

KUVEMPU



UNIVERSITY

Syllabus of BBA (T&T)

Bachelor of Business Administration (Tourism & Travel)

Scheme of Teaching & Evaluation for Bachelor of
Business Administration (Tourism & Travel) As per State
Education Policy (SEP) 2024-25 Onwards

**BBA (Tourism & Travel) PROGRAM Semester
wise allocation of Credits and Marks**

Year	Semester	Credits	Marks
1	I	24	650
	II	27	750
2	III	24	650
	IV	26	700
3	V	22	550
	VI	22	550
Total		145	3850

BBA (Tourism & Travel) PROGRAM
Scheme of Teaching and Evaluation and Curriculum

SEMESTER I											
Sl. No	Subject Code	Title of the Course	Category of Course	Credits	Teaching Hours			Evaluation			
					per Week			CIE		SEE	Total
					L	T	P	C1	C2	C3	Marks
1		Language I	AECC	3	4	0	0	10	10	80	100
2		Language 2	AECC	3	4	0	0	10	10	80	100
3	STA0210	Tourism Principles and Practice	DSC	4	4	0	0	10	10	80	100
4	STA0220	Karnataka Tourism	DSC	4	4	0	0	10	10	80	100
5	STA0230	Tourism Products and Resources of India – I	DSC	4	4	0	0	10	10	80	100
6	STA0240	Principles of Management	DSC	4	4	0	0	10	10	80	100
7		Constitutional Values (1)	Compulsory	2	2	0	0	5	5	40	50
TOTAL				24	26	0	0	65	65	520	650

SEMESTER II											
Sl. No	Subject Code	Title of the Course	Category of Course	Credits	Teaching Hours			Evaluation			
					per Week			CIE		SEE	Total
								C1	C2	C3	Marks
1		Language – I	AECC	3	4	0	0	10	10	80	100
2		Language – II	AECC	3	4	0	0	10	10	80	100
3	STB0210	Air Transportations and Airport Operations	DSC	4	4	0	0	10	10	80	100
4	STB0220	World Geography for Tourism – I	DSC	4	4	0	0	10	10	80	100
5	STB0230	Tourism Products and Resources of India – II	DSC	4	4	0	0	10	10	80	100
6	STB0240	Tourism and Hospitality Marketing	DSC	4	4	0	0	10	10	80	100
7		Constitutional Values (2)	Compulsory	2	2	0	0	5	5	40	50
8		Environmental Studies	Compulsory	3	4	0	0	10	10	80	100
TOTAL				27	30	0	0	75	75	600	750

SEMESTER III											
Sl. No	Subject Code	Title of the Course	Category of Course	Credits	Teaching Hours			Evaluation			
					per Week			CIE		SEE	Total
					L	T	P	C1	C2	C3	Marks
1		Language – I	AECC	3	4	0	0	10	10	80	100
2		Language – II	AECC	3	4	0	0	10	10	80	100
3	STC0210	Hospitality Management	DSC	4	4	0	0	10	10	80	100
4	STC0220	World Geography for Tourism - II	DSC	4	4	0	0	10	10	80	100
5	STC0230	Fundamentals of Financial and Cost Accounting	DSC	4	4	0	0	10	10	80	100
6	STC0240	Logistics and Air Cargo Management	DSC	4	4	0	0	10	10	80	100
7	SEC6450	Tourism and Travel Industry	Elective - 1	2	2	0	0	5	5	40	50
	SEC6460	Rural Tourism	Elective - 2								
TOTAL				24	26	0	0	65	65	520	650

SEMESTER IV											
Sl. No	Subject Code	Title of the Course	Category of Course	Credits	Teaching Hours			Evaluation			
					per Week			CIE		SEE	Total Marks
					L	T	P	C1	C2	C3	
1		Language – I	Language-1	3	4	0	0	10	10	80	100
2		Language – II	Language-2	3	4	0	0	10	10	80	100
3	STD0210	Travel Agency Management	DSC	4	4	0	0	10	10	80	100
4	STD0220	World Geography for Tourism - III	DSC	4	4	0	0	10	10	80	100
5	STD0230	Customer Relationship Management	DSC	4	4	0	0	10	10	80	100
6	STD0240	Business Communication	DSC	4	4	0	4	10	10	80	100
7		Computer Application in Business	Compulsory / Skill	2	2	0	0	5	5	40	50
8	SED6410	Tour Guiding and Interpretation	Elective - 1	2	2	0	0	5	5	40	50
	SED6420	Airline Ticketing and Fare Construction	Elective - 2								
TOTAL				26	26	0	0	70	70	560	700

SEMESTER V											
Sl. No	Subject Code	Title of the Course	Category of Course	Credits	Teaching Hours			Evaluation			Total Marks
					per Week			CIE		SEE	
					L	T	P	C1	C2	C3	
1	BTT 5.1	Human Resource Management	DSC	4	4	0	0	10	10	80	100
2	BTT 5.2	Sustainable Tourism	DSC	4	4	0	0	10	10	80	100
3	BTT 5.3	Specialization – 1 AM1/HM1/EM1/TOM1	DSC-S1	4	4	0	0	10	10	80	100
4	BTT 5.4	Specialization – 2 AM1/HM1/EM1/TOM1	DSC-S2	4	4	0	0	10	10	80	100
5	BTT 5.5	Employability Skills	Compulsory/ Skill	2	2	0	0	5	5	40	50
6	BTT 5.6	Internship		2	0	2	4	30	40	30	100
TOTAL				20	18	02	04	75	85	390	550

SPCIAIZATION GROUPS AND COURSES FOR				
FIFTH SEMESTER				
SI. No.	Airline Management	Hospitality Management	Event Management	Travel Operation & Management
Course Code	AM1	HM1	EM1	TOM1
Paper 1	Airline Geography	Front Office Management	Event Planning and Management	Itinerary Preparation & Tour Packaging

Note: Students must choose Two Specialization Courses in V Semester and Continue with the same Specializations combinations in VI Semester.

SEMESTER VI											
Sl. No	Subject Code	Title of the Course	Category of Course	Credits	Teaching Hours			Evaluation			
					per Week			CIE		SEE	Total
					L	T	P	C1	C2	C3	Marks
1	BTT 6.1	Entrepreneurship Development	DSC	4	4	0	0	10	10	80	100
2	BTT 6.2	Tourism Policies and Regulations	DSC	4	4	0	0	10	10	80	100
3	BTT 6.3	Specialization – 1 AM1/HM1/EM1/TOM1	DSC-S1	4	4	0	0	10	10	80	100
4	BTT 6.4	Specialization – 2 AM1/HM1/EM1/TOM1	DSC-S2	4	4	0	0	10	10	80	100
5	BTT 6.5	Research Methodology	Compulsory/ Skill	2	2	0	0	5	5	40	50
6	BTT 6.6	Project / Dissertation		2	0	2	4	30	40	30	100
TOTAL				20	18	02	04	75	85	390	550

SPECIALIZATION GROUPS AND COURSES FOR				
SIXTH SEMESTER				
SI. No	Airline Management	Hospitality Management	Event Management	Travel Operation & Management
Course code	AM2	HM2	EM2	TOM2
Paper 2	Air Cargo and Logistics Management	Food and Beverage Management	Event Logistics	International Travel Formalities

Marks Allocation for Internship:

- The students shall undergo 4 weeks of internship programme in any tourism or related business organization (Tiny, small, medium or large scale) immediately after completion of 4th Semester Examination but 45 Days before the end of 5th Semester classes and shall submit internship report to the College.
- Marks allotted for Internship is 500 shall be split into 20 marks for 'Internship Report' and 30 mark for Presentation/Viva- voce. Evaluation of report and conduct of Viva- voce shall be at the institutional level.
- 01 hour of Internship class shall be taken in the classroom for explaining and guiding on internship and 02 hours of Practical class shall be used to monitor the Internship Course.

Marks Allocation for Project / Dissertation:

- For this course, the student would be required to take up a minor research project, conduct the study and submit the report to the Department.
- Marks allotted for Project / Dissertation is 50 shall be split into 20 marks for 'Project Report' and 30 marks for Presentation/Viva- voce. Evaluation of report and conduct of Viva- voce shall be at the institutional level
- 01 hour of Preparation of Project Report Guidance Class shall be taken in the classroom for explaining and guiding and 02 hours of Practical class shall be used to monitor the Project Work undertaken by the student.

Notes:

One Hour Lecture is equal to 1 Credit.

One Hour Tutorial is equal to 1 Credit (Except Languages)

Two Hours Practical is equal to 1 Credit

The entire BBA Tourism & Travel) Program would have

20 Discipline Specific Courses 8

Ability Enhancement Courses

4 Elective Courses

5 Compulsory/Skill Papers

5 Languages: English, Kannada, Hindi, Sanskrit, and Urdu; which would be offered in the first, second, third and fourth semester and the students are required to select any of the two languages and study them during their first four semesters.

In total 40 Papers would be studied by the student.

Internal Assessment and Semester End Examination

The Marks would be split into Internal and Semester End Exam in the ratio of **20: 80 ratios**.

For 100 Marks Paper of 4 Credits Theory Paper: IA would have 20 Marks (C1 and C2), and the Semester End Examination would be for 80 Marks (C3).

For 50 Marks Paper of 2 Credits Theory Paper: IA would have 10 Marks (C1 and C2, and the Semester End Examination would be for 40 Marks (C3).

Acronyms Expanded

AECC : Ability Enhancement Compulsory Course

DSC© : Discipline Specific Core (Course)

SEC-SB/VB : Skill Enhancement Course-Skill Based/Value Based

EC : Elective Course (offered to the students of same disciplines)

DSE : Discipline Specific Elective

SEE : Semester End Examination

CIE : Continuous Internal Evaluation

L+T+P : Lecture + Tutorial + Practical(s)

Question Paper Pattern

Subjects with 4 Credits would have a semester end exam for 80 Marks, and those with 2 Credits would have a semester end exam for 40 Marks.

All Practical Paper question papers would be prepared in English only, and all other theory papers (other than languages) would be bilingual in nature (Both in English and Kannada).

I Semester BBA (T&T)

Name of the Program: BBA (Tourism & Travel) Course Code: Name of the Course: Tourism Principles and Practice		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	56 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate - 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 behaviour and able to identify tourism trends - The ability to explain the linkages of tourism industry with other industries		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY		12
Definitions and Distinctions: Definition of Tourism, Travel, and Leisure. Distinguishing between a Tourist, Excursionist, Visitor, and Transit Traveler; Components of Tourism: 5 A's; History of travel and tourism; Types and Forms of Tourism; Forms of Tourism; Tourism Systems and Concepts: Leiper's Model.		
Module No. 2: TRAVEL MOTIVATIONS AND BEHAVIOUR		12
Push and Pull Factors: Internal Desire (push) v/s Destination Attribute (Pull); Psychological Dimensions: Maslow's Hierarchy of Needs applied to travel; Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Profile; The Mill-Morrison Tourism System Model, The Mathieson & Wall theory; Theories of Motivation: Crompton's Motives and the Travel Career Ladder; Barriers to Travel: Economic, physical, and psychological constraints.		
Module No. 3: TOURISM IMPACTS AND MEASUREMENT		12
Economic Impacts: Positive Impacts on the Economy, The Multiplier Effect, Negative Impacts on the Economy; The Environmental Impacts: Positive Impacts of the Environment, Negative Impact on the Environment; Social and Cultural Impacts: Positive Impacts on Social and Cultural Aspects, Negative Impacts on Social and Cultural Impacts; Tourism Measurement: Need for Measurement of Tourism; Butler's Tourism Area Life Cycle (TALC) Model, Doxey's Irridex Index Model.		
Module No. 4: TOURISM ORGANIZATIONS AND TRENDS		12
International Bodies: Roles of UN Tourism, IATA, and PATA; National Organizations: Ministry of Tourism (India), ITDC, and State Tourism Boards; Public-Private Partnerships (PPP): Collaboration between government and private travel agencies; Current Trends: Digital transformation (AI, AR/VR in tourism), the rise of the "Digital Nomad," and Post-pandemic travel shifts.		
Module No. 5: LEGAL AWARENESS IN GLOBAL TOURISM		08
Global Code of Ethics for Tourism (GCET): Purpose, Key Principles and Updates; Aviation & Transport Legislations: Warsaw Convention (1929) & Montreal Convention (1999); Chicago Convention (1944); Consumer Protections and Package Travel: EU Package Travel Directive (EU 2015/2302); Athens Convention (1974); Environmental & Sustainability Mandates: CITES (1973); UNESCO World Heritage Convention (1972); Carbon Taxes (2026).		

