



**Bachelor of Business Administration
(Tourism & Travel Management)
BBA(TTM)**

Scheme of Teaching & Evaluation

**For Bachelor of Business Administration
(Tourism & Travel Management)**

As per State Education Policy (SEP)

Academic Year 2024-25 Onwards

PREFACE

Tourism, with its multifaceted impact on people, the planet, and the economy, plays a crucial role in shaping global dynamics and local communities alike. Tourism significantly impacts people by creating opportunities for cultural exchange, economic growth, and social development. At its core, tourism facilitates interactions between people of different cultures, fostering mutual understanding and tolerance. Visitors immerse themselves in local traditions, cuisine, and lifestyles, enriching their own experiences while contributing to the preservation and promotion of cultural heritage.

Economically, tourism is a powerful driver of employment. It supports a wide array of sectors, including hospitality, transportation, retail, and entertainment. Jobs created directly in tourism and indirectly in related industries provide livelihoods for millions worldwide, particularly in developing regions where tourism can be a lifeline for communities.

Socially, tourism can empower local communities by showcasing their unique identity and promoting pride in cultural heritage. It encourages the preservation of traditions and crafts, often revitalizing cultural practices that might otherwise decline. Moreover, tourism can enhance infrastructure and services in destinations, benefiting residents' quality of life through improved facilities and amenities.

Hospitality, on the other hand, forms an integral part of the tourism industry, focusing on the provision of services and amenities to ensure a pleasant and comfortable experience for travellers. It encompasses a wide range of establishments, including hotels, resorts, bed and breakfasts, hostels, restaurants, cafes, bars, and other accommodation and food service providers. The industry is dedicated to creating memorable experiences for guests by delivering exceptional customer service, personalized attention, and a warm and welcoming environment.

Together, the tourism and hospitality sectors form a symbiotic relationship, as tourism drives the demand for hospitality services while the quality of hospitality directly influences the overall satisfaction of tourists. This interdependence highlights the significance of collaboration and synergy between various stakeholders, including governments, tourism boards, travel agencies, destination management organizations, and businesses within the industry.

In recent years, the industry has witnessed significant growth, driven by factors such as rising incomes, globalization, improved transportation infrastructure, and the increased accessibility of travel information through the internet and social media. As the world recovers from the pandemic, the industry identifies various opportunities in rebuilding and redefining the future of tourism and hospitality.

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and environmental concerns. It is a significant contributor to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources, including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in infrastructure development. The tourism industry is a significant contributor to employment globally, providing numerous job opportunities across various sectors.

Rational and Nature of BBA(TTM) Program

Tourism education and skill training play a crucial role in developing a qualified and competent workforce for the tourism and hospitality industry. With the rapid growth and evolving nature of the industry, there is a continuous need for professionals who possess the knowledge, skills, and abilities to meet the diverse demands of travellers and tourists. Tourism education and skill training programs aim to equip individuals with the necessary expertise to excel in various roles within the industry, ranging from hotel management and tour guiding to event planning and destination marketing. The BBA (TTM) program equips students with the skills and knowledge relevant to tourism & hospitality industry. The program aims to develop professionals for tomorrow and academicians and researchers with strong academic background.

Learning Activities

Study Tours : The students of BBA (TTM) shall be required to undertake a study tour during their third semester (considering the climate conditions and other academic activities, it may be changed to 4th semester) for a period not more than **five nights and 6 days** to important tourist destinations, national or international, in order to gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, destination management, and knowing the inter-relationship between tourism and different industries. At least one leg of the journey must be by air to gain a primary knowledge of aviation and airline industry which students' study during the programme. The possibility of involving different modes of transportation in the package may be utilized.

Internship / Industrial Visit/ Field Visit: The department should make the effort to schedule field trips/industrial visits in accordance with the syllabus, and the practical exam should be done with utmost seriousness. When analyzing Industrial Visit/Field Visit reports, extreme caution must be exercised to ensure the report's material is of high quality.

Experiential Learning: An interactive method where students learn through hands-on activities, enables them to carry these experiences into future endeavours. In aviation and hospitality education, airport and airline visits are indispensable for extending learning beyond the traditional classroom. Students should be exposed to airline industry settings through field visit activities. Also, institutions should regularly organize industrial visits to expose students to current tourism and hospitality industry trends and best practices.

Community Engagement: The BBA (TTM) program should conduct interactive initiatives that enable students to engage continuously with local self-governments in designing, developing, and managing tourism projects, benefiting both students and stakeholders. This engagement can also be extended to alternative tourism models, such as women entrepreneurial groups and farm tourism units. Additionally, the program should create opportunities for students to work closely with the tourism department, industry, and community throughout the duration of the program

Pedagogy

The BBA (TTM)) program is a blend of theoretical and practical/field components. Students and institutes must work in tandem to achieve this. The method of pedagogy includes

Lectures, Case studies, Practicum, Role plays, Presentations, Discussions, Project works, Field Trips, Cultural Exchange Programs, and National / International Destination Visits. It is encouraged to properly engage in extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks etc

Eligibility of Teaching Faculty

Board of Studies (BOS) recommends that all Core, Electives, Optional and compulsory courses must be taught by Teachers with MTTM, MTM, MBA (Tourism), MTHM and MTA.

Internal Assessment and Semester End Examination

The Marks would be split into Internal and External (Semester End Exam) in 20 and 80 marks respectively.

For 100 Marks Paper of 5/4 Credits: IA would have 20 Marks and the Semester End Examination would be for 80 Marks.

For 50 Marks Paper of 2 Credits: IA would have 10 marks and the Semester End Examination would be for 40 Marks.

Question Paper Pattern

Model Question Paper (for 80 marks)

QP CODE
(Time: 3 Hours)

Title of the Paper

(Max. Marks: 80)

SECTION- A

(10x2=20)

Answer any TEN sub questions. each sub question carries TWO marks.

1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.
 - k.
 - l.

SECTION- B

Answer any SIX questions. Each question carries FIVE marks (6X5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

SECTION – C

Answer any THREE questions. Each question carries TEN marks (3X10=30)

- 10.
- 11.
- 12.
- 13

Model Question Paper (For 40 marks)

QP CODE

Title of the Paper

Time: 90 Minutes

[Max. Marks: 40]

SECTION- A

(5x2=10)

Answer any Five sub-questions each carries TWO marks

1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.

SECTION- B

Answer any Two questions. Each question carries FIVE marks (2X5=10)

- 2.
- 3.
- 4.

SECTION – C

Answer any Two questions. Each question carries TEN marks (2X10=20)

- 5.

6.

7

BBA (Tourism & Travel Management) PROGRAM**Scheme of Teaching, Evaluation and Curriculum****SEMESTER I**

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	SEE	IA	Total Marks	Credit
1	Lang1.1	Language – I	Lang	4	80	20	100	3
2	Lang 1.2	Language – II	Lang	4	80	20	100	3
3	BBATTM1.1	Tourism Principles and Practices	Core	5	80	20	100	5
4	BBATTM1.2	Tourism Products and Resource of India – I	Core	5	80	20	100	5
5	BBATTM1.3	Tourism in Karnataka	Core	5	80	20	100	5
6	BBATTM1.4	Principles of Management	Elective 1 /Optional 1	4	80	20	100	3
7	BBTMM1.5	Fundamentals of Logistics	Elective 2 / Optional 2		80	20	100	
8		Constitutional Values	Compulsory	3	40	10	50	2
Total				30	520	130	650	26

*Any one of the electives / optional paper shall be offered.

SEMESTER II

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	SEE	IA	Total Marks	Credit
1		Language – I	Lang	4	80	20	100	3
2		Language – II	Lang	4	80	20	100	3
3	BBATT M2. 1	Hospitality Management	Core	5	80	20	100	5
4	BBATT	World Geography	Core	5	80	20	100	5

	M 2.2	for Tourism – I						
5	BBATT M 2.3	Tourism Products and Resource of India – II	Core	5	80	20	100	5
6	BBATT M 2.4	Tourism and Hospitality Marketing	Elective 1 / Optional 1	4	80	20	100	3
7	BBATT M 2.5	People Management	Elective 2 / Optional 2		80	20	100	
8	BBATT M 2.6	Environmental Studies	Compulso ry	3	40	10	50	2
Total				30	520	130	650	26

*Any one of the electives / optional paper shall be offered.

III SEM BBA(TTM)

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	SEE	IA	Total Marks	Credit
1	Lan 1.1	Language – I	Lang	4	80	20	100	3
2	Lan 1.2	Language – II	Lang	4	80	20	100	3
3	BBATTM 3.1	Air Transportations and Operations	Core	5	80	20	100	5
4	BBATTM 3.2	World Geography for Tourism – II	Core	5	80	20	100	5
5	BBATTM 3.3	Travel Agency Tour Operations	Core	5	80	20	100	5
6	BBATTM 3.4	Basics of Financial Accounting	Elective 1 / Optional 1	2	40	10	50	2
	BBATTM3.5	Warehousing Management	Elective 2 / Optional 2		40	10	50	
7	BBATTM 3.6	** Air Ticketing	Compulsory*	2	40	10	50	2
Total				27	480	120	600	25

*Any one of the electives / optional paper shall be offered

**Compulsory Course (Skill based) from Tourism Administration

IV SEMESTER

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	SEE	IA	Total Marks	Credit
1		Language – I	Lang	4	80	20	100	3
2		Language – II	Lang	4	80	20	100	3
3	BBATTM4.1	Sustainable Tourism	Core	5	80	20	100	5
4	BBATTM4.2	Information Technology for Tourism	Core	5	80	20	100	5
5	BBATTM4.3	Tourism and Hospitality Entrepreneurship	Core	5	80	20	100	5
6	BBATTM4.4	Special Interest Tourism	Elective 1 /Optional 1	2	40	10	50	2
	BBATTM4.5	Basics of Cost Accounting	Elective 2 /Optional 2		40	10	50	
7	BBATTM4.6	*Mini Project	Compulsory*	2	40	10	50	2
Total				27	480	120	600	25

*Compulsory Course (Skill based) from Tourism Administration

**Any one of the electives / optional paper shall be offered.

V SEMESTER

Sl No	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	SEE	IA	Total Marks	Credit
1	BBATTM5.1	Leisure and Recreation Management	Core	5	80	20	100	5
2	BBATTM5.2	Itinerary Development and Packaging	Core	5	80	20	100	5
3	BBATTM5.3	Tourism Business Environment	Core	5	80	20	100	5
4	BBATTM5.4	Front Office Management	Elective 1 /Optional 1	4	80	20	100	3
	BBATTM5.5	Supply Chain Management	Elective 2 /Optional 2		80	20	100	
5	BBATTM5.6	Customer Relationship Management	Additional Course	4	80	20	100	3

6	BBATTM5.7	Internship /Industry Training	Skill Enhancem ent	2	40	10	50	2
TOTAL				25	440	110	550	23

*Any one of the electives / optional paper shall be offered.

