3. Lawrence C. Leung, Sung-Chi Chu, 4th Party Cyber Logistics for Air cargo, Kluwer academics, 2004.
4. Prem Nath Dhar, Global Cargo Management: Concept, Typology Law & Policy, Kanishka Publishers, 2007.
5. Camille Allaz; The History of Air Cargo & Airmail: Christopher Foyle, 2005.