Skill Developments Activities:

- **Case Study:** Analyzing the success of the "Incredible India" campaign or a specific eco-tourism project.
- **Field Visit:** A visit to a local heritage site or travel agency to observe operational practices

Text Books:

1. S.K. Swain & J.M. Mishra – *Tourism: Principles and Practices* (Oxford University Press).
2. Sampad Kumar Swain – *Principles of Tourism*.
3. A.K. Bhatia – *Tourism Development: Principles and Practices*.
4. Jagmohan Negi – *Legal Aspects of Tourism and Hospitality*.
5. Amitabh Devendra – *Hospitality Laws*.
6. T.R. Srinivasan – *Tourism Laws in India*.

Name of the Program: BBA (Tourism & Travel)		
Course Code: TA 2		
Name of the Course: Travel Agency and Tour Operation Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate a) An understanding of the travel trade business. b) An ability to describe the functions travel agency business. c) An understanding of the need of travel agency approval and types of travel agency business. d) An understanding of tour operation business. e) An understanding of the techniques of tour packaging and preparation of tour itinerary.		
Syllabus:		Hours
Module No. 1: TOURISM INDUSTRY AND TRAVEL INTERMEDIARIES		10
Introduction to Tourism Industry, Characteristics, Key Players in Tourism Industry, Distribution channels, Tourism Distribution, Functions of distribution channels in tourism, Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries, The challenge of disintermediation and re- intermediation.		
Module No. 2: TRAVEL AGENCY OPERATIONS		12
Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Whole sale travel agent, corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Travel Agency Linkages, Organization and management, setting of a travel agency, Billing and Settlement Plan (BSP).		
Module No. 3: TRAVEL DISTRIBUTION SYSTEM		12
Travel distribution system: concept and structure, electronic distribution, New Distribution Capability (NDC), Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travel port/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System, OTA, MTA, Other online intermediaries.		
Module No. 4: TOUR OPERATION		12

The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Disadvantages, Tour operation and risks, Organization structure.	
Module No. 5: PACKAGE TOURS	10
Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short-haul tours, Single- centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.	
Skill Developments Activities: 1. List out the major travel agencies and tour operators in India. 2. Draw the organizational structure of travel agency (Small, medium and big). 3. Prepare tour package for any destination. 4. Identify the benefits of Digital transformation in the area of travel agency and tour operation business in India.	
Text Books: 1. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004. 2. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003. 3. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001 4. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth. 5. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London 6. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.	
Note: Latest edition of text books may be used.	

Name of the Program: BBA (Tourism & Travel) Course Code: TA 3 Name of the Course: Tourism Resources and Products of India - 1		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate a) The ability to understand concepts of tourism products and resource and classifications. b) The ability to explain the process 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:		Hours
Module No. 1: INTRODUCTION TO TOURISM RESOURCES AND PRODUCTS		12
Tourism Resources: Types of Tourism Resources; Tourism Products: Definition and Concept of Tourism Product; Characteristics of Tourism Products, Classification of Tourism Products; Elements and Components of Tourism Products; ITDC; Indian Tourism Ministry.		
Module No. 2: INDIAN ARCHITECTURE AND MONUMENT		10
Contributions of Indian Architecture to the Country's Tourism, Various Architectural Styles in India and Architectural Attractions; Architectural Tour Circuits in India; Heritage Tourism in India, etc.		

Module No. 3: CULTURAL TOURISM IN INDIA	12
Hinduism, Important Hindu Pilgrim Centers; Islam – Important Pilgrim Destinations in India; Christianity – Important Christian Pilgrim Destinations in India; Buddhism and Jainism - Important Buddhism and Jainism Pilgrim Centers in India; Sikhism – Sikh Pilgrim Centers in India, Zoroastrianism, Bahai Faith. Indian Customs and Traditions, Hindu Symbols, Tourism and Culture.	
Module No. 4: PERFORMING ARTS RESOURCES	12
Indian Classical Music- Hindustani and Karnatic, Major Music Festivals in India; Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Oddissi, Manipuri; Folk Dances of India, Major Dance Festivals in India; Fairs and Festivals of India.	
Module No. 5: NATURAL TOURISM RESOURCE	10
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts-Rivers-Mountains; Adventure Tourism Resources-Land Based, Water Based and Air Based.	
Skill Developments Activities: - 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 tourism circuits. - Draft tour itineraries for domestic tourism circuits.	
Text Books: - Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India – A National Perspective” - 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 – Encyclopaedia 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.	

Name of the Program: BBA (Tourism & Travel) Course Code: TA 4 Name of the Course: Principles of Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate - The ability to understand concepts of business management, principles and function of management. - The ability to explain the process of planning and decision making. - 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:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		10

Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Theories of Management - Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory.	
Module No. 2: PLANNING AND DECISION MAKING	08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
Module No. 3: ORGANIZING AND STAFFING	12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span ofControl; Nature and importance of Staffing	
Module No. 4: DIRECTING AND COMMUNICATING	12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
Module No. 5: COORDINATING AND CONTROLLING	10
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	04
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	
Text Books: 1. Stephen P. Robbins, Management, Pearson 2. Koontz and O'Donnell, Management, McGraw Hill. 3. L M Prasad, Principles of management, Sultan Chand and Sons 4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25 5. Appanniah and Reddy, Management, HPH. 6. T. Ramaswamy : Principles of Management, HPH.	
Note: Latest edition of text books may be used.	

II Semester BBA (T&T)

Name of the Program: BBA (Tourism & Travel) Course Code: Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	56 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate; 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:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		12
The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification and Categorization of Hotels; Supplementary Accommodation Establishments - Hotel chains in India, Famous hotels worldwide.		
Module No. 2: HOTEL ORGANIZATION		10
Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of Plans; Types of rooms; Types of room rates;		
Module No. 3: FRONT OFFICE		12
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.		
Module No. 4: HOUSEKEEPING		12
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		10
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.		
Skill Developments Activities: • Collect details of various categories of hotels. • Make a practical record on hotel industry operations. • Draft a partnership deed with travel agents and tour operators. • List out the organizations associated with hotel industry and their role and functions.		

Text Books:

1. Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
2. Raghubalan, G. &Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP,NewDelhi.
3. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication NewDelhi.
4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
5. Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.

Name of the Program: BBA (Tourism & Travel) Course Code: TB 1 Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate 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:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		10
The term ‘Hotel’; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations-hotel chains in India, famous hotels worldwide.		
Module No. 2: HOTEL ORGANIZATION		08
Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of plans:- Continental Plan – European Plan -American Plan – Modified American plan – Bermuda Plan-types of rooms- types of room rates;		
Module No. 3: FRONT OFFICE		12
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.		
Module No. 4: HOUSEKEEPING		12

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	10
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.	
Skill Developments Activities: 1. Collect details of various categories of hotels. 2. Make a practical record on hotel industry operations. 3. Draft a partnership deed with travel agents and tour operators. 4. List out the organizations associated with hotel industry and their role and functions.	
Text Books: 1. Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi. 2. Raghubalan, G. & Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi. 3. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi. 4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi. 5. Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.	

Name of the Program: BBA (Tourism & Travel) Course Code: TB 2 Name of the Course: World Geography for Tourism - I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Outcomes: On successful completion of the course, the students will Demonstrate a) Students should be able to remember and locate countries, cities and other geographic features. b) Students will develop physical and political perspective of world geography c) Study the climate, whether and tourism resources of the world in a regional approach. d) Gain knowledge on physical and human geography and tourism characteristics of North America e) Understand the physical and human geography and tourism characteristics of Atlantic Regions and Africa.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO GEOGRAPHY		12
Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – The world’s climates – climatic elements and tourism - Impact of weather and climate on tourist destinations. Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World’s continents -destinations on world map; IATA Geographical Regions.		
Module No. 2: NORTH-ATLANTIC REGION		10
Countries and Capital cities of North-Atlantic Region; Tourism Geography and Travel Formalities of Canada, USA, Alaska and Mexico (12 Hours)		
Module No. 3: MID-ATLANTIC REGION		12

Countries and Capital cities of Mid-Atlantic Region; Tourism Geography and Travel Formalities of Columbia, Peru, Venezuela, Ecuador, Suriname and Bolivia; Central America – Panama, Guatemala, Belize, Honduras and Costa Rica; Caribbean Islands – Jamaica, Bermuda, Bahamas, Haiti and Cuba. (12 Hours)	
Module No. 4: SOUTH-ATLANTIC REGION	12
Countries and Capital cities of South Atlantic Region; Tourism Geography and Travel Formalities of Argentina, Brazil, Chile, Paraguay and Uruguay.	
Module No. 5: AFRICA	10
Countries and Capital cities of African Region; Tourism Geography and Travel Formalities of South Africa, Kenya, Namibia, Ethiopia, Mali, Tanzania and Madagascar.	
Skill Developments Activities: - 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 tourism circuits. - Draft tour itineraries for domestic tourism circuits.	
Text Books: - Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India – A National Perspective” - 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 – Encyclopaedia 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 - Ragini Devi - Dance Dialects of India Note: Latest edition of text books may be used.	

Name of the Program: BBA (Tourism & Travel) Course Code: TB 3 Name of the Course: Tourism Products and Resource of India - 2		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate - The ability to understand concepts of tourism products and resource and classifications. - The ability to explain the process architectural glory of India. - The ability to comprehend the cultural diversity of India and its significance in country's tourism. - The ability to understand the performing arts of India with their base and development.		
Syllabus:		Hours
Module No. 1: INDIAN PAINTINGS		10
Early Phase of Painting in India; Major Schools of Paintings - Ajantha Paintings, Chola Paintings, Vijayanagara Paintings, Mughal Paintings, Rajput Paintings, Ragamal Paintings, Tajore Paintings, Mysore Paintings, Kerala Paintings, Modern Paintings, etc.		
Module No. 2: MUSEUMS AND ART GALLERIES IN INDIA		08
Introduction, Types of Museums; Museums, Art Galleries and Libraries of India, Treasures of India, etc.		
Module No. 3: ADVENTURE SPORTS IN INDIA		12

The Basic Concepts, Classification of Adventure Sports – Land Based Adventure Sports, Water Based Adventure Sports and Aero Based Adventure Sports; Major Adventure Tourism Destinations of India.	
Module No. 4: NATURE-BASED TOURISM DESTINATIONS IN INDIA	12
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts-Rivers-Mountains, etc.; Concept of Ecotourism; Indian Tribes and Tourism.	
Module No. 5: RECENT TRENDS IN INDIAN TOURISM	10
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, Geo Tourism, Pro Poor Tourism, Recession Tourism, Creative Tourism, Doom Tourism, etc.	
Module No. 6: LIVING HERITAGE	04
Indian Handicrafts and Souvenirs, Indian Cuisine – Types, Western Influence, Indian Costumes, Types of Indian Apparel. Museums, Art Galleries and Libraries.	
Skill Developments Activities: - 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 tourism circuits. - Draft tour itineraries for domestic tourism circuits.	
Text Books: - Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India – A National Perspective” - 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 – Encyclopaedia 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.	