VI SEMESTER

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	SEE	IA	Total Marks	Credit
1	BBATTM6.1	International Travel Formalities	Core	5	80	20	100	5
2	BBATTM6.2	Housekeeping Management	Core	5	80	20	100	5
3	BBATTM6.3	Event Management	Core	5	80	20	100	5
4	BBATTM6.4	Strategic Management	Elective 1 /Optional 1	4	80	20	100	3
	BBATTM6.5	Legal Framework for Tourism Business	Elective 2 /Optional 2		80	20	100	
5	BBATTM6.6	Tourism Leadership and Communication	Additional Course	4	80	20	100	3
6	BBATTM6.7	Research Methodology	Skill Enhancement (Compulsory)	2	40	10	50	2
Total				25	440	110	550	23
GRAND TOTAL							3600	148

**SEMESTER I
SYLABUS**

Course Code: BBATTM 1.1 Title of the Course: Tourism Principles & Practices CORE COURSE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Objectives: <ul style="list-style-type: none"> • To introduce the concept of tourism and travel management. • To expose the students to the theories and typologies of tourism • To explain the tourism's linkages with other disciplines of study 		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry. The ability to explain the theories and practices of tourism. The ability to explain the motivations behind travel behavior and able to identify tourism trends The ability to explain the linkages of tourism industry with other industries. 		
Syllabus		
Module No.1: Introduction to Tourism and Hospitality Industry (12Hrs)		
Brief history of tourism worldwide and in India -Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism. Space Tourism-tourist motivators-socio-economic effects of tourism on destination.		
Module No.2: Tourism Principles, Theories and Practices(12Hrs)		
Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network-Direct, Indirect and Support Services, Basic Components of Tourism - Different Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC)-Doxey's Irridex Index-Demonstration Effect-Crompton's Push and Pull model. Theory, Stanley Plog's Alo-centric and Psycho-centric Model of Destination Preferences.		
Module No.3: Travel Behavior and Motivations(12Hrs)		
Origin of Travel Motivation, Meaning of Motivation & Behavior, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		

Module No.4: Tourism and Modes of Transport. (12Hrs)
Transportation - Modes of transportation-Air transportation: national and private airlines-Chartered operations-major airports in India. Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Ind-Rail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise-Road Transportation: Coach Services, rent-a car, etc.
Module No.5: Tourism Organizations and Functions(12Hrs)
Roles and Functions of United Nations World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - India Tourism Development Corporation (ITDC), KSTDC, Jungle Lodges and Resorts of Karnataka.
Text Books:
<ol style="list-style-type: none"> 1. Charles R Goeldner & J R Brent Ritchie, Tourism Principles, Practices, Philosophies, 2007, 10th Edition. 2. Sampad Kumar Swain and Jithendra Mohan Mishra, Tourism: Principles and Practices. 3. A.K Bhatia, Tourism Development, Principles and Practices, Sterling Publishers Pvt Ltd 4. M.R Dileep, Tourism, Transport and Travel Management, Routledge, Taylor & Francis Group. 5. David Timothy, Tourism and Transport – Modes, Networks and Flows, Channel View Publications. 6. Dr. Suryanath U Kamath, Formerly Reader, Department of History, Bangalore University – Jupiter Books, M.C.C. Publication, Bangalore. 7. Karnataka Sangathi, Kannada Development Authority, Bangalore 8. A Hand book of Karnataka-2005 9. Environmental studies- Benny Joseph- Tata Mc-Graw Hill

<p align="center">Course Code: BBATTM-1.2 Title of the Course: Tourism Products and Resources of India – I Core Course</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.		
Course Objectives: <ul style="list-style-type: none"> • To explain the concept of tourism products and resources. • To introduce various styles of Indian architecture • To describe various tourism products of north India 		
Course Outcomes: On successful completion of the course, the students will demonstrate: <ol style="list-style-type: none"> a) The ability to understand concept of tourism products and resource and classifications. b) The ability to explain the process of architectural glory of India. c) The ability to comprehend the cultural diversity of India and its significance in country's tourism. d) The ability to understand the performing arts of India with their base and development. 		

SYLLABUS	
Module No.1 <u>Introduction to Tourism Products and Resources</u>(12Hrs)	
Definition of Tourism Products and Resources, Types of Tourism Products, concept, and classification of tourism resources in India-Tourism resource potential of India -Tourism Circuits in India–Ministry of Tourism, ITDC, ASI.	
Module No.2: Indian Architecture and Monuments(12Hrs)	
Contributions of Indian Architecture to the Country's Tourism, Various architecture & Architectural Styles in India, Heritage Tourism in India, UNESCO World Heritage sites and Monuments of India.	
Module No.3: Spiritual and Religious Tourism Resources of India(12Hrs)	
Introduction to spiritual and Sacred Journeys. Spiritual and religious travel motivations. Major places of religious and spiritual tourism Centers of different religions; Indian Customs and Traditions, Tourism and Culture. PRASHAD Scheme and Swadesh Darshan Scheme of Ministry of Tourism, Govt of India.	
Module No.4: Performing Arts Resources of India(12Hrs)	
Indian Classical Music –Hindustani and Carnatic, Major Music Festivals in India; Classical Dance Forms in India -Bharatanatyam, Kathak, Kuchipudi, Odissi, Manipuri; Folk Dances of North India, Major Dance Festivals of North India; different Fairs and Festivals of North India.	
Module No.5: Natural Tourism Resources of North India(12Hrs)	
National Parks, Biosphere Reserves and Wildlife Sanctuaries - Beaches– Hill stations- Deserts- Rivers-Mountains; Adventure Tourism – Concepts of Adventure tourism, adventure tourism resources- Land Based, Water Based and Air Based tourism resources.	
Skill Developments Activities:	
<ul style="list-style-type: none"> Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. Draft natural tourism circuits of India. Draft travel itineraries for domestic tourism circuits in India. 	
TextBooks:	
<ol style="list-style-type: none"> Prof. N.K Sharma, Tourism Products of India, University Science Press, Bangalore Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India–A National Perspective” Manoj Dixit and Chatti Sheela, Tourism Products, I.C.Gupta and S.Kasbekar–Tourism Products of India. S.P.Gupta–Cultural Tourism in India. A.L.Bhasham–Wonder that was India. Sajnani,Manohar– Encyclopedia of Tourism Resources in India Guptha & Krishnalal, S.P.-Tourism Resources and Monuments in India. Lajpathi Rai – Development of Tourism in India Banerjee,J.N.-The development of Hindu Iconography Hamayan Khan – Indian Heritage Percy Brawen – Indian Architecture. 	
Note: Latest edition of text books may be used.	

Course Code: BBATTM-1.3
Title of the Course: Tourism in Karnataka
Core Course

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

Course Objectives:

- To introduce the physical characteristics, demographics, and brief history of Karnataka.
- To describe the cultural heritage of Karnataka
- To explain the arts, crafts, fairs and festivals and cuisines of Karnataka

Course Outcomes: On successful completion Student will demonstrate:

- a) An understanding of geography of Karnataka.
- b) An ability to describe the tourism significance of Karnataka.
- c) An understanding geographical terminology.
- d) An understanding of tour operation business.
- e) An understanding of the techniques of tour packaging and preparation of tour itinerary.

SYLLABUS

Module No. 1: Introduction (12Hrs): The Physiography Settings - Area and Population; Climate; Rainfall; Soil Types; Water Resource; Mineral Resource; Forest; Mountain System; Geographical Divisions of Karnataka; Demographic study; History of Karnataka.

Module No 2: Karnataka Tourism Development (12Hrs): Role of state government in promoting tourism; Ministry of Tourism; K.S.T.D.C.; Role, Master Plan and Functions; State Tourism Policies; Jungle Lodges and Resorts; Karnataka Tourism Society; Major Hotel Chains in Karnataka; Major Tour Operators in Karnataka.

Module No.3: Cultural and Heritage Tourism in Karnataka (12 Hrs): Fairs and Festivals of Karnataka, Language, Customs and Traditions, Cuisines; Art Forms – Music, Dance and Theatre; Folk Tourism Resources in Karnataka; Linguistic and Ethnic Diversities; Heritage Tourism Destinations – UNESCO Heritage sites and monuments of Karnataka.

Module No.4: Nature-Based Tourism in Karnataka (12Hrs): Tourism in Western Ghats and Coastal regions of Karnataka – opportunities and challenges - Hill Stations - Important hill stations of Karnataka, Tourist facilities; Wild Life Sanctuaries and National Parks of Karnataka. Importance of wild life sanctuaries and National parks in promoting tourism; Adventure Tourism – Types, Destinations, Facilities and amenities available at adventure spots.

Module No.5: Culinary Tourism in Karnataka(12Hrs) – cuisines of different regions and communities in Karnataka – Coastal Cuisines, Malnad cuisines, **cuisines of North, Central and southern Karnataka**, Popular food, and beverages of Karnataka. Culinary influences – traditional food vs modern food. Past, Present and Future of authentic traditional food and beverages of Karnataka.

Skill Development Activities:

1. List out the major geographical landmarks of Karnataka
2. Draw the map of Karnataka and point out the major tourist destinations of Karnataka.
3. Prepare the fact file of Karnataka Geography.

Text References

1. Dr. Ranganath and Dr. Suryanath, Geography of Karnataka – A concise History of Karnataka
2. P. Mallappa, Geography of Karnataka, Chethana Book Collection.
3. Dr. Sooryanatha Kamath, A concise History of Karnataka.

4. Divya Jose, Karnataka a Special guide Tailor made for foreign tourist, Kindle Edition.
5. Dr. Santhosh Kumar P.K, The infrastructural Determinants of Tourism Demand in Karnataka
6. Ansusekhar Guin and Madhuri Guin, Glimpses of Karnataka Sample Travel Plan.
7. Abdul Mannan Bagulia, Indian Geography, Anmol Publications Pvt. Ltd.,
8. Mohd, Abbas Khan, Encyclopaedia of Indian Geography (3 Volumes), Anmol Publications Pvt. Ltd.,
9. Rosalin Hurst, Indian Geography- Perspectives, Concerns, and Issues, Rawath Publishers and Distributors, 2009.
10. Bright P., World Geography with Geography of India, Bright Careers Institute,
11. Rohan Peter, Panorama of Indian Culture- Culture of Creativity, Dominant Publishers and Distributors.
12. Ishwara Topa, Indian Culture, Prakashan Kendra, 2000.

<p align="center">Course Code: BBATTM-1.4 Title of the Course: Principles of Management Elective 1 / Optional - 1</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3	04	56
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.		
Course Objectives: <ul style="list-style-type: none"> • To introduce the principles and concepts of the management • To familiarize the application of principles and concepts of management • To orient the students to applications of Management principles in Tourism industry. 		
Course Outcomes: On successful completion of the course, the students will able to demonstrate: <ul style="list-style-type: none"> ❖ the ability to understand the concepts of business management, principles, and function of management in a developing economy ❖ the ability to explain and undertake the process of planning and decision making in modern management system ❖ the ability to create organization structures based on authority, task, and responsibilities. ❖ the ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. ❖ the ability to understand the requirement of good control system and control techniques 		
SYLLABUS		
Module 1: Introduction to Management(12Hrs) Meaning, and definition of management, characteristics and significance of management, scope and functional areas of management, management and administration, management as science, arts or profession, evolution of management thought, contributions of F.W.Taylor in the field of scientific management. Peter F Drucker and Fayol's contribution to modern management		
Module 2 Planning and Decision Making(12Hrs) Planning- meaning, definition, features, benefits,		

and limitations of planning- process of planning - how to make planning effective–types and forms of planning; MBO- process importance- making MBO effective; Decision Making – meaning- process- types of decisions; steps in decision making
Module 3 Organisation (10Hrs) Meaning – definition – features- principles of organisation- process- Types of organisations- line -functional- line & staff - matrix (in brief) - project (in brief)-committees (in brief) -Organisation chart-meanings & content -Organisation manual-meanings & content - Authority & power- (concepts only) -Delegation of authority-principles – benefits and problems of delegation of authority-Centralisation and Decentralisation -Span of management.
Module IV Directing (10Hrs) Meaning and nature of direction, Principles of direction. Staffing – meaning & significance - Process of staffing (in brief); Leadership – meaning, qualities – Styles of leadership. Motivation - meaning – importance and objectives, Morale, and Productivity. Communication – importance and objectives, Barriers in effective communication; steps to overcome barriers -Types of communication.
Module V Coordination and Control(12Hrs) Coordination –Meaning- Need - Principles –Control – Meaning – Process – Control Methods or Techniques; Management Audit concept - SWOC, KAIZEN, TQM, MIS, ISO, Change Management, Knowledge Management (Meaning only). Emerging Trends; Case Studies.
Books for Study and Reference: <ol style="list-style-type: none"> 1) Harold Koontz & Heinz Weihrich, Principles of management - Essentials of Management, Tata McGraw Hill, 10th edition (2015) 2) L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, 6th Edition, (2013) 3) T.N. Chhabra, Principles and Practice of Management, Dhanpat Rai& Co Publication, (2018) 4) V. S. P. Rao Principles and Practice of Management, Konark Publishers, 1996 6. 5) V. S. P. Rao V Hari Krishna, Management: Text and Cases - Excel Publications (2005) 6) B.S. Raman & Chandrashekhara K, Principles of Management, New United Publishers (2021)