Name of the Program: BBA (Tourism & Travel) Course Code: TB 3 Name of the Course: Tourism Products and Resource of India - 2		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate - The ability to understand concepts of tourism products and resource and classifications. - The ability to explain the process architectural glory of India. - The ability to comprehend the cultural diversity of India and its significance in country's tourism. - The ability to understand the performing arts of India with their base and development.		
Syllabus:		Hours
Module No. 1: TOURISM TRENDS AND INDUSTRY LINKAGES		10
Present trends in travel & tourism business; Tourism marketing linkage with products; Role of tourism in India's economy; Tourist motivations & behavior		
Module No. 2: SYMBIOTIC AND EMERGING TOURISM PRODUCTS		08
Adventure tourism: definitions and types; Rural tourism and village-based experiences Ecotourism,		

community - based tourism; Agri-tourism, culinary tourism; Specialized tourism products (health, wellness, MICE, cruise)	
Module No. 3: ADVENTURE SPORTS IN INDIA	12
The Basic Concepts, Classification of Adventure Sports – Land Based Adventure Sports, Water Based Adventure Sports and Aero Based Adventure Sports; Major Adventure Tourism Destinations of India.	
Module No. 4: NATURE-BASED TOURISM DESTINATIONS IN INDIA	12
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts-Rivers-Mountains, etc.; Concept of Ecotourism; Indian Tribes and Tourism.	
Module No. 5: RECENT TRENDS IN INDIAN TOURISM	10
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, Geo Tourism, Pro Poor Tourism, Recession Tourism, Creative Tourism, Doom Tourism, etc.	
Module No. 6: LIVING HERITAGE	04
Indian Handicrafts and Souvenirs, Indian Cuisine – Types, Western Influence, Indian Costumes, Types of Indian Apparel. Museums, Art Galleries and Libraries.	
Skill Developments Activities: - 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 tourism circuits. - Draft tour itineraries for domestic tourism circuits.	
Text Books: - Robinet Jacob, Mahadevan P., Sindhu Joseph, “Tourism Products of India – A National Perspective” - 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 – Encyclopaedia 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.	

Name of the Program: BBA (Tourism & Travel) Course Code: TB 4 Name of the Course: Tourism and Hospitality Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate - Ability to describe the concept of marketing. - Ability to understand the selection process of the market. - Ability to understand the consumer behaviour and marketing strategies. - Ability to explain the integrated marketing planning and programs. - Ability to demonstrate public relation marketing and destination marketing.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MARKETINNG		12
Core Concept of Marketing: Meaning and Definition, Scope pf 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.		
Module No. 2: ANALYSIS AND SELECTION OF MARKET		10
Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix.		
Module No. 3: DEVELOPING MARKETING ENVIRONMENT		12
Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place		
Module No. 4: PLANNING MARKETING PROGRAM		10
Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations-Approach and Strategies-Distribution Channels and Strategies-Advertising and Sales Promotion.		
Module No. 5: PUBLIC RELATION AND DESTINATION MARKETING		12
Major activities of Public Relation Departments-Press Relations-Product Publicity- Corporate Communication-Lobbying-Counseling-The Public Relation Process- Implementation of Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process - Identifying Target Market, Classification of Visitor Segments, Monitoring the Tourist Market, Competition of Visitors involves image Making, Developing Package of attraction and Amenities.		
Skill Developments Activities: - 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. - Choose any tourism or related business organization and observe the marketing methods being adopted by them. 3. Prepare digital advertising models, e-brochures productions, etc.		
Textbooks: - Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi. - Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown. - Kotler P. (2012). Marketing Management, Pearson Education, New Delhi. - Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York. - Neelamegham. S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi. Ramasamy V.S. & Namakumar. S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.		

III SEMESTER BBA (T&T)

Name of the Program: BBA (Tourism & Travel) Course Code: Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	56 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate; f) The ability to explain the hotel industry in the world. g) The ability to illustrate the hotel organizational structure. h) The ability to work in a hotel front office as an assistant. i) The ability to work in housekeeping department. j) The ability to work in food and Beverage Production and Service Department.		
Syllabus:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		12
The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification and Categorization of Hotels; Supplementary Accommodation Establishments - Hotel chains in India, Famous hotels worldwide.		
Module No. 2: HOTEL ORGANIZATION		10
Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of Plans; Types of rooms; Types of room rates;		
Module No. 3: FRONT OFFICE		12
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.		
Module No. 4: HOUSEKEEPING		12
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		10
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.		
Skill Developments Activities: • Collect details of various categories of hotels. • Make a practical record on hotel industry operations. • Draft a partnership deed with travel agents and tour operators. • List out the organizations associated with hotel industry and their role and		

functions.

Text Books:

- Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi.
- Raghubalan, G. & Ragubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi.
- Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi.
- Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
- Andrews, S.(2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai.

Name of the Program: BBA (Tourism & Travel)		
Course Code: BTA 4.2		
Name of the Course: World Geography for Tourism - II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Outcomes: On successful completion of the course, the Students will Demonstrate		
CO1: Students should be able to remember and locate countries, cities and other geographic features.		
CO2: Students will develop physical and political perspective of world geography		
CO3: Study the climate, whether and tourism resources of the world in a regional approach.		
CO4: Gain knowledge on physical and human geography and tourism characteristics of North America		
CO5: Understand the physical and human geography and tourism characteristics of South America.		
Syllabus:		Hours
Module No. 1: EUROPE		12
Countries and Capital cities of North-Atlantic Region; Tourism Geography and Travel Formalities; Northern Europe: United Kingdom, Scandinavian countries, Benelux Countries, the Alpine Countries, the Iberian Peninsula: France, Germany, Italy, Greece, Switzerland, Turkey, Independent Islands- Iceland and Malta; Eastern Europe- Belarus, Bulgaria, Czech Republic, Hungary, Moldova, Poland, Romania and Russia,		
Module No. 2: MIDDLE EAST COUNTRIES		10
Countries and Capital cities; Tourism Geography and Travel Formalities of Bahrain, Jordan, Kuwait, Cyprus, Egypt, Iran, Iraq, Israel, Lebanon, Oman, Qatar, Saudi Arabia, Syria, The UAE and Yemen.		
Module No. 3: ASIA (South Asia and East Asia)		12
Countries and Capital cities; Tourism Geography and Travel Formalities of South Asia - Bangladesh, Bhutan, India, Maldives Republic, Nepal, Pakistan, Sri Lanka and Tibet; East Asia – Japan, South Korea, North Korea, Taiwan, China, Hong Kong, Mongolia and Philippines		
Module No. 4: ASIA SOUTH EAST ASIA (South East Asia)		12
Countries and Capital cities; Tourism Geography and Travel Formalities of Brunei, Myanmar (Burma), Cambodia, Indonesia, Laos, Malaysia, Singapore, Thailand and Vietnam.		
Module No. 5: OCEANIA COUNTRIES		10

Countries and Capital cities; Tourism Geography and Travel Formalities of Australia, New Zealand, Fiji, French Polynesia, Vanuatu and New Caledonia.
Skill Developments Activities: - 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 tourism circuits. - Draft tour itineraries for domestic tourism circuits.
Text Books: - Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective" - 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 – Encyclopaedia 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 Brarwen - Indian Architecture - Ragini Devi - Dance Dialects of India Note: Latest edition of text books may be used.

Name of the Program: BBA (Tourism & Travel) Course Code: BTA 3.3 Name of the Course: Basics of Financial Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments, Practical's and Book Review.		
Course Outcomes: On successful completion of the course, the Students will demonstrate - Will be able to understand accounting as an information system; - will be able understand accounting practice for measurement and disclosure of information and financial decision making, - To develop the skills of using accounting equation in processing business transactions; - To develop an understanding about recording of business transactions and preparation of financial statements; - To analyze and interpret published financial information.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO ACCOUNTING		10
Introduction-meaning, definitions, objective, functions and limitations of accounting-Users of accounting information- book keeping and accounting- Accounting Cycle-Basic Accounting Terms-kinds of accounting activities - role of accountants –branches of accounting.		
Module No. 2: ACCOUNTING PRINCIPLES		12
Meaning and Definition of Accounting Principles –Accounting Concepts-Money Measurement Concept, Separate Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accounting Period Concept, Periodic Matching of Cost and Revenue Concept and Realisation Concept-Accounting Conventions- Conventions of Conservatism- Conventions of Full Disclosure- Conventions of Consistency- Conventions of Materiality.		
Module No. 3: RECORDING OF BUSINESS ORGANIZATIONS		12

Voucher and Transactions: Origin of Transactions – Source documents and Vouchers, Preparation of vouchers- Accounting equation approach – Meaning and Analysis of transactions using accounting equation-Rules of debit and credit-Recording of Transactions-Books of original entry – Journal, Special purpose books - Cash book – Simple, Cashbook with bank column and Petty cashbook - Purchases book, Sales book, Purchases returns book, Sale returns book.	
Module No. 4: LEDGER POSITIONING, TRIAL BALANCE AND NEGOTIABLE INSTRUMENTS	12
Ledger -Meaning-Definition-Relation between ledger and journal- Rules regarding Posting – Trail balance. Negotiable Instruments- Promissory Note-Bills of Exchange—Cheque-Bills Receivables and Payable Books.	
Module No. 5: PREPARATION OF FINAL ACCOUNTS	10
Preparation of Trading Account, Profit & Loss Account and Balance Sheet	
Text Books: 1. Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc. 2. Gupta. R.L.and Radhaswamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi. 3. Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back. Nokia. 4. Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts: S. Chand & Co. New Delhi. 5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi. 6. S N Maheshwari and S K Maheshwari; Financial Accounting 7. Paresh Shah; Basics of Financial accounting for Management Note: Latest edition of text books may be used.	