<p align="center">Course Code: BBATTM-1.5 Title of the Course: Fundamentals of Logistics Elective 2/Optional -2</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3	04	56
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies & Field Work etc.		
Course Objectives: <ul style="list-style-type: none"> • To introduce the principles and concepts of the management • To familiarize the application of principles and concepts of management • To orient the students to applications of Management principles in Tourism industry. 		
Course Outcomes: On successful completion of the course, the students will able to demonstrate: <ul style="list-style-type: none"> ❖ the ability to understand the concepts of business management, principles, and function of management in a developing economy ❖ the ability to explain and undertake the process of planning and decision making in modern management system 		

- ❖ the ability to create organization structures based on authority, task, and responsibilities.
- ❖ the ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- ❖ the ability to understand the requirement of good control system and control techniques

SYLLABUS

Module No. 1: Introduction To Logistics - History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics

Module No. 2: Logistics And Customer Service - Definition of Customer Service Elements of Customer Service - Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues In Logistics Outsourcing

Module No. 3: Global Logistics – Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration - Activity Centers in Integrated Logistics. Role of 3PL&4PL

Module No. 4: Allied Activities of Logistics - I - Warehousing: Warehouse-Meaning, Types of Warehouses, Benefits of Warehousing. Transportation - Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping. E-Commerce - Meaning, Brief on Fulfilment Centres, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce

Module No. 5: Allied Activities of Logistics - II EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment. Supply Chain - Cold chain. Liquid Logistics - Rail Logistics

Text Books:

1. Course Material Prepared by LSC
2. Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-Hill/Irwin, First Edition, 1998.
3. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
5. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
6. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

Note: Latest edition of text books may be used

SEMESTER II

Course Code: BBATT-2.1 Title of the Course: Hospitality Management Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.		
Course Objectives: <ul style="list-style-type: none"> • To introduce the fundamental concept and history of Hospitality Industry • To explain the structure of hotels and resorts • To impart on various departments in the hotel and their functions. 		
Course Outcomes: On successful completion of the course, the students will demonstrate: <ol style="list-style-type: none"> a) The ability to explain the hotel industry in the world. b) The ability to illustrate the hotel organizational structure. c) The ability to work in a hotel front office as an assistant. d) The ability to work in housekeeping department. e) The ability to work in food and Beverage Production and Service Department 		
SYLLABUS		
Module No. 1: Origin and History of Hotel Industry(12Hrs): The term ‘Hotel’; Evolution & Development of hospitality industry and tourism. Types of accommodation - supplementary and primary accommodations - Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, services,) – categorization of hotels – star classifications. –Hotel chains in India, famous hotels worldwide. Hotel Organisations – FHRAI, HAI, International Hotel Association (IHA) and functions		
Module No. 2: Hotel Organization(12Hrs) Need for Organizational charts – Major Departments and their functions in a hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance – Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management.		
Module No. 3: Front Office(12Hrs): Front office - Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation- - importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system .room rates and Tariffs. Travel Desk and its operations.		
Module No. 4: Housekeeping(12Hrs): Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds, role of housekeeping in guest satisfaction and repeat business.		
Module No. 5: Food and Beverage(12Hrs): Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department. Types of plans and services: - Continental Plan – European Plan -American Plan – Modified American plan – Bermuda Plan.		

Skill Developments Activities:

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

Text Books:

1. The Indian Hospitality Industry, Sandeep Munjal and Sudhanshu Bhushan, CRC Press, Taylor, and Francis.
2. Jatashankar Trivedi, Hotel Front Office – Operations and Management, Oxford Higher Education.
3. Negi.J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
4. Raghubalan, G. & Ragubalan S. (2009), Hotel Housekeeping Operations and Management, OUP, New Delhi.
5. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi.
6. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
7. Andrews,S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.

Note: Latest edition of text books may be used.

Course Code: BBATT-2.2 Title of the Course: World Geography for Tourism I Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Course Objectives: <ol style="list-style-type: none">1. To understand the elements of geography and its relationship with tourism2. To learn climate classifications and their relationship with tourism development.3. To study Physical and human geography of North and South Americas4. To study Physical and human geography of the continent of Europe5. To study the global perspectives of the tourism trends.6. To give an insight into various holiday destinations7. To Understand latitudes, longitudes, International Date Line and GMT		
Course Outcomes: <p>CO1: Students should be able to remember and locate countries, cities and other geographic features.</p> <p>CO2: Students will develop physical and political perspective of world geography</p> <p>CO3: Study the climate, whether and tourism resources of the world in a regional approach.</p> <p>CO4: Gain knowledge on physical and human geography and tourism characteristics of North America</p> <p>CO5: Understand the physical and human geography and tourism characteristics of South America</p> <p>CO6: Understand the physical and human geography and tourism characteristics Europe</p>		

CO7: Gain knowledge on importance of climate and weather on tourism.
Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions
UNIT I Introduction to Geography – Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – The world’s climates – climatic elements and tourism - Impact of weather and climate on tourist destinations.
UNIT II: Geography of Tourism in North America - Geography and tourism in North America – Tourism characteristics - major tourism destination and attractions of Canada and United States - Major tourist destination in Mexico and the Caribbean countries.
UNIT III: Geography of Tourism in South America - The tourism geography of South America - Division of South American Tourism - the Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia, and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil.
UNIT IV: Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland
Unit V: Geography of Tourism in Scandinavia and Eastern Europe - North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).
UNIT VI Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, flying time, Standard time and Day light saving time. – World’s continents - destinations on world map
Assignments: Field trips to various tourist destinations in India and report submission.
Skill Development: Map plotting of popular tourist destinations: North America, South America, and Europe
References: <ol style="list-style-type: none"> 1. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures. 2. Dawne M. Flammger (1993), Destination: North America. 3. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur. 4. Husain Masjid, (2003), Indian and World Geography, Rawat Publications, Delhi and Jaipur 5. J. K Chopra, World Geography. 6. Lonely Planet – Asia, North America, South America, Europe. 7. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London. 8. Philip.G. Davidoff (2002), Geography for Tourism. 9. Simon Calder and et al (2014), 48 Hours In... North American Cities. 10. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography: 11. Tim Liffel (2008), the World's Cheapest Destinations - Asia Edition

Course Code: BBATT-2.3		
Title of the Course: Tourism Products and Resource of India – II		
Core Course		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classrooms lectures, tutorials, Group discussion, Seminar, Case studies & field work etc		
Course Objectives <ul style="list-style-type: none"> To explain the Early paintings, Museums, and art galleries of India. To introduce about the adventure and nature-based tourism resources of south India. To describe about eco and farm tourism concepts and their developments in India. 		
Course Outcomes: On successful completion of the course, the students will demonstrate: <ol style="list-style-type: none"> The ability to understand significance of Indian paintings. The ability to explain the historical glory through museums and art galleries. The ability to comprehend the nature -based tourism in India. The ability to understand the concept of living heritage. 		
SYLLABUS		
ModuleNo.1: Indian Paintings(12Hrs): Early Phase of Painting in India; Major Schools of Paintings - Ajantha Paintings, Chola Paintings, Vijayanagara Paintings, Mughal Paintings, Rajput Paintings, Ragamala Paintings, Tanjore Paintings, Mysore Paintings, Kerala Paintings, Modern Paintings.		
ModuleNo.2: Museums and Art Galleries in India(10Hrs): Introduction, Types of Museums; Art Galleries and Libraries of India, Treasures of India.		
ModuleNo.3: Adventure tourism in South India(12Hrs)– Land Based, Water Based, and Aero Based Adventure tourism activities; Major Adventure Tourism Destinations of South India.		
ModuleNo.4: Nature Based Tourism Resources of South India(12Hrs): Concept of eco-tourism National parks, Biosphere reserves and wildlife sanctuaries, Beaches – Hill stations –rivers – Mountains.		
ModuleNo.5: Recent Trends in Indian Tourism(14rs): Indian tribes and tribal tourism-Alternative Tourism, Rural Tourism, Farm Tourism, Plantation Tourism, Spice Tourism, Monsoon Tourism, Golf Tourism, Heritage Tourism, MICE Tourism, Medical Tourism, Literary Tourism, Space Tourism, Sports Tourism, Culinary and Wine Tourism, Educational Tourism, Disaster and Dark tourism.		
Text Books: <ol style="list-style-type: none"> Prof. N.K Sharma, Tourism Products of India, University Science Press, Bangalore Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India –A National Perspective” Manoj Dixit and Chatti Sheela, Tourism Products Robinet Jacob, Mahadevan P. Sindhu Joseph, “Tourism Products of India–A National Perspective” I.C.Guptaand S.Kasbekar–Tourism Products of India. S.P.Gupta–Cultural Tourism in India. A.L.Bhasham–Wonder that was India. Sajnani,Manohar–Encyclopedia of Tourism Resources in India. Guptha & Krishnalal, S.P.-Tourism Resources and Monuments in India. 		

10. Lajpathi Rai-Development of Tourism in India
11. Banerjee, J. N.-The development of Hindu Iconography
12. Hamayan Khan- Indian Heritage
13. Percy Brown – Indian Architecture

Note: Latest edition of textbooks may be used.

<p align="center">Course Code: BBATT- 2.4 Title of the Course: Tourism and Hospitality Marketing Elective 1 /Optional 1</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork		
Course Objectives <ul style="list-style-type: none"> To introduce concept of hospitality marketing and marketing philosophies. To explain the concept of Market segmentation and market positioning To explain market dynamics market planning and various marketing strategies 		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate: <ol style="list-style-type: none"> Understand the concept of hospitality marketing and market philosophies. Gain knowledge on market segments and market positioning. Understand market dynamics and marketing environment. Develop ideas on Market planning, marketing strategies and channels of distribution. Demonstrate public relation in hospitality marketing and destination marketing. 		
Syllabus		
ModuleNo.1: Introduction to Tourism and Hospitality Marketing(10Hrs): Core Concept of Marketing: Meaning and Definition, Scope of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange, and transaction. Market and Marketing: Marketing Philosophies-Service Characteristics of Tourism Products- The Service Marketing Triangle, Purpose of Tourism Marketing, Significance of tourism marketing.		
ModuleNo.2: Market Analysis, Segmentation and Positioning(10Hrs): Measuring and forecasting tourism Demand – Forecasting Methods – Market Segmentation and Positioning-7P's of service marketing and marketing mix.		
Module No 3: Developing Marketing Environment(10Hrs): Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Incentive and Relationship Marketing-Issues Pertaining Relationship Marketing-Strategies and Relevance for Current Trends in Market place.		
ModuleNo.4: Planning Marketing Program(10Hrs): Product and product strategies – Product-line-Product Mix-Branding and Packaging-Pricing Considerations -Approach and Strategies Distribution Channels and Strategies – Advertising and Sales Promotion.		
ModuleNo.5: Public Relation and Destination Marketing(10Hrs): Major activities of Public Relation Departments-Press Relations-Product Publicity- Corporate Communication – Lobbying-Counseling-The Public Relation Process- Implementation of Public Relation plans. Evaluating Public Relation result – Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process – Identifying Target Market. Classification of Visitor Segments, Monitoring the Tourist Market, , Developing Package of attraction and Amenities.		
Text books <ol style="list-style-type: none"> Philip T. Kotler (Author), John T. Bowen (Author), James Makens, Marketing for Hospitality and Tourism, 7e, Pearson Education, New Delhi Vinnie Jauhari, Hospitality Marketing and Consumer Behavior, CPC Press Taylor, and 		

Francis.

3. Howard Feiertag Hospitality sales and marketing, CPC Press Taylor, and Francis.
4. [Alan Fyall](#), [Patrick Legohérel](#), [Isabelle Frochot](#) at el, Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences, Routledge publisher.
5. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
6. Bennett J.A. Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.
7. Kotler P (2012). Marketing Management, Pearson Education, New Delhi.
8. Stanton W.J. (1999) Fundamentals of Marketing, McGraw Hill New York.
9. Neelamegham.S.(1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
10. Ramasamy. & Namakumar.S.(1990). Marketing Management: Planning & Control, Macmillan New Delhi.

<p align="center">Course Code: BBATT- 2.5 Title of the Course: People Management Elective 2 /Optional 2</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
<p>Course outcome: On successful completion of the course, student will demonstrate:</p> <ol style="list-style-type: none"> 1. Ability to examine the difference between People Management with Human resource Management 2. Ability to explain the need for and importance of People Management. 3. Ability to explain role of manager in different stages of performance management process 4 Ability to list modern methods of performance and task assessment. 4. Ability to analyse the factors influencing the work life balance of a working individual. 		
<p>Module No. 1: Introduction To People Management - Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.</p>		
<p>Module No. 2: Getting Work Done Assessment and Evaluation - Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.</p>		
<p>Module No. 3: Building Peer Networks and Essentials of Communication - Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.</p>		
<p>Module No. 4: Motivation - Meaning, Importance and need for motivation, team motivation-</p>		

meaning, importance team motivation, types of Motivators and Modern methods of motivation.

Module No. 5: Managing Self - Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

Skill Developments Activities:

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals

Text Books:

1. Mc. Shane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John, and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students' leadership, adaptability, and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., Lepine, J.A., & Wesson, M.J. (2009) Organizational Behaviour: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

Note: Latest edition of text books may be used.

Note: All Core Courses, Optional Courses, Elective Courses & Skill Enhancement Courses are under Studies in Business Administration (TBM).

III SEMESTER
DETAILED SYLLABUS
BBATM 3.1

<p style="text-align: center;">Course Code: BBATM- 3.1 Title of the Course: Air Transportation and Operations Core Course</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Syllabus		
Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical and Book Reviews.		
Course Objectives: <ol style="list-style-type: none"> 1. To introduce the basics of air transportation 2. To brief the evolution and growth of air transport industry 3. To educate the functions of airports 4. To explain the passenger handling at the airports 		
Course Outcomes: On successful completion of the course, the students will: CO1: Understand the growth and evolution of global air transportation system CO2: Learn about the structure and facilities of airports. CO3: Understand the functions of airports. CO4: Understand different facilities and services at the airport CO5: learn about airport operations, ground handling and passenger handling procedures.		
Unit I: History of air transportation -Early history- evolution till second world war- growth of air transportation after world war- Deregulation and effects- Open sky policy - Mergers and alliance- History of civil aviation in India – public and private sector airlines in India. ICAO-Formation, objectives, and activities- Role of AAI and DGCA. IATA and activities, role of IATA in air transportation, Air Corporation Act, 1953, Role of Aviation Sector in tourism.		
Unit II Air Transportation: Aviation and air transportation- Types of Aviation-Military Aviation-General Aviation and types- Civil Aviation Types - Air transport system- Airports-Aircraft- Aircraft-Air navigation services- Aircrafts parts and types-aircraft manufactures- International regulations- bilateral agreements, Multilateral Agreements, and freedoms of air- Chicago and Warsaw conventions.		
Unit III Airports: Concept and Definition- Functions- Socio-economic Situations- Airport product and consumers- Revenue Sources- Airport Ownership- Structure of a airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- organization structure and personnel.		
Unit IV Airport Operations: Ground handling - Deplaning and boarding- Cargo and baggage loading-Turn around operations- Refuelling- Power supply-rescue and		

firefighting-winter operations. Safety and Security Issues-Measures for safety and security in airports.

Unit V Passenger Handling - Passenger Handling - Departure Procedures- check-in formalities, free baggage allowance- types of baggage-excess baggage allowance- baggage pooling-security check- emigration services-gate handling and boarding-Arrival Procedures- transit passenger handling-emigration activities-baggage claim-missed baggage-customs formalities-red channel and green channel-Baggage handling procedure-Air navigation services- Air cargo operation. Airport Codes (IATA airport codes of major cities)

Recommended Practical Activity.

A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities and functioning of an airport.

References

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

<p align="center">Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 3.2 Name of the Course: World Geography for Tourism -II</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Syllabus		
<p>Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical and Book Reviews.</p>		

Course Objectives:

1. To understand the tourism geography of Africa and Middle East
2. To study the tourism characteristics and geography of Asia
3. To learn tourism characteristics and destinations in Australia.
4. To study Physical and human geography of Africa, Asia, and Australia
5. To learn the tourist destination and tourism development in North India
6. To learn the tourist destination and tourism development in South India.
7. To study key global tourism trends

Course Outcome:

- CO1:** Students should be able to remember and locate countries, cities and other geographic features.
- CO2:** Students will develop physical and political perspective of world geography
- CO3:** Study climate, weather and tourism resources of Asia, Africa and Australia in a regional approach.
- CO4:** Gain knowledge on physical and human geography and tourism characteristics of North India
- CO5:** Understand the major tourist destinations and tourism characteristics of South India
- CO6:** Able to forecast the international tourism trends
- CO7:** Gain knowledge on importance of tourism to a nation.

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

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

UNIT III Geography and Tourism in Australia – Tourism Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand's Tourist Regions. The Pacific Islands.

UNIT IV Major Tourist destinations of North India - Jammu and Kashmir, Himachal Pradesh, Rajasthan, Delhi, Punjab, Haryana, Uttaranchal, Madhya Pradesh, Uttar Pradesh, Gujarat, and North Eastern states.

UNIT V: Major Tourist destinations of South India – Maharashtra, Goa, Karnataka, Kerala, Andhra Pradesh, Tamil Nadu, Andaman Islands, Lakshadweep Islands etc.

UNIT VI Tourism Trends - Global and regional tourism trends - tourism receipts and expenditures - Top tourist countries - UNWTO forecast for international tourism.

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

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

References:

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

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

Course Code: BBATT 3.3

Name of the Course: Travel Agency and Tour Operations

Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100

Syllabus

Pedagogy: Lectures, seminars, group discussion, presentations, implant training.

Course Objectives:

1. To provide an all-round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history and types of travel agents and tour operators.
3. To impart the professional knowledge to meet the requirements of travel and tourism industry.
4. To provide the students with an understanding of the role, function and operation of

<p>organization in travel trade operations.</p> <ol style="list-style-type: none"> To understand the role and functions of tour guides in the industry. To understand the conceptual meaning of travel business and its operation To expose students with the various functions of travel agencies and procedures.
<p>Course Outcomes:</p> <p>CO1: Equip the students to manage tour and travel related procedures.</p> <p>CO2: Validate the essential skills required in the administration and management of Tour operations as a business.</p> <p>CO3: Evaluate the duties and responsibilities of travel agencies staff and managers.</p> <p>CO4: Acquire knowledge about the various international travel regulations.</p> <p>CO5: Identify the functions performed by a travel agent.</p> <p>CO6: Understand the appeal, and the changing nature of the package tour and its various markets.</p> <p>CO7: Demonstrate Itinerary preparation skill for inbound, outbound, domestic and common interest tours.</p>
<p>Unit I: Introduction to Travel Agency Businesses - Historical Perspectives-Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- Types of travel agency -- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, -and types of tour operators- Inbound, Outbound, Domestic, Ground and Specialized. Indian travel agents and tour operators- an overview. - The Changing Scenario of Travel Trade.</p>
<p>Unit II: Travel Agency/Tour Operators -Differentiation and Interrelationship. Functions Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies and Organizational Structures of Travel Agency and Tour Operators. -Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.</p>
<p>Unit III: Tour Operations Business - Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays -Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions.</p>
<p>Unit IV: Tour Packaging & Costing - Tour Packaging: meaning, classifications of Tour Packages - Components of Package Tours, factors affecting tour design and selection– Planning and producing a tour- Concept of Costing: Types of Costs - Components of Tour Cost - Factors affecting in tour costs- Preparation of Cost Sheet, - Confidential tariff-Tour Pricing: Calculation of Tour Price - Pricing Strategies</p>
<p>Unit V: Itinerary Planning, Development, Marketing, and promotion of tour - Tour Itinerary: Types of Itineraries - Tips and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, limitation and constrains. Itinerary preparation for inbound, outbound, domestic and common interest tours -Marketing and promotion of tour –</p>

marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Indian and world tourism day; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria.

Skill development activities: Prepare and Develop Itinerary, Tour Costing and preparation of Tour brouchers.

References

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

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

Course Code: BBATT 3.4

Name of the Course: Basics of Financial Accounting

Elective 1 / Optional 1

Course Credits	No of Hours/Week	Total Number of Teaching Hours
2	2	45
SEE	CIE	Total Marks
40	10	50

Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments

Course Objectives

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

CO1 Will be able to understand accounting as an information system;

CO2 Will be able understand accounting practice for measurement and disclosure of information and financial decision making,

CO3 To develop the skills of using accounting equation in processing business

transactions;

CO4 To develop an understanding about recording of business transactions and preparation of financial statements;

CO5 To analyse and interpret published financial information.

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

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

Unit III Recording of Business Transactions: Accounting equation approach – Meaning and Analysis of transactions using accounting equation-Rules of debit and credit-Recording of Transactions-Books of original entry – Journal.

Unit IV Ledger Posting, Trail Balance and preparation of Final accounts - Ledger - Meaning-Definition-Relation between ledger and journal- Rules regarding Posting – Trail balance. - Preparation of Trading Account, Profit & Loss Account and Balance Sheet.

References:

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

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

Course Code: BBATT 3.5

Name of the Course: Warehousing Management

Elective 2 / Optional 2

Course Credits	No of Hours/Week	Total Number of Teaching Hours
2	2	45
SEE	CIE	Total Marks
40	10	50

Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments

Course Objectives

1. Understand the concept and role of warehousing in the tourism and hospitality sector.
2. Identify various types of warehouses and their functions.
3. Analyze key warehousing operations and layout designs.
4. Apply warehousing practices to real-life tourism and event scenarios.

Course Outcomes:

On successful completion of the course, the students will demonstrate:

1. Understand the concepts and functions of Warehouse and Distribution Centre.
2. Analyse the distribution environment impacting the business.
3. Segment the goods and understand the goods handling methods.
4. Describe the Warehouse Activities.

Unit I Introduction to Warehousing - Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Associate warehouse - Its functions - equipment available in associate ware house - Video on warehouse – Visits to ware houses - Warehouse Organization Structure - Benefits of Warehousing.

Unit II Goods Handling in Warehouses - Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Advanced shipment notice (ASN) or invoice items list - Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded - Formats for recording of goods unloaded from carriers.

Unit III Functions of Warehousing - Receiving and unloading goods - Inspection and quality control - Sorting and inventory classification - Storage and retrieval processes - Dispatching and documentation -

Unit IV. Warehouse Management - Warehouse Utilization Management - Study on emerging trends in warehousing sector - DG handling - use of Material Handling Equipment's in a warehouse - Inventory Management of a warehouse - Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels.