Name of the Program: BBA (Tourism & Travel)		
Course Code:		
Name of the Course: Logistics and Air Cargo Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate a) Understand the air transportation system b) Learn about the structure and facilities of airports along with acquitting with the airport operations. c) Understand the functions of airport d) Understand different facilities at the airport e) Know different planning and developmental authorities.		
Syllabus:		Hours
Module No. 1: INTRODUCTION		10

Airline and Cargo Management; Aviation History – World and India; Meaning of Air Cargo; Low Cost Airlines; Special Service Code; Terminology; Miscellaneous Abbreviation; Flight Guides; ABC/OAG; Reading the Schedule; Types of Aircraft – Wide Body and Narrow Body; Importance of Air Cargo Industry; Present Scenario.	
Module No. 2: CONCEPTS OF LOGISTICS	12
Evolution – Nature and Importance – Components of Logistics Management- Competitive advantages of Logistics – Functions of Logistics management – Principles – Logistics Network- Integrated Logistics system, Supply chain management – Nature and Concepts – Value chain- Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.	
Module No. 3: ELEMENTS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT	12
Inventory carrying – Ware housing, Technology in the ware house: Computerisation, Barcoding, RFID and WMS – Material handling , Concepts and Equipments: Automated Storage and Retrieval Systems – Order Processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain Management- Performance measurements.	
Module No. 4: CARGO HANDLING	12
History; Common Terms Used in Cargo Handling; Airway Bill; Documentation in Shipping (Export and Import) Airway Bills/Consignment Note, booking procedure, Domestic/International, Packing, Declarations, Documentation, weight, security clearance, Loading, Cargo arrival, checklist, perishable, International import & export license, Purchase intended, invoice, packing list, certificate of origin, custodian, shipping bill, customs, import of cargo, electronic data interchange for international cargo.	
Module No. 5: TRANSPORTATION	10
Position of Transportation in Logistics and Supply chain management-Road, Rail, Ocean Transport - Ships- Types- Measurement capacity of ships – shipping information, Air, Transport Multi model transport – containerization – CFS – ICDS- Cross Docking- Selection of transportation mode – Transportation Network and Decision – Insurance aspects of logistics; Schems - EPZ, ECG and DEPB	
Recommended Practical Activity. A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities in the Airport.	
Text Books: 1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon: New York: ISBN 978-1-138-55744-4 2. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge. 3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK. 4. Page, J.S., 2009, Transport and Tourism: Global Perspectives, Essex: Pearson	

Name of the Program: BBA (Tourism & Travel) Course Code: BTA1.6 (OEC) Name of the Course: Tourism and Travel Industry		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate: - An understanding of the basic concepts of tourism. - An ability to describe the different forms and types of tourism. - An understanding of the travel motivators. - An understanding of the relevance of transport sector and travel formalities. - An understanding of the impacts of tourism.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM		10
Definition and Meaning of tourism, Definition and differentiation of Tourist, travelers, visitor, transit visitor and excursionist, Travel and tourism through the Ages, Five A's of tourism, elements of tourism, Nature and Scope, Socio-economic and environmental impacts of tourism, Types and forms of tourism.		
Module No. 2: TOURISM AND TRANSPORTATION:		12
Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Multimodal transport in tourism, Factors influence tourist transport selection, Tourism Demand and transport, Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration.		
Module No. 3: HOSPITALITY OPERATIONS		08
Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units – Front Office, Housekeeping, Food and beverage department, Significance of Accommodation in the Tourism Industry.		
Module No. 4: TOURISM SERVICES		08
Motor Coach tourism, Automobile and tourism, Car Rentals and services, Rail Transport, Rail tourism, High Speed trains, Luxury trains, Tourism services of AMTRAK, Eurail Pass, Brit Rail Pass, Tourist trains in India.		
Module No 5: TRAVEL AGENCY AND TOUR OPERATIONS		07
Introduction to travel trade, travel agency and tour operators – role and contributions of travel agency in growth and development of tourism, Differentiation between travel agency and tour operators, Travel agent, Definition, Functions, income sources of travel agencies. Tour operations, Definition, Types and functions of tour operators.		
Skill Developments Activities: - List out the major travel trade business firms. - Draw the organizational charts for different categories of hotels. - Prepare domestic package tours. - Enlist the procedures to obtain international travel documents.		
Text Books: - Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, NewDelhi. - Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi. - Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey. - Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.		

Name of the Program: BBA (Tourism & Travel) Course Code: BTA 3.6 (OEC) Name of the Course: Rural Tourism		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate: • An understanding of the nature, objectives of rural tourism. • An ability to describe the concept of rural tourism. • An understanding of the basic principles of rural tourism.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO RURAL TOURISM		10
Meaning, Nature and Scope; Principles of Rural Tourism, Characteristics of Rural Tourism, Importance and Benefits of Rural Tourism, Rural Tourism Issues and Challenges, Rural Tourism in Karnataka.		
Module No. 2: TYPES AND FORMS OF RURAL TOURISM		12
Ecotourism, Agri Tourism, Geo Tourism, Eno Tourism, Vine Tourism, Adventure Tourism, Cultural Tourism, Farm Tourism, Wilderness and Forest Tourism and Green Tourism.		
Module No. 3: RURAL TOURISM DEVELOPMENT		08
Rural Tourism demand Factors, Rural Tourism Motivational Factors, Role of Public Sectors in Developing Rural Tourism, Role of Rural Tourism in Development of Remote Rural Area.		
Module No. 4: RURAL TOURISM MARKETING		08
Service Marketing – Meaning and Definition, Service Marketing Triangle, Distribution System in Service Marketing, Rural Tourism Promotion and Entrepreneurship.		
Module No 5: SUSTAINABLE TOURISM		07
Sustainable Development- Meaning and Principles, Evolution, Major Dimensions of Sustainability, Sustainable Tourism Planning.		
Skill Developments Activities: 1. Preparation of partnership deed 2. Draw a business tree 3. Make a list of 10 PSUs 4. Prepare a list of different types of business combinations		
Text Books: 1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons. 2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan. 3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd. 4. S.A Sherlekar - Business Organization, Himalaya Publishing House. 5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons. 6. R.K. Sharma, Business Organisation& Management Kalyani Publishers 7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation& Administration', Sahitya Bhawan Publications Agra.		
Note: Latest edition of text books may be used.		

IV SEMESTER BBA (T&T)

Name of the Program: BBA (Tourism & Travel) Subject Code: STD0210 Subject: Travel Agency Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	56 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate e) The ability to understand concepts of Travel Agency and Tour Operation Business. f) The ability to explain the functional aspects of Travel Agencies. g) The ability to explain Tour Operation Techniques. h) The ability to explain the linkages with other service providers in tourism.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TRAVEL INTERMEDIARIES		10
Evolution of Travel Agencies: Historical development; the role of pioneers like Thomas Cook and American Express; Concepts and Definitions: Setup of a small, medium, and large-scale travel agency; Types of Travel Agencies; Business Environment: Emerging trends in the travel trade; the Impact of Online Travel Agencies (OTAs) and Direct Booking.		
Module No. 2: OPERATIONS OF A TRAVEL AGENCY		10
Organizational Structure of a Travel Agency; Ownership in Travel Agency Business; The Distribution Chain: How travel agents act as intermediaries between service providers (airlines, hotels) and the tourist; Core Functions; BSP (Billing and Settlement Plan); Business Licensing and Compliance: Setting up an Agency: Legal requirements for registering a travel agency (Sole Proprietorship, Partnership, or Pvt Ltd); Accreditations as Legal Shields: IATA Rules; Ministry of Tourism Approval; Financial Protection.		
Module No. 3: TOUR OPERATION MANAGEMENT		10
The Tour Operator: Role in creating demand for new destinations; types of tour operators (Inbound, Outbound, Domestic, Ground); Package Tour Formulation: Types of packages (Independent, Escorted, Incentive, Special Interest); Product Development: Market research, vendor negotiations, and contracting with hotels and airlines; Pricing & Costing: Fixed vs. variable costs; calculating markups and break-even points in tour pricing.		
Module No. 4: FIELD FORMALITIES AND DOCUMENTATION		10
Frontier Formalities: Comprehensive study of Passport types (Normal, Diplomatic, Official) and Visa types (e-Visa, Transit, VoA); Health & Safety: Health certificates (Yellow Fever etc.), customs regulations, and travel insurance coverage (medical, trip cancellation); Standard Travel Abbreviations: Familiarization with 3-letter city/airport codes and airline designators; Technology in Operations: Role of GDS (Global Distribution Systems) like Amadeus, Galileo, and Sabre.		
Module No. 5: TRAVEL ORGANIZATIONS AND INDUSTRY RELATIONS		10
Professional Bodies: Role and functions of national and international associations - National: TAAI (Travel Agents Association of India), IATO (Indian Association of Tour Operators) - International: IATA, PATA, UFTAA, ASTA; Public-Private Partnership (PPP): Collaboration between private agencies and State Tourism Boards/ITDC; Crisis Management: Handling tour cancellations, guest complaints, and emergency situations during tours.		
Skill Developments Activities:		

• Case Study: Comparison between a traditional travel agency and a modern OTA like MakeMyTrip or Expedia. • Itinerary Design: Drafting a sample tour brochure for a 7-day international tour. • GDS Workshop: Basic entry training for flight availability and PNR creation.
Text Books: • J.M.S. Negi – Travel Agency and Tour Operation: Concepts and Principles. • Mohinder Chand – Travel Agency Management: An Introductory Text. • A.K. Bhatia – The Business of Tourism: Concepts and Strategies. • Thomas A. Dickerson – Travel Law. • Manoj Dixit – Travel Agency Management. (Contains specific chapters on Indian Tourism Legislation). • Stephen C. Barth – Legal Essentials in Hospitality and Tourism.

Name of the Program: IV Semester BBA (Tourism & Travel) Subject Code: STD0220 Subject: World Geography for Tourism - III		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	56 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate a) The ability to Locate any major country or city in TC3 on a world map without assistance. b) The ability to explain the physical and political perspective of world geography. c) The ability to explain climate, weather and tourism resources of the world in a regional approach. d) The ability to explain physical and human geography of IATA area III region.		
Syllabus:		Hours
Module No. 1: TOURISM IN SOUTH ASIA (THE INDIAN SUBCONTINENT)		10
Destination Profiles: India, Bangladesh, Bhutan, Maldives Republic, Nepal, Pakistan, Sri Lanka, Tibet., Travel Formalities:		
Module No. 2: TOURISM IN SOUTHEAST ASIA (INDOCHINA AND ARCHIPELAGO)		10
Destination Profiles: Thailand, Vietnam, Singapore, Indonesia, Malaysia, Philippines, Cambodia, Laos.		
Module No. 3: EAST ASIA (THE FAR EAST)		10
Destination Profiles: China, Japan, South Korea, Mongolia, Taiwan, Hong Kong, Macau.		
Module No. 4: CENTRAL ASIA (THE SILK ROAD HEARLAND) & THE WEST ASIA (THE MIDDLE EAST)		10
Destination Profiles: Central Asia - Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan.		
Middle East - UAE, Saudi Arabia, Qatar, Israel, Jordan, Turkey (Transcontinental).		
Module No. 5: SOUTH WEST PACIFIC (OCEANIA)		10
Destination Profiles: Australia and New Zealand; Island Nations - Fiji, French Polynesia (Bora Bora), and Papua New Guinea;		

Module No. 6: LEGAL AWARENESS	06
ASEAN Agreements, the "Lhasa" and Restricted Area Permits, SAARC Visa Exemption, Consumer Protection Act (2019) in India, Tourist Polic in Thailand, Sustainable Mandates in Philippines, Antiquities Laws: Cambodia and Vietnam, Lèse-majesté Laws (Thailand), Sharia Law (Middle East/Malaysian States), Strict Drug Laws in Southeast Asian nations (Singapore, Malaysia, Indonesia), Thailand's LTR (Long-Term Resident) Visa and Malaysia's DE Rantau program, Japan's Digital Nomad Visa, Biosecurity and Border Protection Laws in Australia and New Zealand, Modern Digital and Safety Regulations in New Zealand and Fiji.	
Skill Developments Activities: • City Codes and Airport Codes: Studying and discussing about IATA 3 letter city/airport codes. • Itinerary Design: Drafting a sample tour brochure for atleast tourism circuit. • Map: Locating cities and physical features in a world map.	
Text Books: • IATA Foundation Course Manual – Geography in Travel Planning. • S.A. Boniface & C.P. Cooper – Worldwide Destinations: The Geography of Travel and Tourism. • National Geographic – Visual Atlas of the World.	