References:

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

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 3.6 Name of the Course: Air Ticketing Professional Skills for Tourism & Travel (Skill Development) Compulsory Course		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
2	2	45
SEE	CIE	Total Marks
40	10	50
Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments		
Course Objective <ol style="list-style-type: none"> 1. To provide an understanding about various rules, regulation, procedures, and documentation in air traffic. 2. To know about Air Ticketing and learn about IATA areas, 3 letter city and airport codes 3. To be able to understand the baggage regulations. 		
Course Outcome <ol style="list-style-type: none"> 1. Students should be able to remember IATA city and airport codes, calculate city to city airfares 2. To be able to calculate the time differences of various cities 3. To gain knowledge on types of journeys, global indicators, and sales indicators. 		
Unit I Passenger Air Tariff - Background information, Passenger Air Tariff Editions - IATA areas of the world, Global Indicators, One country rule. Types of Journeys – One-way Trip – Round Trip – Circle Trip – Open Jaw – Counting Transfers and Stopovers		
Unit II IATA Areas – IATA areas - sub areas, global indicators, IATA city and airport codes.		
UNIT III Time Difference - Local time and GMT calculation, flying time calculation. Currency conversion- Conversion of NUC into local currency, rounding of local currency. OW through Fare Construction - RT and CT fare construction – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check.		
Unit IV Ticketing and Traffic Documents – Passenger Ticket and Baggage Check- Customs regulations of India- Currency Regulations of India - Computerized Reservation System (Practical).		
References: <ol style="list-style-type: none"> 1. Air Cargo Tariff Manuals 2. Dennis. L. Foster (2001), the Business of Travel Agency Operations and Administration, Mc. Graw Hill Publications 3. IATA Training Manual Foundation Course. 		

4. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers
5. OAG and Air Cargo Tariff (Both Red and Green)
6. OAG Guide published by IAIA
7. R Dogani, Air Port Business
8. Travel Information Manual (TIM)

IV SEMESTER DETAILED SYLLABUS

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATT 4.1 Name of the Course: Sustainable Tourism		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Assignment, Presentations, and Seminars, Lecture-cum-discussions		
Course Objectives: <ol style="list-style-type: none"> 1. Identifying visitor management strategies for sustainable tourism 2. To acquire an in-depth knowledge about the sustainable tourism management and to become familiar with the techniques and approaches for sustainable tourism management. 3. To gain exposure to the implementation of STD principles through relevant case studies. 4. To understand and appreciate the significance of sustainable development. 5. To analyze the role of Eco Tourism as an effective tool for practicing Responsible Tourism. 6. To gain the Knowledge about sustainable tourism concept, principles and significance. 7. To obtain information regarding various Eco Tourism Resources in India and how to manage ecotourism sites. 		
Course Outcomes: <p>CO1: Understand the principle of sustainable development and the link with tourism.</p> <p>CO2: Explain and evaluate critical issues and industry trends in contemporary sustainable tourism practice</p> <p>CO3: Develop practical solutions to problems in the field using principles of sustainable tourism management.</p> <p>CO4: Understand the relevance of sustainable tourism planning.</p> <p>CO5: Analyze the conceptual basis on which sustainable tourism is founded.</p>		

<p>CO6: Critically discuss a range of definitions of sustainability and sustainable tourism.</p> <p>CO7: Identify and examine the various forms of alternative tourism</p>
<p>UNIT – I Sustainable Development - Evolution-Sustainable development – an integrative approach - Defining sustainable development - Normative principles of sustainable development Major Dimensions of Sustainability - Reasons for Unsustainable Development -: nature-based tourism, eco-tourism, responsible tourism.</p>
<p>UNIT – II – Sustainable Conferences - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change. - Rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry</p>
<p>UNIT – III Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio-economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying Capacity - Visitor management strategies</p>
<p>UNIT – IV Approaches to Sustainable Tourism - Standardization and Certification - Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation- including STEP. Eco-friendly Practices and Energy waste Management. Benefits of sustainable tourism development.</p>
<p>UNIT-V Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - in sustainable tourism development need and importance of tourism sustainability - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on the impacts of Island Tourism in international destination - Hill Tourism in Alps and Indian hill stations - Beach Tourism.</p>
<p>References:</p> <ol style="list-style-type: none"> 1. Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold. 2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK. 3. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London. 4. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. 5. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK. 6. Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATT 4.2 Name of the Course: Information Technology for Tourism		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Objectives: <ol style="list-style-type: none"> 1. To familiarize students with aspects of information system relevant for tourism and IT & to develop skills to design & implement simple computer-based business system. 2. To understand application of computers and information technology to tourism business contexts. 3. Impart skills to apply information technology effectively in specific tourism business circumstances. 4. To communicate and network effectively within their organizations. 5. To have ability to develop efficient and effective working with computer reservation system. 		
Course Outcomes: On successful completion Student will demonstrate; <ol style="list-style-type: none"> 1. Understand the fundamentals of information technology 2. Understand usage of information technology in business. 3. Learn core concepts of computing and modern systems 4. Applications of Excel and SQL. 5. Awareness about latest information. 		
UNIT I Information Technology and Information System - Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy. building, Information systems and subsystems.		
UNIT II Subsystems of Information System - Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
UNIT III Database Management System - Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.		

UNIT IV Microsoft Excel in Business - Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, what if Analysis (Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. **Logical Functions:** IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.

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

Skill Developments Activities:

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

Reference:

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

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 4.3 Name of the Course: Tourism and Hospitality Entrepreneurship		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy - A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.		
Course Objectives: <ol style="list-style-type: none"> 1. Understand the fundamentals of entrepreneurship within the tourism and hospitality sectors. 2. Develop and evaluate business ideas and models specific to the industry. 3. Apply entrepreneurial skills to real-world tourism and hospitality scenarios. 4. Prepare a comprehensive business plan suitable for a startup in tourism or hospitality. 5. Understand legal, financial, and operational challenges in launching and managing a tourism-related enterprise. 		
Course Outcomes: CO1 Students will understand the basic concepts and significance of entrepreneurship in the tourism and hospitality industry CO2 Students will learn to identify and evaluate viable business opportunities through effective market research CO3 Students will be able to develop a business model and create a structured business plan for a tourism/hospitality venture. CO4 Students will gain practical knowledge of the financial and legal frameworks necessary for starting and running a business. CO5 Students will be able to manage operations and effectively pitch their business ideas to potential investors		
Unit I Introduction to Entrepreneurship in Tourism and Hospitality - Concepts and definitions of entrepreneurship - The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; Role and importance of entrepreneurship in tourism and hospitality - Types of tourism and hospitality enterprises - Entrepreneurial traits and competencies - Case studies of successful entrepreneurs in the sector.		
Unit II Opportunity Identification and Market Research - Identifying business opportunities in tourism and hospitality - Trends and innovations in the industry - Market research methods: primary and secondary research - Customer needs analysis and segmentation - Competitor analysis and SWOT analysis.		
Unit III Business Model Development and Planning - Elements of a business model (Canvas model) - Value proposition and customer experience design - Business planning: mission, vision, goals, and objectives - Strategic planning for startups - Sustainable and responsible business practices in tourism.		
Unit IV Financial and Legal Aspects of Tourism Entrepreneurship - Basics of financial planning and budgeting - Funding sources: loans, grants, investors, crowdfunding - Pricing		

strategies and revenue models - Legal requirements for tourism and hospitality businesses - Intellectual property rights and business registration.

Unit V Business Operations, Marketing, and Pitching - Day-to-day operations management in tourism and hospitality - HR and customer service management - Branding and digital marketing strategies - Pitching business ideas to stakeholders - Final project: business plan presentation and pitching session.

References

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

<p align="center">Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 4.4 Elective 1 / Optional 1 Name of the Course: Special Interest Tourism</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
2	2	45
SEE	CIE	Total Marks
40	10	50
<p>Course Objectives: The Special Interest Tourism course prepares students to specialize in niche tourism markets by providing them with the knowledge and skills to develop, manage, and market unique tourism experiences. Emphasizing sustainability and ethical considerations, this course equips students to contribute positively to the tourism industry and the communities it serves through the development and promotion of special interest tours/packages</p>		
<p>Course Outcomes: CO1 Identify the diversity of special interest tourism products and their relationship with tourist demand CO2 Analyze the relationship between special interest tourism and mass tourism CO3 Describe issues associated with the development and use of natural and cultural resources in the development of special interest tourism products.</p>		
<p>Unit I Eco Tourism - Concept and Definition-Components and principles of Ecotourism Conservation. Ecotourism and Community: Benefits and costs, Eco-tourism destinations in India. National parks and wildlife sanctuaries, biosphere reserves-protected areas-Islands and beaches</p>		
<p>Unit II Health Tourism - Ayurveda, Ayurveda treatments, thri-doshas, panchakarma-Role of Ayurveda in Tourism. Medical Tourism-Origin-present status of India, -- medical tourism</p>		

value chain. Medical tourism process - medical tourism facilitators- Medical tourism indicators

Unit III Emerging Products - Sustainable tourism - Rural tourism, responsible tourism, Gastronomy, Golf, cruise, wine & dark tourism, wedding tourism, MICE, Wine tourism, Camping, Pilgrimage tourism, Film Tourism, Literary Tourism, Volunteer tourism, Doom tourism, Dark tourism, Revenge Tourism, Experiential tourism. Commercial attractions - Amusement Parks – Gaming -Shopping. Live Entertainments - House boats –tree houses-cave room-, desert camps. Tourism circuits: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Voluntary tourism-doom tourism, pro-poor tourism.

Unit IV Adventure Tourism – classification of adventure tourism – land based – water based – aero based. Winter sports – mountaineering – Trekking, rock climbing, ballooning – camel treks and desert safaris – White water rafting – motor rallies.

References:

1. India Tourism Products: Robinet Jacob, Sindhu Joseph, Mahadevan P (2012)
2. Ecotourism: Impacts Potentials, and Possibilities-Stephen Wearing and John Neil.
3. Tourism in the Himalaya in the context of Darjeeling and Sikkim – B. Bhattacharya.
4. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art, and Archaeology, New Delhi.
5. Stephen Ball (2007), Encyclopaedia of Tourism Resources in India/H.
6. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
7. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
8. Sarina Singh (2008), Lonely Planet India

<p align="center">Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 4.5 Elective 2 / Optional 2 Name of the Course: Basics of Cost Accounting</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
2	2	45
SEE	CIE	Total Marks
40	10	50
<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To explain the basics of cost and management accounting concepts 2. To understand the applications of costing and management accounts in hospitality sector. 3. To study the marginal costing and related concepts. 4. To study standard costing and analysis of variance. 5. To understand budgetary control. 		
<p>Course Outcomes:</p> <p>CO1 The ability to prepare cost accounts.</p> <p>CO2 The ability to decide cost per unit/process</p> <p>CO3 The ability to do Break even analysis to understand the position of the company</p> <p>CO4 The ability to prepare Budget and apply Budgetary control techniques</p> <p>CO5 The ability to Analyse and Interpret the Financial Statements.</p>		
<p>Unit I Introduction to Cost Accounting - Cost Accounting - Concept of Cost Centres - Cost Units - Classification of Cost – Overheads- Simple Cost Sheet – historical and</p>		

estimated cost sheets. - Tenders and quotations - Contract costing- Activity based costing (ABC). Management Accounting: Meaning and Definition - Nature and Scope - Objectives of Management Accounting - Importance and Limitations - Management Accounting v/s Cost Accounting

Unit II Marginal Costing - Marginal Costing and Break-even analysis: Marginal Costing and Cost-Volume-Profit (CVP) analysis: meaning, concept - assumptions and practical applications of Break-even analysis – decisions regarding sales mix - make or buy - limiting factor - export decision - plant merger - shut down of a product line- Du Pont Analysis.

Unit III Budgetary Control - Budgeting and Budgetary control: Budget and Budgetary Control: Meaning, - establishing a system of Budgetary Control - Preparation of Sales - Production - Cash Budget - Fixed and Flexible budgets, Master budget - Zero based budgeting (ZBB)-Performance budgeting

Unit IV Standard Costing and Variance Analysis - Standard Costing and Variance Analysis: Meaning of Standard Cost- Relevance of Standard Cost for Variance Analysis – Significance of Variance Analysis – Computation of Standard Costs for Materials, Labour, and Overhead Variances - Comparison between Budgeting and Standard Costing – Variance reporting - Responsibility Accounting – Meaning and Objects – types of Responsibility Centres- Management Reporting.

Skill Developments Activities:

1. Problems and solution on practical applications of Break-even analysis.
2. Draft a cost sheet to estimate and decide the actual cost per unit or per process.
3. Preparation of different budgets.

References:

1. Maheshwari, S. N., (2013) Cost and Management Accounting. 14th Edition
2. Jain, S. P. & Narang, K. L. (2014) Cost and Management Accounting. 14th Edition, Kalyani Publishers: New Delhi.
3. Tulsian, P.C. (2000) Practical Costing. Vikas Publications: New Delhi.
4. Saxena, V.L. & Vashisht (2014) Advanced Cost & Management Accounting- Problems & Solutions. Prentice Hall of India.
5. Maheshwari, S. N. (2014) Principles of Management Accounting. Sultan Chand & Sons.
6. Murthy & Gurusamy (2009) Management Accounting. Tata Mcgraw Hill: New Delhi.
7. Reddy T. S & Hari Prasad Reddy (2014) Cost & Management Accounting. Margham Publications.

<p align="center">Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 4.6 Name of the Course: Mini Project Compulsory Course (Skill Development)</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
2	2	45
SEE	CIE	Total Marks
40	10	50

Course Objective

1. Provide students with practical exposure and analytical skills.
2. Encourage independent research on current trends, problems, or opportunities in tourism and travel.
3. Enhance students' ability to apply theoretical knowledge to practical scenarios.
4. Develop report writing, critical thinking, and presentation skills.

Project Scope

Students can choose topics from the following broad areas (but not limited to):

- Tourism marketing and digital campaigns
- Sustainable/ecotourism practices
- Tourist behavior and satisfaction analysis
- Destination branding and management
- Travel agency and tour operation management
- Event tourism and MICE (Meetings, Incentives, Conferences, Exhibitions)
- Heritage and cultural tourism
- Impact of technology (AI, AR/VR, etc.) in travel services
- Post-COVID recovery strategies in tourism

Structure of the Project

The final project report should follow this structure:

1. Title Page
2. Certificate by Department/Guide
3. Acknowledgement
4. Table of Contents
5. Abstract (Max. 300 words)
6. Chapter 1: Introduction
 - Background, Objectives, Scope, Methodology
7. Chapter 2: Review of Literature
8. Chapter 3: Data Analysis & Interpretation
9. Chapter 4: Findings, Suggestions & Conclusion
10. References / Bibliography
11. Appendices (Survey tools, additional data, etc.)

Length: 50–75 pages (excluding appendices)

Format: Times New Roman, 12 pt, 1.5 line spacing, A4, soft binding

Supervision

- Each student will be assigned a faculty guide.
- The student must meet the guide on regular basis during the project period.
- A Progress Log Sheet must be maintained and signed by the guide.

V SEMESTER
DETAILED SYLLABUS

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 5.1 Name of the Course: Leisure and Recreation Management		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies		
Course Objectives: This subject intends to distinguish between the history of recreational use of natural resources as well as the current issues related to the subject. The course recognizes the principles of natural resource-based planning and management, and demonstrates an awareness of architectural designs related to outdoor facilities		
Course Outcomes: From the course, the student will receive a fundamental awareness and understanding about the field of Recreation, including developing an understanding on tourist recreation behaviour. That is, the student will be able to describe, demonstrate, and illustrate the definitions of recreation and the specialized areas within recreation, the historical antecedents leading up to the current recreational trends in the society, the different types of recreation, and the trends and issues concerning the recreation profession and how the recreational needs of the society are met.		
UNIT I: Foundation for Recreation and Leisure: Introduction to Recreation and Leisure. Understanding of the nature and scope of leisure & recreation. Sociology of Leisure and Recreation. Definitions, concepts, and assumptions of classical, recent, and modern theories of recreation and leisure. History and Philosophy of Sports, Leisure, and Well-being		
UNIT II: Global and Local Contexts of Recreation: Outdoor Recreation Systems. Global and local contexts of leisure and recreation. Geography, leisure and recreation in Asia perspective, Sport's role in leisure. Leisure trend: Popular sport, leisure, and recreation. Social, economic, and administrative aspects of professional, amateur, commercial, and public recreation. Sports organizations and services.		
UNIT III: Attractions and Entertainment: Introduction to the World of Opportunities, Foundation for understanding Attractions and Entertainment, Heritage and Commercial Attractions, Emerging Gaming Segments, Shopping and Live Entertainment		
UNIT IV: Recreation in the Destination: Introduction to Resort and Urban Destinations, Classifying Destinations, Seasonal Delights, Spotlights on Sporting Activities, Snow Holiday Resorts, Golf Resorts, Year Around Play Grounds, Spas, Cruise Ships and Casino Resorts.		
UNIT V: Management and Marketing of Leisure: Exploration of marketing concepts and methods available to public, commercial, and private leisure & recreation service organizations. Marketing and its role in the Recreation and Leisure Industry. Sponsorship:		

Growth of sponsorship, current developments and future directions in sponsorship, types of Sponsorship, planning and evaluating sponsorship programmes, key benefits of sponsorship, the growing importance of broadcast sponsorship as an alternative to television advertising.

Unit VI: Recreation & Community: Expectations and opportunities in recreation services.

Introduction to Commercial Recreation and Tourism, Leisure, and recreation in modern era.

Outdoor recreation pursuits. Aging and Leisure Development, theoretical aspects of aging and their implications for leisure and on the practical aspects of recreation and leisure program development, delivery, and facilitation for all older adults.

Text Book & References:

1. Hammitt, W.E. & Cole D.N. (2008) Wildland Recreation: Ecology and Management, 2nd ed. New York: John Wiley & Sons.
2. Ibrahim, I. & K.A. Cordes. 2008. Outdoor Recreation: Enrichment for a Lifetime, 3rd ed. Champaign, IL: Sagamore Publishing.
3. Jennings, G. (Ed.) 2010. Water-Based Tourism, Sport, Leisure, and Recreation Experiences. Burlington, MA: Butterworth-Heinemann.
4. Knudson, D.M., T.T. Cable & L. Beck. 2003. Interpretation of Cultural and Natural Resources, 2nd ed. New York: Human Kinetics.
5. Brockman, C.F & L.C. Merriam, Jr. 2000. Recreational Use of Wild Lands. New York: McGraw-Hill.
6. Cordell, H.K., J.C. Bergstrom & J.M. Bowker. 2005. The Multiple Values of Wilderness. State College, PA: Venture Publishing.
7. Dennis, D. 2011. Natural Resources and the Informed Citizen. Champaign, IL: Sagamore Publishing.
8. Douglass, R.W. (2009). Forest Recreation, 5th ed. Prospect Heights, IL: Waveland Press.
9. Driver, B.L., D. Dustin, T. Baltic, G. Elsner & G.L. Peterson. 2012. Nature and the Human Spirit: Towards an Expanded Land Management Ethic. State College, PA: Venture Publishing.
10. Driver, B.L., P.J. Brown & G.L. Peterson. eds. 2010. Benefits of Leisure. State College, PA: Venture Publishing.
11. Dustin, D.L. 2006. The Wilderness Within: Reflections on Leisure and Life, 3rd ed. Champaign, IL: Sagamore Publishing.
12. Dustin, D.L., L.H. McAvoy & J.H. Schultz. 2012. Stewards of Access/Custodians of Choice, 3rd ed. Champaign, IL: Sagamore Publishing.
13. Ewert, A.W., D.C. Baker & G.C. Bissix. 2011. Integrated Resource and Environmental Management: The Human Dimension. Cambridge, MA: CABI Publishing.
- 14.

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 5.2 Name of the Course: Itinerary Development and Packaging		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.		
Course Objectives <ol style="list-style-type: none"> 1. To help the students prepare tour itinerary and design package tour independently. 2. To understand travel documentation 3. To understand the concept of costing 4. To study the pricing strategies 5. To provide practical knowledge on tour packaging and costing. 		
Course Outcomes <ol style="list-style-type: none"> 1. An understanding of Tour Itinerary and Tour Package. 2. An ability to describe the different types of Tour Itinerary and Tour Packages. 3. An understanding of different aspects in Tour Itinerary. 4. Will be able to design sample itineraries and packages to different tourism regions. 5. An understanding of Tour Cost and Pricing. 		
Unit I Itinerary Planning & Development: Meaning, Importance and Types of Itineraries – readymade itineraries, custom made itineraries, tourist itineraries, tour managers itineraries - E-brochures. Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation		
Unit II Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.		
Unit III The 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 Thomas Cook, SOTC, Cox & Kings and TCI, MMT, GOIBIBO & others.		
Unit IV Operation of Package Tour: Confirmation of Tour, Creation of Docket / File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.		
Unit V Travel Documentation: Familiarisation with TIM (Travel Information Manual), Passport & VISA Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, and E-payments.		

Skill Developments Activities:

1. Preparation of Tour Itineraries
2. Preparation of Tour Packages
3. Tour Costing Skills
4. Pricing of a Tour Package

Text books:

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279
5. Roday S., Biwal A. & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
6. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Name of the program: BBA (Tourism & Travel Management) Course Code: BBATTM 5.3 Name of the Course: Tourism Business Environment		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.		
Course Objectives: <ul style="list-style-type: none">• To understand the theoretical and practical aspects of business environment.• To identify the elements of environment affecting tourism business and their integration.• To assess the issues and challenges faced by the tourism business environment.• To propose initiatives to enhance sustainability in tourism in the international arena.		
Course Outcomes: <ul style="list-style-type: none">• Demonstrate a basic understanding of the theoretical and practical aspects of business environment.• Identify the primary elements of business environment and its influence on the tourism industry.• Analyse and evaluate the business issues and challenges in economic, technological, political, natural, and social cultural environment, from a tourism perspective.• Develop strategies to enhance sustainable tourism in the international business environment		

Unit I: Business Environment: Introduction, meaning and features of business, environment, and business environment. Objectives of Business environment. Basic indicators of economic development. Performance of Indian Economy - Factors affecting tourism business environment.

UNIT II: Economics Environment: Nature, Economic factors - Industrial policy (Latest development), MRTP ACT – FERA, Monetary and fiscal policy, Exim policy, SSIs, Privatization, synergy between government and business.

UNIT III: Technological Environment: Meaning and features, impact of technology on society, society, and technology - Management of technology, institutional and other facilities to promote tourism industry.

UNIT IV: Political Environment: Political Institutions, legislature, executive, judiciary, Indian constitution - Role of government in business, types of political systems and impact in business in general and pertaining to tourism industry.

UNIT V: Natural Environment: Meaning, Nature and impact on tourism business, Natural pollution, deforestation, ecology, and economic development – Impacts on Global environment: Meaning and Nature of Globalization, challenges of international business.

UNIT VI: Social Cultural Environment: Tourism and socio-cultural development – relationship of development theories to tourism – income based, trade based & resource-based classification – social and cultural impacts of tourism development. Social responsibility of business, business ethics and corporate governance - Unemployment and manpower policy, social audit, impact of culture on business, business participation in cultural affairs.

Text Books and References:

1. Aswathappa, K. (2016). Essentials of Business Environment. (13th ed.). Himalaya Publishing House.
2. C.B. Gupta. (2014), Essentials of Business Environment, Sultan Chand, and Sons.
3. Chadha, G. K. (2011). WTO and Indian Economy. Deep & Deep Publications.
4. Cherunilam, Francis. (2014). Global Economy and Business Environment. Himalaya Publishing House.
5. Rupa, Chanda. (2012). Globalization and Services. New Delhi: Oxford University Press

<p align="center">Name of the program: BBA (Tourism & Travel Management) Course Code: BBATTM 5.4 Name of the Course: Front Office Management Elective 1 / Optional 1</p>		
Course Credits	No of Hours /Week	Total No of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100

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

Course Objectives:

1. To understand the essentials of front office.
2. To familiarize with operations of front office.
3. To educate the students about operations of Front office of a hotel.
4. To understand the basics of hotel operations
5. To acquire the skill to professionally fit into Front Office Techniques- Front office lay out and front office activities in hotels.
6. To enhance the skill level of students to perform various duties and responsibilities in a hotel environment.
7. To know types of Equipment, Rooms and Rates used in Front Office Department.