Name of the Program: IV Semester BBA (Tourism & Travel) Subject Code: STD0230 Subject: Basics of Cost Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	56 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies &field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate • To Introduce students to fundamental concepts and principles of cost accounting • To understand various cost elements and cost control techniques • To develop the ability to prepare basic cost statement. To support managerial decision-making through cost information		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO COST ACCOUNTING		10
Meaning and definition of cost, costing, and cost accounting; Objectives, functions, and importance of cost accounting; Cost accounting vs financial accounting; Advantages and limitations of cost accounting; Installation of a cost accounting system; Role of cost accounting in managerial decision-making.		
Module No. 2: COST CONCEPTS AND CLASSIFICATION		10
Cost concepts: opportunity cost, sunk cost, marginal cost, differential cost; Classification of costs: By nature (material, labor, expenses), By function (production, administration,		

selling, distribution), By behavior (fixed, variable, semi-variable), By controllability and normality; Elements of cost; Cost unit and cost center	
Module No. 3: MATERIAL COST	10
Meaning and importance of material cost; Material procurement and storage; Inventory control techniques: EOQ, Re-order level, minimum & maximum levels; Pricing of material issues: FIFO, LIFO, Simple Average, Weighted Average; Treatment of material losses (normal and abnormal)	
Module No. 4: LABOUR COST	10
Meaning and classification of labor; Time keeping and time booking; Methods of wage payment: Time rate system, Piece rate system,, Incentive wage plans (basic overview), □ Labor turnover: meaning, causes, and methods of measurement; Idle time and overtime – causes and treatment.	
Module No. 5: OVERHEADS	10
Meaning and classification of overheads; Allocation, apportionment, and absorption of overheads; Primary and secondary distribution of overheads; Methods of absorption of overheads; Under-absorption and over-absorption of overheads.	
Module No. 6: COST SHEET AND TENDER PRICING	06
Meaning and format of a cost sheet; Preparation of cost sheet (simple problems); Statement of cost and cost of sales; Tender and quotation pricing (basic problems): Importance of cost sheet in cost control	
Skill Developments Activities: • Identify different types of costs from a manufacturing case (small factory / bakery / workshop) • Classify costs into fixed, variable, direct, and indirect costs • Prepare a cost classification chart	
Text Books: • Francis Buttle – CRM: Concepts and Technologies (Elsevier). • Jagdish N. Sheth, Atul Parvatiyar, G. Shainesh – Customer Relationship Management: Emerging Concepts, Tools and Applications. • Alok Kumar Rai – Customer Relationship Management: Concepts and Cases. • Ken Burnett – The Handbook of Key Customer Relationship Management. • Mukesh Chaturvedi & Abinav Chaturvedi – CRM – An Indian Perspective. (Standard texts frequently recommended in Indian university syllabi.)	

Name of the Program: IV Semester BBA (Tourism & Travel) Subject Code: STD0240 Subject: Customer Relationship Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	56 Hours
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate a) The ability to understand concepts of CRM in modern business environment. b) The ability to analyze customer behavior and customer value to enhance customer satisfaction and retention. c) The ability to apply CRM strategies and tools for effective management of customer acquisition, loyalty, and service. d) The ability to integrate marketing, sales, and customer service functions to deliver a consistent and customer-centric approach. e) The ability to evaluate CRM performance and outcomes using appropriate metrics for improved managerial decision-making.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO CRM		10
Definitions and Concepts: Evolution of CRM; Scope and Objective of CRM; Factors Responsible for Growth of CRM; CRM Process, Framework, and Cycle; Types of CRM (Operational, Collaborative, Analytical); Benefits of CRM for Firms and Customers; CRM and Relationship Marketing; CRM Value Chain and Customer Touchpoints; Ethics and Legalities of data use - Data Privacy and Protection Laws - GDPR (General Data Protection Regulation), DPDP Act (Digital Personal Data Protection Act, 2023 - India), Information Technology Act, 2000, etc.		
Module No. 2: CRM CONCEPTS AND CUSTOMER MATRIX		10
Customer Value and Customer Expectation; Customer Satisfaction - Measurement and Importance; Customer Lifecycle Management: Stages of the Relationship (Acquisition → Retention → Development → Win-back); Customer Lifetime Value (CLV); Customer Centricity and Customer Experience Management; Customer Profitability Analysis; Enterprise Marketing Management; Customer Satisfaction Metrics and Surveys; Loyalty Management: Types of loyalty (Behavioral vs. Attitudinal) and the "Loyalty Ladder."		
Module No. 3: PLANNING CRM STRATEGY		10
Strategic Planning for CRM; Building Customer-Centric Organizations; Setting CRM objectives and goals; Assessing CRM Data Requirements - Data Warehousing and Data Mining; Markt Basket Analysis (MBA); Click Stream Analysis - Personalization and Collaborative Filtering; Components and Elements of CRM Plan; CRM Strategy Development Process; Customer Strategy Grid; Aligning CRM with overall business strategy.		
Module No. 4: CRM IMPLIMENTATION AND MARKETING INTEGRATION		10
CRM Marketing Initiatives and Integration with Marketing; Sales-Force Automation (SFA) and Campaign Management; CRM in different business sectors (consumer markets, services, manufacturing, etc.); Customer Service and Call Center Management; CRM Project Models and Implementation Roadmap; Challenges, Issues and Barriers in implementing CRM; Legal Aspect in CRM:		

Module No. 5: CRM TECHNOLOGY AND PERFORMANCE MEASUREMENT	10
Information Technology and Tools for CRM; E-CRM: Definitions, Features and Benefits; CRM Software and Functional Components; Data and Database Management; CRM Metrics for Performance Evaluation; Measuring CRM Success – KPIs and Dashboards; Emerging Trends: AI, Machine Learning and Digital CRM techniques;	
Skill Developments Activities: • CRM guided project works to enhance the technical skills. • Group Discussion to improve the communication and analytical skills. • Case Study: Customer Lifetime Value (CLV) Calculation.	
Text Books: • Francis Buttle – CRM: Concepts and Technologies (Elsevier). • Jagdish N. Sheth, Atul Parvatiyar, G. Shainesh – Customer Relationship Management: Emerging Concepts, Tools and Applications • Alok Kumar Rai – Customer Relationship Management: Concepts and Cases. • Ken Burnett – The Handbook of Key Customer Relationship Management. • Mukesh Chaturvedi & Abinav Chaturvedi – CRM – An Indian Perspective. (Standard texts frequently recommended in Indian university syllabi.)	

Name of the Program: IV Semester BBA (Tourism & Travel) Subject Code: Subject: Itinerary Planning and Development		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	2 Hours	30 Hours
Pedagogy: Classroom Lectures, Case Study Analysis, Practical Itinerary Preparation, Group Projects and Presentations, Industry Examples, etc.		
Course Outcomes: On successful completion of the course, - • Students understand fundamentals and importance of itinerary planning. • Ability to design itineraries based on market demand and tourist interests. • Students learn practical and operational considerations affecting itineraries. • Ability to prepare cost-effective and market-ready itineraries.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO ITINERARY PLANNING		06
Meaning and Definition of Itinerary; Concept of Itinerary Planning and Development; Importance of Itinerary Planning in Tourism Industry; Role of Itinerary Planning in Tour Operations; Relationship between Itinerary, Tour Package and Product; Types of Itineraries; Elements of a Tour Package; Inter-relationship between Transport, Accommodation, Attractions and Activities; Role of Tour Operator and Travel Agent in Itinerary Planning.		
Module No. 2: TYPES OF ITINERARIES AND TOUR DESIGN		06
Classification of Itineraries - Cultural and Heritage Itineraries; Leisure and Recreation Itineraries; Adventure Tourism Itineraries; Eco-Tourism and Sustainable Tourism Itineraries; Pilgrimage and Religious Tourism Itineraries; Business, MICE and Educational Tours; Special Interest Tours (Medical, Wellness, Wildlife, Culinary, etc.); Tour Design Process - Identifying Target Market; Understanding Tourist Motivation and Preferences;		

Tour Objectives and Theme Selection; Duration and Seasonality of Tour; Cost Considerations and Budgeting; Case Studies.	
Module No. 3: FACTORS INFLUENCING ITINERARY PLANNING	06
Factors Influencing Itinerary Planning – Destination Related Factors & Operational Factors; Components of a Tour Itinerary; Legal and Safety Considerations - Passport, Visa and Travel Documentation; Health Regulations and Travel Insurance; Risk Management and Tourist Safety; Responsible and Sustainable Tourism Practices; Case Studies.	
Module No. 4: ITINERARY COSTING AND PRICING	06
The Concept of Costing; Types of Costs; Cost Components; Pricing Techniques; Pricing Strategies; Documentation - Preparation of Detailed Day-wise Itinerary; Tour Cost Sheet Preparation; Inclusions and Exclusions; Terms and Conditions; Cancellation Policies; Case Studies.	
Module No. 5: PRACTICAL ITINERARY DEVELOPMENT AND EMERGING TRENDS	06
Practical Applications - Designing Domestic Tour Itineraries (Example: Golden Triangle, Kerala Tour, etc); Designing International Tour Itineraries; FIT vs GIT Itinerary Planning; Use of Technology in Itinerary Planning; Role of Online Platforms and Mobile Apps; Emerging Trends - Customized and Personalized Itineraries; Smart Tourism and Digital Itineraries; Sustainable and Responsible Itinerary Development; Experiential and Community-Based Tourism.	
Skill Developments Activities: • Preparation of working itineraries using realistic data and situation. • Preparation of travel documents. • Visit to the local Tour Operators. Case Study: • Successful Tour Operators and Their Itinerary Models. • Analysis of Popular Tourism Circuits.	
Text Books: • Holloway, J.C. – The Business of Tourism • Cooper, Fletcher et al. – Tourism: Principles and Practice • Bhatia, A.K. – Tourism Development: Principles and Practices • Negi, J.M.S. – Tourism and Travel Management • Gee & Fayos-Solà – International Tourism: A Global Perspective	

Name of the Program: Bachelor of Business Administration (T&T) Airline Management Elective Course Code: AM1 Name of the Course: Airline Geography (OE)		
Course Credits	No. of hours per week	Total No. of Teaching hours
2	2 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Objectives: 1. To explain the connection between geography and tourism, 2. To classify the different branches of geography, 3. To describe the physical features in world geography Basic, 4. To differentiate between the different Hemisphere, 5. To explain the linkage between Geography and IATA Geography;		

6. To state the IATA Traffic Conference Areas and Sub areas / regions
Course Outcomes: 1. Understand the relation between geography and tourism 2. Identify the Hemispheres 3. Study the IATA Airline geography, Areas, Sub areas 4. IATA Traffic conferences and their role in aviation management 5. Know worldwide geography in relation to airline routeing 6. Understand the importance of providing accurate and relevant air travel information using aviation terminology 7. Understand how climate and health factors impact on air passengers and crew
Unit I: Introduction - Basics of geography - Continents – Oceans – Hemispheres-Western and Eastern Hemisphere - Northern and Southern Hemispheres - IATA World geography- Linkage between IATA and world geography. Global indicators - routeing and impact on mileage and fare, potential stopovers. Political features on maps -boundaries, countries, capital cities, major gateway airports.
UNIT II: IATA Areas and Sub Areas: IATA Traffic Conference Area1 (TC1) – Sub area - Region and countries; IATA Traffic Conference Area 2 (TC2) - Sub area - Region and countries; IATA Traffic Conference Area 3 (TC3), - Sub area- Region and countries.
UNIT III: Air Travel information and terminology - Flying times using reference sources - travel, atlas, Official Airline Guides (OAG): 24-hour clock -Local time -International Date Line - Time zones, (USA – Eastern Time, Pacific Time, Mountain Time; Australia – Western Standard Time, Eastern Standard Time Etc). Greenwich Mean Time (GMT), Universal Time Coordinated (UTC), Daylight Saving Time (DST) Elapsed flying time (Problem Solving on Elapsed flying time). Effects of crossing time zones in an easterly or westerly direction.
UNIT IV: Airline Market – Open skies – Deregulation and Liberalisation of the airline Industry - survival of the fittest- network carriers – Low-cost carriers – Crisis management in airline operations – case studies.
Unit V: Airline Business and Marketing Strategies – Porter’s Five forces and their application to the airline industry – Rivalry among existing firms - substitution – New entry -Power of customer - Power of suppliers - Cost leadership – Differentiation in the airline industry -Airline Alliances – airline industry consolidation
References: 1. Dipendra Sinha, Deregulation and Liberalisation of the Airline Industry- Asia, Europe, North America, and Oceania 2. Stephen Shaw, Airline Marketing and Management, Seventh Edition 3. Introduction to the Airline Industry (IATA Aviation Distance Learning) Kindle Edition, By IATA 4. Andrew R. Goetz and Lucy Budd, The Geographies of Air Transport (Transport and Mobility) 5. John T. Bowen, The Economic Geography of Air Transportation: Space, Time, and the Freedom of the Sky. 6. Negi Jagmohan (2003), Air Travel Ticketing and Fare construction, Kanishka Publishers 7. OAG and Air Cargo Tariff (Both Red and Green) 8. OAG Guide published by IAIA. 9. R Dogani, Air Port Business. 10. Seth Prannath (2003), Successful Tourism Management Vol II, Sterling Publications, New Delhi. 11. Travel Information Manual (TIM)

V SEMESTER

BTT 5.1 Human Resource Management

Module 1: Introduction to Human Resource Management

This unit establishes the foundation by looking at why managing people strategically is completely different from old-school record keeping.