Course Outcomes:

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

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

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

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

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

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

References

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

Name of the program: BBA (Tourism & Travel Management)

Course Code: BBATTM 5.5

Name of the Course: Supply Chain Management

Elective 2 / Optional 2

Course Credits	No of Hours /Week	Total No of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes:

1. An Understanding of the basic concepts of supply chain management.
2. Ability to analyse the supply of raw materials and delivery of finished goods.
3. Ability to demonstrate operation procedures of supply chain management.
4. Ability to explain Supply chain Integration.
5. Ability to learn the re-engineering of existing logistics networks.

Syllabus

Unit I Supply Chain Management - Definition – Objectives – Evolution – Importance
Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organisation.

Unit II Supply Chain Integration - Stages-Barriers to internal integration-Achieving Excellence in SCM Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

Unit III Purchasing and Supply Management - Introduction-importance, Objectives. Purchasing process; purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing Partnerships-Materials sourcing-JIT purchasing.

Unit IV Outsourcing in SCM - Meaning -Need-Outsourcing risks-outsourcing process -outsourcing in SCM, New opportunities in SCM outsourcing-Myths of SCM outsourcing.

Unit V Performance Measurement in SCM - Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM: Supplier performance measurement-Parameters for selecting suppliers.

References:

1. Logistics and Supply chain management – Mart in Christopher

2. Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.
3. Donald Waters: Logistics. Palgrave Macmillan, New York.
4. Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai.
5. Sarika Kulkarni: Supply Chain Management, Tata Mc. Graw Hill Publishing Co Ltd., New Delhi.
6. Chopra Sunil and Peter Meindl: Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood cliffs, New Jersey.

<p align="center">Name of the program: BBA (Tourism & Travel Management) Course Code: BBATTM 5.6 Name of the Course: Customer Relationship Management Additional Course</p>		
Course Credits	No of Hours /Week	Total No of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100
Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions, and industry training		
<p>Course Objectives</p> <ol style="list-style-type: none"> 1. To understand the nuances of customer relationship management 2. To familiarise with the issues of service management and global context 3. To be able to manage a market-oriented service organization. 4. To familiarise the role of customer relationship management in the tourism industry 5. To study the information database, ethics, and legalities of tourist database 6. To understand the role of technologies in the customer relationship management 7. To study CRM and its contribution to the hospitality industry 		
<p>Course Outcomes</p> <ol style="list-style-type: none"> 1. Cultivate the effective and efficient customer relationship ability. 2. Able to manage CRM marketing to leverage CRM technology. 3. Understand the needs in adoption of CRM in the tourism industry 4. Students can analyse how to develop customer relationship based on the customer expectations 5. Students are trained in of communication in the successful handling of customers 6. Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services 7. Familiarizes the students on different classification of services and how to improve the service quality 		
<p>UNIT I Customer Relationship Management in Tourism – Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.</p>		
<p>UNIT II Analytics of CRM - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.</p>		
<p>UNIT III CRM in Marketing – Tourism as a Service industry - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.</p>		
<p>UNIT IV CRM Implementation – Managing Customer relationships: resetting the CRM strategy; Selling CRM internally: CRM development team, scoping, and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.</p>		

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

References

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

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

Course Code: BBATTM 5.7

Name of the Course: Internship /Industry Training

Compulsory Course (Skill Development)

Course Credits	No of Hours/Week	Training period
2	-	4 - 6 weeks
SEE	CIE	Total Marks
40	10	50

Course Objective

This course provides students with the opportunity to apply theoretical and practical knowledge in the field of application in tourism industry. Immersing with industry is a great way to obtain valuable works experience. This course allows students to apply acquired theoretical knowledge to real world work experiences; they can experience several job responsibilities to sharpen their skills while entering to the industry upon graduation. In addition to this, students will be able to acquire transferable skills such as communication, leadership, teamwork etc. as part of learning this course for a smooth industry entry.

Course Outcomes

- CO1** Demonstrate professional working attitude
CO2 Apply the theoretical and practical knowledge applied in the industry
CO3 Develop teamwork and leadership skills
CO4 Build a record of work experience
CO5 Develop work aptitudes and attitudes necessary to succeed in their career
CO6 Adapt professional behaviour in working in the industry

Scope

- Students can choose any organisations which are associated with travel trade, hospitality, logistics, events, leisure, recreation, and other tourism associated entities for their internship.
- The duration of the internship – Minimum of 1 month, maximum 45 days.
- **The students are required to undergo internship after completion of their fourth semester examinations and submit the report to the College/University during fifth semester.**

Structure of the internship report

The final project report should follow this structure:

Title Page

Certificate by organisation

Acknowledgement

Table of Contents

- Introduction
- Background, Objectives, Scope of internship programme
- About the organisation, functions, departments, and other details
- Knowledge and skill acquired
- Details of work Experience, responsibilities discharged;
- Linkages / Networking established.
- Achievements (if any)
- Conclusion
- References / Bibliography

Length of the Report 35–50 pages

Format: Times New Roman, 12 pt, 1.5 line spacing, A4, soft binding

VI SEMESTER**DETAILED SYLLABUS**

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 6.1 Name of the Course: International Travel Formalities		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Assignment, Cases Studies, Seminars, Lecture-cum-discussions, Industry Training		

Course Objectives

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

Course Outcomes

CO1 An understanding of International Travel Formalities

CO2 An ability to understand various Travel Documents required in International Travel

CO3 An understanding of different Regulations associated with international travel

CO4 An understanding of Airline and Baggage Regulations

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

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

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

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

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

Skill Developments Activities:

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

References:

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

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 6.2 Name of the Course: Housekeeping Management		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Assignment, Cases Studies, Seminars, Lecture-cum-discussions, Industry Training		
Course Objectives: <ol style="list-style-type: none"> 1. To know the duties and responsibilities of housekeeping department 2. To understand the essentials and operations of Housekeeping 3. To familiarize the department structure based on the star categorization 4. To understand the clean and hygienic aspects 5. To know about the bed making procedures and housekeeping equipment 6. To know the categories of linens and their facilities 7. To understand the concept of budget and its uses 		
Course Outcomes: <p>CO1: Familiarize the students with the functions and operations of housekeeping department.</p> <p>CO2: Students will understand the hotel accounting and management aspects of hotel business</p> <p>CO3: Familiarizes the objectives and responsibilities of housekeeping staff</p> <p>CO4: Students can understand the cooperation and coordination required for the effective performance of the hotel</p> <p>CO5: Helps the students to know the various areas of working in the housekeeping Department</p> <p>CO6: Create an awareness about the managerial responsibilities in the Department and importance of budget as a controlling device</p> <p>CO7: Train students to face the managerial responsibilities by giving practical exposures</p>		
UNIT I House Keeping Organization- Layout, Staff Organization, brief outline of duties of staff in housekeeping department, duties of executive Housekeeper. Hotel guest room- Layout, types, floor, pantry, furniture, fixtures and fittings, department the housekeeping co-ordinates within the hotel.		
UNIT II Housekeeping Control Desk-Handling telephone calls-Co-ordination with various departments- paging systems and methods- Handling difficult situations forms, Formats		

and registers used. Duty allotment and Duty chart, leave application procedures, briefing and Debriefing staff, Gate pass procedures, housekeeping purchases and Indents, Security system, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

UNIT III Cleaning Equipment, Agents & Cleaning of Guest Room - Types of equipment used in housekeeping department, cleaning agents, detergents, disinfectants, polishes, types on floor cleaner, toilet cleaner, maids' trolley, and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure rooms, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

UNIT IV Linen & Laundry- Textiles, types of fibres and fabrics used in the hotels Organization and Layout of Linen and Laundry room Types of Linen, Sizes used in the hotels. Uniform and types of uniform used in the different departments. Storage of Linen and conditions for storage and Inventory and stock, Concepts Laundry slow process, hand wash, types of equipment used in the laundry, manual and electrical, Iron- Hot head, stem head and collar press, work counters, stains, and stain removers. Flow chart of room linen, restaurant, guest, and Uniform linen. Types of flowers, leaves and vases used in arrangement. Equipment used in flower arrangement.

UNIT V Accounting, Audit and control, Income from Accommodation, Public Room rentals, Allowance, Net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry Cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and stationery, Reservation Expenses, Miscellaneous Expenses.

Reference:

1. D.K. Aggarwal Housekeeping Management, , Aman Publications, India
2. Dr. Jag Mohan Negi - Housekeeping (Theory and Practice), S Chand (G/L) & Company Ltd.
3. G. Raghubalan and Smritee Raghubalan, Hotel House-keeping and Management, 3rd edition, Oxford University Press India.
4. Malini Singh and Jaya B. George Housekeeping – Operations, Design and Management, First edition, Jaico Publishing House.
5. Marilynne Robinson, House Keeping, Publisher: Faber; Main edition (7 July 2005)
6. Smritee and G. Raghubalan Hotel Housekeeping – operations and Management, , Oxford; 2nd edition.
7. Sudhir Andrews, Hotel housekeeping Management and Operations, McGraw Hill Education, 1st edition.
8. Thomas J.A. Jones Professional Management of Housekeeping Operations, , Wiley publication.

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 6.3 Name of the Course: Event Management		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
5	5	60
SEE	CIE	Total Marks
80	20	100
Pedagogy: Assignment, Cases Studies, Seminars, Lecture-cum-discussions, Industry Training		
Course Objectives: <ol style="list-style-type: none"> 1. To acquire an in-depth knowledge about the specialized field of "Event Management" 2. To become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of special events 3. To help the students with the skills necessary for interacting with the various players involved in the Management of Events. 4. To understand the role of events and concept of MICE in the tourism industry 5. To know about role of suppliers and their coordination in the successful management of an event 6. To understand the significance of the food and beverage in the successful events 7. To understand the need for the study of risk management in the event industry. 		
Course Outcome: <p>CO1: Motivate them to plan events and execute the event academically</p> <p>CO2: Train the students to plan, manage and run an event.</p> <p>CO3: Familiarize with management techniques and strategies required for successful events</p> <p>CO4: Familiarize the concept of MICE, its role in the tourism development in the country and accordingly they can prepare by themselves</p> <p>CO5: Plan for the food and beverage by concentrating on various events</p> <p>CO6: Train them to analyse the changing trends accordingly plan and set strategies</p> <p>CO7: Able to learn the process of negotiation with the suppliers</p>		
UNIT I Concept of Events - Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy, and Society; Broad classification of Events. Major characteristics of event, Five Cs of Event Management		
UNIT II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types		

of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings-meeting space- seating style. Agenda – developing agenda.

UNIT III Event Activities – pre-event – during event – post event activities, onsite management, principles of event management. Event production process. Developing meeting plans – Checklist - Gantt Model – PERT, Events and Tourism, Business tourist, Tourism & Culture, Incentive tours Risk Management, Safety and Security management in events. Global Issues in Event Management

UNIT IV Events Venues - Types; Conference venues - facilities, Selection of venue, factors determining the venue selection; check-in and check-out procedures, requirements; conference room lay-outs; Convention manager. Conference facilities in India - Role and functions of ICPB and ICCA.

UNIT V Event Promotions and Marketing – Interrelation between events & tourism industry-planning publicity – evaluation of meeting – post meeting evaluation. Contract negotiations - principles; negotiation with hotels, airlines and ground handlers and decision-making.

UNIT VI Case studies of Events: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Konark festival, Hampi Festivals. Trade Fairs: World Travel Mart, ITB, TTW, PTW, Commonwealth games, Asian Games, Olympic, World cup Cricket, Soccer, and other mega events

Practical Skill Development:

1. Organize various types of events at the college level
- 2 Volunteering few programmes outside college campus of some Clubs, Associations, companies etc.