- **Concepts & Definitions:** Meaning, nature, scope, and core objectives of HRM.
- **Evolution:** Transition from traditional *Personnel Management* to modern *Strategic Human Resource Management (SHRM)*.
- **Functions:** Managerial functions (planning, organizing, directing, controlling) vs. Operative functions (procurement, development, compensation).
- **The HR Manager:** Roles, responsibilities, skills, and the organizational setup of an HR department.

Module 2: Acquisition of Human Resources (Procurement)

Focuses on how organizations figure out who they need and how they legally and effectively bring them on board.

- **Human Resource Planning (HRP):** Process of forecasting HR demand and supply, and matching organizational needs.
- **Job Analysis:** The foundational blueprint of HR.
 - *Job Description:* Outlining tasks, duties, and responsibilities.
 - *Job Specification:* Mapping out qualifications, skills, and traits required.
- **Recruitment:** Internal vs. external sourcing methods and digital talent acquisition trends.
- **Selection:** The multi-stage hurdle process (screening, selection tests, various interview types).
- **Onboarding:** Placement, induction, and organizational socialization.

Module 3: Human Resource Development (HRD) & Career Management

Once people are hired, this module covers how organizations grow their skills and keep them engaged.

- **Training vs. Development:** Identifying training needs, designing programs, and evaluation methods.
- **Methods of Training:** On-the-job techniques (apprenticeship, job rotation) vs. Off-the-job techniques (vestibule training, case studies, simulations).
- **Career Planning:** Stages of career development, succession planning, and dealing with internal movements (promotions, demotions, transfers, and separations).

Module 4: Performance Appraisal & Compensation Management

This module addresses how performance is measured fairly and how employees are rewarded for their output.

- **Performance Appraisal:** Objectives and traditional methods (ranking, graphic rating scales) vs. modern methods (360° feedback, Management by Objectives - MBO).
- **Job Evaluation:** Determining the relative worth of a job to establish an equitable pay scale.
- **Wages & Salary Administration:** Components of a compensation package (base pay, variable pay, incentives, fringe benefits, and social security measures).

Module 5: Industrial Relations & Employee Welfare

Focuses on the legal, ethical, and collaborative aspects of maintaining a healthy workforce environment.

- **Industrial Relations (IR):** Concepts, significance, and causes of industrial disputes.
- **Dispute Settlement:** Grievance handling procedures, collective bargaining, and workers' participation in management.
- **Welfare & Safety:** Workplace health, hygiene, safety protocols, and employee stress management.

Module 6: Emerging Trends in HRM (Contemporary Issues)

A modern overview of how technology and changing demographics are rewriting the HR playbook.

- **HR Analytics:** Using data metrics to drive talent decisions.
- **HRIS (Human Resource Information Systems):** Automating core HR processes.
- **Global HRM:** Managing cross-cultural teams and international assignments.
- **Diversity & Inclusion (D&I):** Building equitable workplaces.

Recommended Reference Textbooks

If you are preparing for exams or building reading lists, these are the standard author recommendations preferred by global and regional universities:

1. *Human Resource Management* — Gary Dessler
2. *Human Resource Management: Text and Cases* — K. Aswathappa
3. *Personnel Management* — Edwin B. Flippo
4. *Human Resource Management* — V.S.P. Rao

Name of the Program: Bachelor of Business Administration (T&T) Course Code: BBATT Name of the Course: SUSTAINABLE TOURISM		
Course Credits	No. of Hours per week	Total No. of Teaching hours
4	4	56
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
UNIT I: Overview of Strategic Management - Sustainable Development- Evolution – Meaning, Nature and Importance, Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development.		
UNIT II: Sustainable Tourism Development: History, Meaning, Definitions and Importance of sustainable tourism- Principles of sustainable tourism- Global code of conduct for sustainable tourism		
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		
UNIT IV: 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 - Propoor Tourism and Community Participation.		
UNIT V: UNIT V: Ecotourism- Meaning-history- Principles of ecotourism -Impacts of ecotourism - ecotourism practices in India.		
UNIT VI: Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission- Rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry.		
References: 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 4. Daniel J. McCarthy, Robert J. Minichiello, Joseph R. Curran- Business policy and strategy Richard D Irwin Inc, All India Traveller Bookseller. 5. Bourgeois III L J et.al-Strategic Management- Hardeourt Brace Co., 6. Azhar Kazmi-Business Policy and Strategic Management -Tata McGraw Hill 7. Kachru Upendra. -Strategic Management – concepts and case-Excel Books. 8. Chandan JS, Gupta NS- Strategic Management- Vikas Publishing House, New Delhi. 9. Nag A- Strategic Management: Analysis, Implementation, and control - Vikas Publishing House, New Delhi. Lomash S, Mishra PK- Business policy and Strategic Management- Vikas Publishing House, New Delhi.		

BTT 5.3 ORGANIZATIONAL BEHAVIOUR

Module 1: Introduction to Organizational Behaviour

This unit introduces the field of OB, establishing why understanding human psychology is essential to running a successful company.

- **Concepts & Foundations:** Definition, nature, scope, and goals of OB (to describe, understand, predict, and control human behavior).
- **Contributing Disciplines:** How OB pulls insights from Psychology (individual behavior), Sociology (group dynamics), Anthropology (culture), and Social Psychology.
- **Historical Framework:** The Hawthorne Studies and their role in creating the human relations movement.
- **Challenges & Opportunities:** Managing workforce diversity, globalization, work-life balance, and technological changes.

Module 2: Individual Behaviour (The Micro Level)

This module explores the internal, psychological forces that dictate how a single employee thinks, works, and reacts.

- **Personality:** Determinants of personality; major frameworks like the Big Five Model (Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism) and the Myers-Briggs Type Indicator (MBTI).
- **Perception:** The perceptual process; factors influencing perception; common shortcuts/errors in judging others (stereotyping, halo effect, selective perception).
- **Attitudes & Values:** Components of attitude (Cognitive, Affective, Behavioral); cognitive dissonance; job satisfaction and its impact on performance.
- **Learning:** Concepts and reinforcement; theories of learning (Classical Conditioning, Operant Conditioning, and Social Learning Theory).
- **Motivation Concepts:**

- *Content Theories*: Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, McGregor's Theory X & Theory Y, McClelland's Theory of Needs.
- *Process Theories*: Vroom's Expectancy Theory, Equity Theory, Goal-Setting Theory.

Module 3: Group Behaviour & Team Dynamics (The Meso Level)

Focuses on what happens when individuals collaborate, communicate, and form social structures at work.

- **Group Dynamics**: Defining and classifying groups (formal vs. informal); Tuckman's Five Stages of Group Development (Forming, Storming, Norming, Performing, Adjourning).
- **Group Properties**: Understanding group roles, norms, status, size, and group cohesiveness.
- **Teams vs. Groups**: Differences between a working group and a high-performing team; types of teams (cross-functional, self-managed, virtual).
- **Group Decision-Making**: Advantages and disadvantages; phenomena like *Groupthink* (pressure to conform) and *Groupshift* (exaggerated positions).

Module 4: Leadership, Power, and Conflict

This unit bridges group behavior and macro-organizational systems by examining influence, authority, and friction.

- **Leadership Theories**:
 - *Trait Theories*: Born leaders vs. made leaders.
 - *Behavioral Theories*: Ohio State and University of Michigan studies.
 - *Contingency Theories*: Fiedler's Contingency Model, Hersey and Blanchard's Situational Leadership, Path-Goal Theory.
 - *Modern Frameworks*: Transformational vs. Transactional leadership, Charismatic leadership.
- **Power & Politics**: Bases of power (coercive, reward, legitimate, expert, referent); political behavior in organizations and impression management.

- Conflict Management: Traditional vs. Interactionist views of conflict; the conflict process; functional vs. dysfunctional conflict; conflict resolution techniques (Collaborating, Compromising, Accommodating, Avoiding, Competing).

Module 5: Organizational Structure, Culture, and Stress (The Macro Level)

This module examines how the overarching design and environment of a company shape collective human behavior.

- Organizational Structure: Key elements (work specialization, departmentalization, chain of command, span of control); common designs (Matrix, Bureaucracy, Virtual/Networked structures).
- Organizational Culture: Characteristics, functions, and liabilities of a corporate culture; how a culture is created, sustained, and transmitted to employees.
- Work Stress & Well-being: Potential sources of stress (environmental, organizational, personal); consequences of stress (physiological, psychological, behavioral); individual and organizational coping strategies.

Module 6: Organizational Change & Development (OD)

A closing unit focused on how companies successfully evolve without alienating their workforce.

- Forces for Change: Internal and external triggers pushing organizations to adapt.
- Resistance to Change: Why people resist change (individual and organizational barriers) and strategies to overcome it.
- Change Models: Lewin's Three-Step Model (Unfreezing, Moving, Refreezing) and Kotter's 8-Step Plan.
- Organizational Development (OD): Meaning, values, and standard OD interventions (sensitivity training, survey feedback, process consultation, team building).