References:

1. Avrieh, Barry (1994), Event & Entertainment Marketing, Vikas Publications, New Delhi,
2. Brenda R. Carlos Lynn Van Der Wagen (2005), Event Management.
3. C. A. Preston, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, The Wiley Event Management Series.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Gaur Sanjay Singh (2001), Event Marketing & Management, Vikas Publications, New Delhi.
6. Hoyle, Dorf & Jones (1995), Meeting conventions & Group business educational institute of AH & MA.
7. Hoyle, L.H., TJA Jones (1995) Managing Conventions and Group Business, Educational Institute of AM & MA.

8. Julia Rutherford Silvers, Risk Management for Meetings and Events (Events Management).
9. Montgomery, R.J. (1994), Meeting, Conventions and Expositions, VNR, New York.
10. Peter Robinson (Editor), Debra Wale (Editor), Geoff Dickson (Editor), Events Management (CABI Tourism Texts)
11. Sandra K Strick, Meetings, conventions & exposition – An introduction to the industry, Rhonda Montgomery

<p align="center">Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 6.4 Name of the Course: Strategic Management Elective 1 / Optional 1</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
UNIT I: Overview of Strategic Management - Meaning of strategy - An architecture of strategy - Nature and value of strategic management - Responsibility towards multiple stakeholders - strategic management process.		
UNIT II: Strategic Analysis - Environmental Forecasting - Importance of forecasting techniques. Analysis of internal Environment - internal environmental factors - Resource based view of the firm- assessing internal strength and weaknesses- (SWOT Analysis) Analysis of external Environment - Factors in external environment-structural analysis of industries - Generic competitive strategies- Frame work for competitive analysis.		
UNIT III: Strategy Formulation - Hierarchy of static intent, vision, mission, goals, plans - strategic programming - organisational appraisal.		
UNIT IV: Operational Level Strategy - Approaches to managing at operational level - Role of TQM and CPR - Three primary care processes		
UNIT V: Business Level Strategy - Elements of competitive strategy - types of tactics - defining the business - competitive advantage across market life cycle.		
UNIT VI: Strategy implementation – Activating the strategy, structural implementation, behavioural implementation, functional and operational implementation. Strategic evaluation and control.		
References: <ol style="list-style-type: none"> 1. Miller Alex - Strategic Management- McGraw Hill 2. Pearce John A and Robinson Richard B-Strategic Management-McGraw Hill. 3. Jauch Lawrence R and Glueck William F- Strategic Management and Business Policy McGraw Hill 		

4. Porter Micheal E.-Competitive Strategy- Free Press Publication
5. Daniel J. McCarthy, Robert J. Minichiello, Joseph R. Curran- Business policy and strategy Richard D Irwin Inc, All India Traveller Bookseller.
6. Bourgeois III L J et.al-Strategic Management- Hardeourt Brace Co.,
7. Azhar Kazmi-Business Policy and Strategic Management -Tata McGraw Hill
8. Kachru Upendra. -Strategic Management – concepts and case-Excel Books.
9. Chandan JS, Gupta NS- Strategic Management- Vikas Publishing House, New Delhi.
10. Nag A- Strategic Management: Analysis, Implementation, and control - Vikas Publishing House, New Delhi.
11. Lomash S, Mishra PK- Business policy and Strategic Management- Vikas Publishing House, New Delhi.

Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATM 6.5 Name of the Course: Legal Framework for Tourism Business Elective 2 / Optional 2		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100
Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings.		
Course Objectives: <ol style="list-style-type: none"> 1. To understand details about the legislations applicable to travel and tourism industry. 2. To know the importance of tourism policy for the better development of the industry. 3. To understand the Environmental Law, FERA and Foreigners Registration Act 		
Course Outcomes: <ol style="list-style-type: none"> 1. Able to understand and recollect various policies and legislation and existing in the tourism industry. 2. Take managerial and legal decisions when implementing a tourism project. 		
UNIT I: Tourism Policy – Concept, need, objective, institutional framework of public tourism policy. The role of government and private sector in formulation of Tourism Policy. Policy making body and its process at National level. An outline of L.K Jha Committee of 1963. National Tourism Policy 1982, National Committee Report 2002. National Action Plan on Tourism-1992. The latest policy document on tourism.		
UNIT II: Tourism Bill of Rights - Tourism Code - Manila Declaration - Acapulco Document - Travel Insurance -Passport – Visa - Health Regulations - Customs and Currency Regulations. DGCA formalities for business and recreational flying in India.		

Unit III International Conventions: Warsaw Convention (1924) - Chicago Convention (1944) - Travel Contract (1961) - Berlin Convention (1961 and 1966) - Brussels Convention (1970) - Athens Convention (1974) - Helsinki Accord (1976) - IATA general Condition of Carriage (passenger and Cargo)

Unit IV The Passport Act - Foreigners Act - Foreigner's Registration Act - Indian Contract Act 1872, Laws Relating to Environmental Protection - FERA 1973 - The Arms Act - Narcotics Drugs Act - Psychotropic Substances Act 1985 - The Explosives Act - Citizenship Act - Pollution Control Act.

Unit V Tourism Laws in India – Laws related to Tourist Entry, stay, Departure, customs Act, Directorate of Enforcement; Consumer Protection Act; Wildlife Protection Act; Environment Protection Act; Water and Air Acts; Ancient monument Act.

UNIT VI Special permits to restricted areas for foreign tourist in India - Permits related to various monasteries and wild life areas and their procedure, Special permits for rafting, paragliding, and angling, IMF (Indian Mountaineering Foundation) rules for mountain expeditions.

References:

1. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications.
2. Halloway J.C., Business of Tourism
3. JD Ninemeier, Discovering Hospitality and Tourism: The World's Greatest Industry, Pearson. L. Foster, The Business of Travel Agency Operations and Administration.
4. Lundberg, The Business of Tour Operations.
5. M. S Negi, Travel Agency, and Tour Operators: Concept and Principles New Delhi.
6. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism.
6. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.

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

Course Code: BBATM 6.6

**Name of the Course: Tourism Leadership and Communication
Additional Course**

Course Credits	No of Hours/Week	Total Number of Teaching Hours
3	4	56
SEE	CIE	Total Marks
80	20	100

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, role plays, Seminars, Assignments, and assigned readings.

Course Objectives:

1. Analyze and apply leadership theories in tourism management.
2. Demonstrate effective communication strategies in diverse tourism contexts.
3. Evaluate ethical and sustainable leadership practices.
4. Design strategic communication plans for tourism organizations.

<p>5. Lead and manage teams in multicultural and multidisciplinary tourism environments.</p> <p>6. Navigate crisis and change communication in tourism settings.</p>
<p>Course Outcomes</p> <p>CO1 Demonstrate an understanding of foundational leadership principles and communication strategies in tourism management.</p> <p>CO2 Apply relevant leadership theories and styles to real-world tourism case scenarios.</p> <p>CO3 Design effective strategic communication plans, incorporating storytelling, digital media, and branding techniques in tourism.</p> <p>CO4 Demonstrate intercultural competence and multilingual communication skills essential for leading diverse tourism teams and serving global tourists.</p> <p>CO5 Evaluate ethical, sustainable, and crisis-responsive leadership practices in tourism policy, governance, and operations.</p>
<p>Unit I: Introduction to Tourism Leadership and Communication</p> <p>Definitions and importance of leadership in tourism - The role of communication in tourism management - Overview of global tourism dynamics and leadership challenges.</p>
<p>Unit II Leadership Theories and Styles in Tourism - Trait, behavioural, transformational, transactional, and servant leadership - Application of leadership styles in tourism case studies - Leadership competencies in the tourism sector.</p>
<p>Unit III Strategic Communication in Tourism - Internal and external communication strategies - Storytelling and branding in tourism – Social- media and digital communication trends. Intercultural and Multilingual Communication - Cross-cultural communication theories (e.g., Hofstede, Hall) - Language barriers and interpretation in tourism - Managing multicultural teams and customer interactions.</p>
<p>Unit IV Leadership Ethics and Sustainability - Ethical decision-making models - Responsible and sustainable leadership in tourism - Stakeholder theory and engagement - Crisis and Change Communication - Crisis communication models - Case studies: COVID-19, natural disasters, political unrest - Change leadership in tourism operations</p>
<p>Unit V Leadership in Tourism Policy and Governance - The role of public and private sector leaders - Communication between government, industry, and communities - Leadership in destination management and planning</p>
<p>Skill Development Activities:</p> <p>Leadership Project Presentations and Reflection</p> <ul style="list-style-type: none"> • Student-led group presentations on tourism leadership scenarios • Peer evaluation and critical reflection • Guest speakers and panel discussions (optional)
<p>References</p> <ol style="list-style-type: none"> 1. Yukl, G. (2013). Leadership in Organizations (8th ed.). Pearson. 2. Burns, J. M. (1978). Leadership. Harper & Row. 3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart Tourism: Foundations and Developments. Springer. 4. Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, Practices, Philosophies (12th ed.). Wiley. 5. Scholarly journals such as Journal of Sustainable Tourism, Tourism Management, and Annals of Tourism Research.

<p align="center">Name of the Program: BBA (Tourism and Travel Management) Course Code: BBATTM 6.7 Name of the Course: Research Methodology Skill Enhancement</p>		
Course Credits	No of Hours/Week	Total Number of Teaching Hours
2	2	45
SEE	CIE	Total Marks
40	10	50
Pedagogy - A combination of Lecture, Case Analysis, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings		
Course Objectives <ol style="list-style-type: none"> 1. Understand the principles and processes of research in the context of tourism and hospitality. 2. Identify and formulate research problems, objectives, and hypotheses. 3. Acquire knowledge of research design, data collection methods, and analysis tools. 4. Develop skills to write research proposals and reports relevant to tourism and hospitality. 5. Apply ethical considerations and critical thinking to real-world tourism research problems. 		
Course Outcomes CO1: Explain the fundamentals of research methodology and its relevance in tourism and hospitality. CO2: Formulate clear research problems, objectives, and hypotheses. CO3: Identify appropriate qualitative and quantitative data collection techniques. CO4: Analyze and interpret basic data using statistical tools or software. CO5: Prepare a structured research proposal/report related to tourism or hospitality issues.		
Unit I Introduction to Research - Meaning, objectives, and characteristics of research - Types of research: Exploratory, Descriptive, Analytical, Applied, Basic - Significance of research in tourism and hospitality		
Unit II Research Problem and Design - Identifying research problems in tourism/hospitality - Setting objectives and formulating hypotheses - Types of research design: Exploratory, Descriptive, Causal.		
Unit III Data Collection Methods - Primary vs. secondary data - Tools: Questionnaire, interviews, surveys, focus groups, observation – Sampling techniques: Probability and non-probability sampling - Issues in tourism-specific data collection		
Unit IV Data Analysis and Interpretation - Organizing and presenting data: tables, graphs, charts - Introduction to descriptive statistics: mean, median, mode, percentages - Introduction to MS Excel/SPSS for basic analysis - Interpretation and report writing.		
Unit V Report Writing and Ethics in Research - Structure of a research report or proposal - Referencing and citation (APA style) - Plagiarism and ethical issues in research - Case studies in tourism research ethics.		

References:

1. Bhattacharya, Research Methodology, Excel Books, New Delhi.
2. C.R. Kothari (2008), Methodology of Research - Vikas Publication House, New Delhi
3. David A Aaker, Kumar & George S Day, Marketing Research.
4. David R Anderson, Dennis Sweeney & Thomas Williams, Business Statistics.
5. Donald R Cooper and Pamela S Schindler, Business Research Methods.
6. K. Sharma, Research Methodology, National Publishers, Jaipur.
7. O.R. Krishnaswamy, Methodology of Research in Social Sciences, Himalaya Publishing House.
8. P.C. Sinha, Tourism Research Policy and Regulation, Anmol Publishers Pvt. Ltd. New Delhi.