Recommended Reference Textbooks

Professors teaching BBA OB courses lean heavily on these core, universally recognized texts:

1. *Organizational Behavior* — Stephen P. Robbins, Timothy A. Judge, and Neharika Vohra

2. *Organizational Behaviour: Text and Cases* — K. Aswathappa
3. *Organizational Behaviour* — Fred Luthans
4. *Organizational Behaviour* — L.M. Prasad

Name of the Program: Bachelor of Business Administration (T&T) Airline Management Elective Course Code: AM1 Name of the Course: Airline Geography		
Course Credits	No. of hours per week	Total No. of Teaching hours
4	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Objectives: 7. To explain the connection between geography and tourism, 8. To classify the different branches of geography, 9. To describe the physical features in world geography Basic, 10. To differentiate between the different Hemisphere, 11. To explain the linkage between Geography and IATA Geography; 12. To state the IATA Traffic Conference Areas and Sub areas / regions		
Course Outcomes: 8. Understand the relation between geography and tourism 9. Identify the Hemispheres 10. Study the IATA Airline geography, Areas, Sub areas 11. IATA Traffic conferences and their role in aviation management 12. Know worldwide geography in relation to airline routeing 13. Understand the importance of providing accurate and relevant air travel information using aviation terminology 14. Understand how climate and health factors impact on air passengers and crew		
Unit I: Introduction - Basics of geography - Continents – Oceans – Hemispheres-Western and Eastern Hemisphere - Northern and Southern Hemispheres - IATA World geography- Linkage between IATA and world geography. Global indicators - routeing and impact on mileage and fare, potential stopovers. Political features on maps -boundaries, countries, capital cities, major gateway airports.		
UNIT II: IATA Areas and Sub Areas: IATA Traffic Conference Area1 (TC1) – Sub area - Region and countries; IATA Traffic Conference Area 2 (TC2) - Sub area - Region and countries; IATA Traffic Conference Area 3 (TC3), - Sub area- Region and countries.		
UNIT III: Air Travel information and terminology - Flying times using reference sources - travel, atlas, Official Airline Guides (OAG): 24-hour clock -Local time -International Date Line - Time zones, (USA – Eastern Time, Pacific Time, Mountain Time; Australia – Western Standard Time, Eastern Standard Time Etc). Greenwich Mean Time (GMT), Universal Time Coordinated (UTC), Daylight Saving Time (DST) Elapsed flying time (Problem Solving on Elapsed flying time). Effects of crossing time zones in an easterly or westerly direction.		
UNIT IV: Airline Market – Open skies – Deregulation and Liberalisation of the airline Industry - survival of the fittest- network carriers – Low-cost carriers – Crisis management in airline operations – case studies.		
Unit V: Airline Business and Marketing Strategies – Porter’s Five forces and their application to the airline industry – Rivalry among existing firms - substitution – New entry -Power of customer -		

Power of suppliers - Cost leadership – Differentiation in the airline industry -Airline Alliances – airline industry consolidation

References:

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

Name of the Program: Bachelor of Business Administration (T&T) Hospitality Management Elective Course Code: HM1 Name of the Course: Front Office Management		
No. of credits	No. of hours per week	Total No. of Teaching hours
4 credits	4 hours	56 hours
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: Bachelor of Business Administration (T&T) Event Management Elective Course Code: EM1 Name of the Course: Event Planning and Management		
No. of Credits	No. of Hours per week	Total No. of teaching Hours
4	4	56
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.		
Course Objectives 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 Outcomes • Motivate them to plan events and execute the event professionally • Train the students to plan, manage and run an event. • Familiarise with management techniques and strategies required for successful events. • Familiarize the concept of MICE, its role in the tourism development in the country and accordingly they can prepare by themselves. • Plan for the food and beverage by concentrating on various events. • Train them to analyse the changing trends accordingly plan and set strategies. • Able to learn the process of negotiation with the suppliers.		
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.

Practical Skill Development:

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

References:

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

Name of the Program: Bachelor of Business Administration (T&T) Tour Operation Management Elective Course Code: TOM1 Name of the Course: Itinerary Planning and Development		
No. of Credits	No. of hours/week	Total No. of Teaching Hours
4	4	56
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & industry training etc.		
Course Objectives 1. To help the students prepare tour itinerary and design package tour independently. 2. To understand travel documentation 3. To understand the concept of costing 4. To study the pricing strategies 5. To provide practical knowledge on tour packaging and costing		
Course Outcomes 1. An understanding of Tour Itinerary and Tour Package 2. An ability to describe the different types of Tour Itinerary and Tour Packages 3. An understanding of different aspects in Tour Itinerary 4. Will be able to design sample itineraries and packages to different 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.		
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
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. Roday S., Biwal A. & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296. 5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Name of the Program: Bachelor of Business Administration (T&T) Course Code: BBATT (Elective - 2) Name of the Course: Tour Guiding and Interpretation		
No of Credits	No. of Hours per Week	Total No. of Teaching Hours
2	2	45
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Objectives 1. To orient the students about the scope of tour guiding as a career option. 2. To help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. 3. Orient student to the nitty-gritty of this profession. 4. Intends to deliver key skills for tour guiding and interpretation		
Course Outcomes 1. Brings up professional tour guiding skills 2. Enables students to gain practical exposure		
UNIT I Tour Guiding: Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.		
UNIT II Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade		
UNIT III Practical Guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing, and conducting heritage walks.		
UNIT IV Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks		
UNIT V Managing Guiding Business: How to plan an itinerary, partners in business,		

setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

References:

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)

VI SEMESTER

Name of the Program: IV Semester BBA (Tourism & Travel) Subject Code: Subject: Entrepreneurship Development		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	2 Hours	50 Hours
Pedagogy: Classroom Lectures, Case Study Analysis, Practical Itinerary Preparation, Group Projects and Presentations, Industry Examples, etc.		
Course Outcomes: On Successful Completion of the Course, the Students will be able to Demonstrate • Understand the concept of entrepreneurship • Understand the behavior of an entrepreneur • Know about EDP • To avail different government schemes when starting a business • Prepare a draft proposal to establish a new tourism/hospitality company as an Assignment		
Syllabus:		Hours
Module No. 1: INTRODUCTION		10
Entrepreneur & Entrepreneurship: Meaning, definitions, concepts, nature and scope of entrepreneurship; Types of Entrepreneurs: Small, corporate, social, tourism-specific entrepreneurial types; Role of Entrepreneurship in Economy & Tourism: Impact on job creation, economic growth, tourism business development; Entrepreneurship vs Professional Management — key differences.		
Module No. 2: ENTREPRENEURIAL TRAITS AND MOTIVATION		10
Characteristics & Qualities of Entrepreneurs — creativity, risk-taking, leadership, decision-making; Entrepreneurial Motivation Theories — Need hierarchy, McClelland's theory, achievement motivation; Entrepreneurial Culture & Environment: Socio-economic influences on entrepreneurship; Women and Rural Entrepreneurship — concepts and practical relevance for tourism ventures.		
Module No. 3: ENTREPRENEURIAL DEVELOPMENT PROCESS		10
Opportunity Identification: Sources of business ideas in tourism & travel (e.g., tour services, travel tech, hospitality ventures); Environmental & Industry Analysis — market, competition, customer needs; Entrepreneurial Development Programmes (EDPs): objectives, relevance, outcomes; Project Identification & Selection: Screening and evaluation of business ideas.		

Module No. 4: BUSINESS PLANNING AND PROJECT FORMULATION	10
Business Plan Preparation: Elements of a business plan for tourism start-ups; Feasibility Studies: Market, technical, financial and cost-benefit analysis of ventures; Project Formulation: Steps, format, assumptions, risk assessment; Financial Planning Concepts: Sources of finance, budgeting, matching resources with projects; Emerging Trends: Digital entrepreneurship, tourism startups, tech innovations; Legal considerations in startups.	
Module No. 5: INSTITUTIONAL SUPPORT AND GOVERNMENT SCHEMES	10
Financial Institutions: Role of Commercial Banks, SIDBI, NSIC, SFCs etc.; Government Initiatives: Start-Up India, Make in India, Skill India, tourism-specific schemes; Incentives, Subsidies & Support Structures for tourism entrepreneurs; Setting up and Managing tourism Enterprise – Business Setup, Forms of Organisation, Quality Standards and Customer Service;	
Skill Developments Activities: • Preparation of new business plan. • Preparation of business analysis. • Understanding the indigenous business practices. Case Study: • Case study on successful DMO. • Study the success stories of women entrepreneurs	
Text Books: • Holloway, J.C. – The Business of Tourism • Cooper, Fletcher et al. – Tourism: Principles and Practice • Bhatia, A.K. – Tourism Development: Principles and Practices • Negi, J.M.S. – Tourism and Travel Management • Gee & Fayos-Solà – International Tourism: A Global Perspective	

BTT 5.2 FOREIGN EXCHANGE MANAGEMENT

Module 1: Introduction to Foreign Exchange & Global Markets

This unit lays the groundwork by exploring how different national currencies interact and how the global financial architecture is built.

- **Concepts & Scope:** Meaning and importance of foreign exchange management in global business.
- **Evolution of the Forex System:**
 - The Gold Standard era.
 - The Bretton Woods System (Fixed exchange rates and the birth of the IMF and World Bank).
 - The Modern Floating Exchange Rate System.
- **Balance of Payments (BOP):** Structure of BOP (Current Account vs. Capital Account); understanding BOP deficits/surpluses and their direct impact on currency values.

Module 2: Structure and Mechanics of the Forex Market

A practical look at how the largest financial market in the world operates on a day-to-day basis.

- **Market Participants:** Role of Central Banks, commercial banks (authorized dealers), multinational corporations (MNCs), brokers, and speculators.
- **Market Segments:** The Spot Market (immediate delivery) vs. the Forward Market (future delivery).
- **Exchange Rate Quotations:**
 - Direct vs. Indirect quotes.
 - Bid-Ask Spread (the transaction cost of trading currency).
 - Cross Rates (calculating exchange rates between two currencies via a third base currency).
 - Arbitrage (two-point and three-point geographical arbitrage).

Module 3: Exchange Rate Determination & Forecasting

This module dives into the macroeconomic theories that explain why currency values rise and fall.

- **Economic Theories:**

- *Purchasing Power Parity (PPP)*: How inflation differences determine exchange rates (the "Big Mac Index" concept).
- *Interest Rate Parity (IRP)*: The relationship between national interest rates and forward currency premiums/discounts.
- *The International Fisher Effect (IFE)*.

- **Forecasting Techniques**: Fundamental analysis (using economic indicators like GDP, interest rates, and political stability) vs. Technical analysis (using historical price charts and trends).

Module 4: Foreign Exchange Risk & Exposure Management

One of the most critical operational parts of the syllabus—how fluctuations in rates can hurt or help a business's bottom line.

- **Types of Exposure:**

1. **Transaction Exposure**: Risk faced during the time between entering a contract and settling it in foreign currency.
2. **Translation (Accounting) Exposure**: Risk when consolidating a foreign subsidiary's financial statements back into the home currency.
3. **Economic (Operating) Exposure**: How unexpected currency changes permanently impact a company's future cash flows and market value.

- **Hedging Strategies (Internal)**: Netting, invoice matching, leading and lagging payments, and choosing the invoicing currency.

Module 5: Currency Derivatives (External Hedging Tools)

When internal tactics aren't enough, businesses look to financial market products to safeguard their margins.

The four core financial tools used for currency risk management. Source: Piscine / Getty Images

- **Forward Contracts**: Custom, over-the-counter agreements to lock in an exchange rate for a future date.
- **Currency Futures**: Standardized, exchange-traded contracts to buy or sell currency.
- **Currency Options**: Buying the *right* but not the *obligation* to trade currency (Calls vs. Puts, strike prices, and premiums).
- **Currency Swaps**: Simultaneously borrowing one currency and lending another to lower funding costs.

Module 6: Regulatory Framework & Trade Financing

Understanding the legal guardrails that govern the movement of international capital, tailored to standard corporate compliance.

- **Regulatory Acts**: Overview of exchange control regulations (e.g., **FEMA - Foreign Exchange Management Act** in India, or equivalent national apex bank guidelines).
- **Role of Central Banks**: How central banks intervene in the markets to stabilize their local currency.
- **International Trade Finance Instruments**: Letters of Credit (LC), Documentary Collections, and Export Credit Insurance.

Recommended Reference Textbooks

Because this subject involves mathematical conversions and policy frameworks, professors generally rely on these core textbooks:

1. *International Financial Management* — Jeff Madura
2. *Foreign Exchange Management* — C. Jeevanandam
3. *International Economics* — Paul Krugman, Maurice Obstfeld, and Marc Melitz
4. *International Finance: A Business Perspective* — Prakash G. Apte

Name of the Program: Bachelor of Business Administration (T&T)		
Course Code: BBATT		
Name of the Course: Tourism Policies and Regulations		
Course Credits	No. of Hours per week	Total No. of Teaching hours
4	4	56
Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings.		
Course Objectives:		
● To understand details about the legislations applicable to travel and tourism industry.		

• To know the importance of tourism policy for the better development of the industry. • To understand the Environmental Law, FERA and Foreigners Registration Act
Course Outcomes: • Able to understand and recollect various policies and legislation and existing in the tourism industry. • 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 Legislations –Manila Declaration - Acapulco Document - Tourism Bill of Rights - Tourism Code - 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 Act1985 - 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. 2. Halloway J.C., Business of Tourism 3. JD Ninemeier, Discovering Hospitality and Tourism: The World’s Greatest Industry, Pearson. 4. L. Foster, The Business of Travel Agency Operations and Administration. 5. Lundberg, The Business of Tour Operations. 6. M. S Negi, Travel Agency, and Tour Operators: Concept and Principles New Delhi. 7. R. K. Mal2hotra (2005) Socio – Environmental and Legal Issues in Tourism. 8. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.

AIRLINE MANAGEMNET ELECTIVE Course code: AM2 Course Name: Air Cargo and Logistic Management		
No of credits	No of hours /week	Total number of hours
04	04	65
Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings		
Course Objectives 1. To provide the students an opportunity to learn the fundamentals of Air cargo 2. To study Aircraft and Cargo Terminal Facilities 3. To understand basics of logistics management 4. To understand air cargo rates and charges and process of loading and unloading 5. To relate the concepts to real life business and to become efficient suppliers		
Course Outcomes 1. Able to identify types and nature of air cargo 2. Capable of handling documents of Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails 3. Exposure to aircraft and cargo terminal facilities 4. Ability to make decision and design logistic management strategy		
UNIT I: Introduction to Air Cargo: Types and nature of air cargo - General and precious cargo- Cargo with special attention - Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails		
UNIT II: Air Cargo Rates and Charges: Weight of the cargo - Normal rate, Minimum rate, Quantity rate, Class cargo rate, Specific commodity rate, Valuation charge, Volumetric charge, ULD rate, Demurrage charge, Express cargo rate, Add on rates - Surcharges - Cargo capacity of Airlines.		
UNIT III: Aircraft and Cargo Terminal Facilities: Cargo booking procedures - Packing, marking, and labelling - Acceptance of cargo - Unit Load Devices - Claims and complaints.		
UNIT IV: Loading of Cargo: Arrival and off-loading - Cargo documentation - Airway bill, Charges collection advice, Irregularity report, Cargo Manifesto, Cargo transfer manifesto - Import and export of cargo - Prohibited articles-Cargo insurances - Selected case study of popular cargo companies.		
UNIT V: Concept of Logistics: - Introduction, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Logistics Mix, Logistics in organised Retail in India-Forms of Logistic management.		
Unit VI Integrated Logistics and Supply Chain Management - Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers, Logistical Competency, Network design inventory, Ware Housing Material Handling and Packaging, Barriers to Internal Logistic, Third-party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third-party logistics providers.		
References: 1. K.M. Unnikrishnan (2013). Air Cargo Management and Airport Handling, Gemini printers, Bangalore. Prem Nath Dhar (2008). 2. Global Cargo Management –Concepts, Typology, law, and policy, Kanishka Publishers, New Delhi 3. Camille Allaz (2004). History of Air Cargo and Airmails from the 18th century, Christopher Foyle Publishing, Paris. 4. Michael Sales (2013). The Air Logistics Handbook, Routledge, Abingdon. 5. IATA Live Animals Regulation Manual. 6. FIATA Training manual 6. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, 7. James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.		

8. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited. David J. Bloomberg, Stephen LeMay&: Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004 Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005 Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.
9. David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition
10. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert,
11. James R Stock, Lisa M. Ellram, McGrawhill/Irwin, First Edition, 1998.
12. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
13. Logistics Management for International Business: Text And Cases, Sudalaimuthu& S. Anthony Raj, PHI Learning, First Edition, 2009.
14. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
15. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008

Hospitality Management Elective Course code: HM2 Course Name: Food and Beverage Management		
No of credits	No of hours /week	Total number of hours
04	04	56 hours
Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions, Industry Training		
Course Objectives 1. To get an overall idea of food and beverage department and its functions 2. To familiarize the various outlets and strategies behind the planning of menu in the different categories of hotels. 3. To orient students towards Kitchen stewarding activities 4. To understand food and beverages departmental hierarchy 5. To learn the various equipment classifications and handling of equipment in the department 6. To understand the various types of services and their role in the hotel 7. To understand the managerial responsibilities and the planning for restaurant and room services		
Course Outcomes 1. Gain detailed knowledge about food and beverage service by giving a practical exposure. 2. Students are grounded in various concepts and classifications of F&B services. 3. Students get to know about the hygiene factors to be followed in the kitchen area and in the serving area 4. Understand the personal attributes required in the kitchen and f & b staff 5. Able to figure out the departmental structure and food establishments of various types 6. Helps to know the care and maintenance required in handling the kitchen equipment 7. Opportunity to analyze the standard purchase specifications of various food		

commodities
UNIT I Introduction to Food and Beverages - Middle Ages to modern cookery; Menu terms; Kitchen hierarchy / brigade; Methods of cooking – Aims and Objectives of Cooking Food - Importance; Classifications-Principles - Equipment required; Methods of cooking – boiling – roasting – poaching – braising – grilling - baking-roasting - broiling stewing – sautéing – blanching - steaming – micro - waving etc.; Food preservation methods.
UNIT II Food and Beverage Department - Departmental Hierarchy- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward Etc. Types of services in hotel
UNIT III Kitchen Stewarding - Still room, Spare linen room, silver room or plate room, Hot Plate; kitchen hygiene; Food Commodities; Classification with examples and uses in cookery - Cereals, pulses, vegetables, mushrooms, fruits, eggs, oils, fats, herbs and spices, foundation ingredients - their characteristics and their uses in cookery; beverages – alcoholic and non-alcoholic
UNIT IV Food and Beverage Outlets - Introduction to the food and beverage industry; Outlet Planning - Preliminary Planning process - Planning various food and beverage outlets; Restaurant, Coffee shop, Room service, bars, banquets, Discotheques, Snack bar, Lounges, Business centers, Clubs, Ancillary areas; Buffet, Banquet, room service etc.; Food and Beverage service equipment, Introduction - Types of table ware (Flatware, Cutlery and Hollow-ware), Disposables, and Criteria for selection – Requirements, Food and Beverage service personnel; KOT and BOT.
UNIT V Menu – History, Classical French menu sequence, Types of menus – table d’ hotel, a la’- carte, Food and Beverage terminologies - History, characteristics; Accompaniments and service - Menu design and Menu costing; Types of meals – Introduction - Types – Breakfast, Brunch, Hi-tea, Dinner, Elevenses etc.; Indian regional dishes – examples for major cuisine from North India and South India.
References: 1. Andrew Sudhir, Hotel front Office Management, Tata McGraw Hill, New Delhi. 2. Andrews Sudhir, Introduction to Tourism and Hospitality Industry 3. Cheryl Lewis, The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs. Publisher: Atlantic Publishing Group Inc. 4. Dr. R.K. Singh, Athithi devo bhavah (Guest management), Global Media, New Delhi (2009) 5. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Pub, New Delhi. 6. Lea R. Dopson & David K. Hayes Food and Beverage Cost Control, 6th Edition 6th Publisher: Wiley 7. Malhotra RK, Fundamentals of Hotel Management and Operations, Anmol Publications. 8. Paul R. Dittmer & J. Desmond Keefe III Principles of Food, Beverage, and Labor Cost Controls, 9th Edition. Publisher: Wiley, 9. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

Event Management Elective Course code: EM2 Course Name: Event Logistics		
No of credits	No of hours /week	Total Number of hours
04	04	56
Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings		
Course Objectives To study various techniques of event planning To explain the managerial aspects of event To explain the physical setting requirements of a event planning		
Course Outcomes - Understand the techniques and strategies required to plan an event. - Understand the technical aspects of event logistics. - Identify and develop event resources.		
UNIT I Event Staffing - Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal. Event networks & supply chain: Importance, handling vendors & service contractors, negotiating with vendors & service contractors. Bidding for events		
UNIT II Event Venues and physical settings - Determinants of site and venue selection. Types of venues. Site Inspection, Site layout and plans. Seating Plans. Protocol and VIP services, Event venue signage. Event Technology: LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, i-beacons, Near Field Communication, Cloud Computing.		
UNIT III Event Registration - Importance and process; pre-registration – Introduction, benefits, and methods. Onsite registration - the concurrence of participant list with master file, Registration layout, payments, distribution of kits and badges etc. Events planning checklists: Determinants and importance. Types of checklists		
UNIT IV F&B Services - Importance; major considerations- audience, price/cost, type and duration of the event, changing approaches (hygiene, vegetarianism, environment etc.); types of food functions; food plan; control plan. Beverage services- common practices and emerging trends; beverage control functions		
UNIT V Events Theme - Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio-visual. Event Logistics: Security, Transport, Parking, Accommodation, Special needs and disabled requirements		
Skill Development Activities: - Organise various types of events in the college/university campus - Visit a professional event organising company in your area and study the types and range of events organised by them		
References - Robinson, P., Wale, D. & Dickson, G. (2010). Events Management ‘Ed’. London: CABI - Shone, A. and Parry, B. (2008). Successful Event management (2e). Canada: Cengage learning - Silvers, J. R. (2012). Professional Event Coordinator (2e). Wiley - Wagen, L.V.D. and Carlos, B.R. (2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd		

Tour Operation Management Elective Course code: TOM2 Course Name: International Travel Formalities		
No of credits	No of hours /week	Total number of hours
4	4	56
Pedagogy: Assignment, Cases Studies, Seminars, Lecture-cum-discussions, Industry Training		
Course Objectives 1. To study the international travel requirements 2. Understand foreign travel formalities 3. To study the Regulations which affect foreign travel 4. To study the airline baggage systems and Regulations		
Course Outcomes 1. An understanding of International Travel Formalities 2. An ability to understand various Travel Documents required in International Travel 3. An understanding of different Regulations associated with international travel 4. An understanding of Airline and Baggage Regulations		
UNIT I: Passport: Meaning, Definition, Indian Passport, Types of Indian Passports, Agency Authorised to issue Indian Passport, Regional Passport Centres, Documents required to obtain Indian Passport, Description of Indian Passport, Interline Permits.		
UNIT II: VISA: Meaning and Definitions, Types of VISA, Single Entry, Double Entry and Multiple Entry VISA, VISA on Arrival, E-VISA, TWV and TWOV Countries, VISA stamping consulates in India, Common documents required to obtain Indian VISA, UK VISA, Schengen VISA, US VISA, etc.		
UNIT IV Baggage Procedures: Meaning, Standard Baggage Handling Procedures by International Airlines, British Airways, Emirates, Air India, Lufthansa, Quantas, Singapore Airlines, Weight Method, Piece Method, Cabin Carry Baggage, Extra Baggage Allowances and Charges, List of Prohibited items in Airlines as Baggage.		
UNIT V: International Travel Regulations: Health Regulations, Infected Areas, Yellow Fever Vaccinations and other Vaccination Certificates, Quarantine Guidelines, Travel Insurance, Coverage under Travel Insurance Claims, leading companies issuing Travel Insurances.		
Unit VI Charges and Taxes: Passport Charges in India, VISA Charges, Customs and Emigration Clearance, Airport Tax, Luxury Tax, Duty Free Exports and Imports.		
Skill Developments Activities: 1. Filling of Passport Application 2. Filling of VISA Applications 3. Understanding various regulations associated with International Travel 4. Understanding of Charges and Taxes in International Travel		
References: 1. Travel Agency Management: An Introductory Text - Mohinder Chand 2. Travel Agency and Tour Operations - Jagmohan Negi 3. International Travel Management - A K Bhatia 4. Tourism Principles and Practice – Sampada Kumar Swain and Jitendra Mohan Mishra		