



# GALGOTIAS UNIVERSITY

## Syllabus of MBA (Tourism & Travel Management)

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**Name of School:** School of Hospitality & Tourism

**Department:** Travel & Tourism

**Year:** 2021-22

#### Vision:

- To be recognized globally for nurturing management leaders, enabling entrepreneurial skills and interdisciplinary research.

#### Missions:

- M1: Equip students with knowledge of various functional areas in Management through Corporate World Interface.
- M2: Collaborate with industry for curriculum development and pedagogy.
- M3: Develop faculty by equipping them with teaching management techniques and interdisciplinary research.
- M4: Develop business leaders with an ethical mind-set capable of creating value for stakeholders and society.

#### Program Educational Outcomes (PEOs)

#### Program Educational Objectives (PEOs) for MBA (TOURISM & TRAVEL MANAGEMENT)

##### Program:

- PEO1: Graduate will grow personally and professionally to be successful in dynamic business environment globally.
- PEO2: Graduate will lead with creative, analytical and entrepreneurial skills to help organizations achieve a competitive advantage.
- PEO3: Graduate will contribute as socially and ethically responsible citizen or the sustainable development of environment and society at large.

#### Program Outcomes (POs)

Program Outcomes (POs) for MBA (TOURISM & TRAVEL MANAGEMENT) Program are as follows:

- PO1: Apply knowledge of management theories and practices to solve business problem.
- PO2: Apply innovative ideas and knowledge of business project management principles as an entrepreneur/team member / team leader to develop and manage project in multidisciplinary environments.

- PO3: Apply the various form of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas.
- PO4: Foster analytical and critical thinking abilities for data-based decision making .
- PO5: Investigate the impact of economic, socio-cultural and physical environments on tourism & hospitality Industry.
- PO6: Ability to understand , analyze and communication global ,economic, legal and ethical aspects of business.
- PO7: Work professionally and learn to adapt diverse work environment in relation to tourism & hospitality industry.
- PO8: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

#### Program Specific Outcomes (PSOs)

Program Specific Outcomes (PSOs) for MBA (TOURISM & TRAVEL MANAGEMENT) Program are as follows:

- **PSO1:Learn to Innovate and execution in different circumstances:** Empowers students to demonstrate the ability to innovate, the ability to execute the most daunting of challenges in the most trying of circumstances.
- **PSO2:Enhancing Professional skills:** Be a professional person of enormous specialized essentials, subtle manner, Leadership Skills and a concern towards atmosphere/environment.
- **PSO3: Understanding about global trends:** Able to understand the emerging issues and Global trends in the travel, tourism& hospitality sector.
- **PSO4 : Developing knowledge for doing research:** Enhance the ability to understand the principles of doing research in management-related social sciences

## Curriculum

Semester 1									
Sl. No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	MTSC5023	Tourism Concepts and Linkages	3	0	0	3	30	50	100
2	MTCC5018	Principles of Management	3	0	0	3	30	50	100
3	MTCC5019	Basics of Accounting and Finance	3	0	0	3	30	50	100
4	MTCC5020	Business English and Communication	3	0	0	3	30	50	100
5	MTSC5024	Indian History, Society and Culture	3	0	0	3	30	50	100
6	MTSC5025	Global Tourism Geography	3	0	0	3	30	50	100
7	MTCC5021	Food and Nutrition	0	0	4	2	50	-	50
8	MTSC5002	PBL 1- Contribution of Tourism to the National Development	3	0	0	3	30	50	100
GENERIC ELECTIVE-1									
9	MTSC5026	Aqua-based Adventures	0	0	0	1	50	-	50
10	MTSC5027	Heritage Conservation & Management	2	0	0	2	100	100	100
		Total				26			
Semester II									
Sl No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	MTCC5022	Organization Behavior & Human Resources Mgt.	3	0	0	3	30	50	100
2	MTCC5023	Tourism Marketing	3	0	0	3	30	50	100
3	MTSC5028	Travel Agency and Tour Operation Business	3	0	0	3	30	50	100
4	MTSC5029	International Tourism Business Environment	2	0	0	2	30	50	100
5	MTSC5030	Study Tour	3	0	0	3	30	50	100
6	BCEUCT1002	Waste Management	2	0	0	2	30	50	100
7	MTCC5024	Health and Hygiene	3	0	0	3	30	50	100
8	MTSC5004	PBL 2 - Management of Service in Tourism Industry	3	0	0	3	30	50	100
GENERIC ELECTIVE-2									
9	MTSC5007	Entrepreneurship in Tourism	0	0	0	1	50	-	50
10	MTSC5023	Event Management	0	0	2	1	100	100	100
OPEN ELECTIVE-1									
	MTSC5031	Tour Guiding & Interpretation							
	MTSC5032	Basics of Adventure & Sports Tourism							

	MTSC5033	Medical & Wellness Tourism							
		Total				24			
Semester III									
Sl No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	MTSC5009	e - Tourism	0	0	0	6	50	-	50
2	MTSC5005	Tourism planning, policy and development	3	0	0	3	30	50	100
3	MTSC5034	Tourism Transportation	3	0	0	3	30	50	100
4	MTSC5019	Computerized Reservation System (CRS)	3	0	0	3	30	50	100
5	MTSC5035	Itinerary Preparation and Tour Packaging	3	0	0	3	30	50	100
6	MTCC5014	Business Research Methodology	3	0	0	3	30	50	100
7	MTSC6001	Summer Internship Project	3	0	0	3	30	50	100
8	Z040401	Physical Education	3	0	0	3	30	50	100
9	MTSC5011	PBL 3 - e Marketing In Tourism Industry	0	0	0	1	50	-	50
	MTSC5037	Air Fare & Ticketing							
OPEN ELECTIVE-2									
	MTSC5036	Travel Documentation							
	MTCC5021	Basics of Logistics & Supply Chain Management							
	MTCC5022	Foreign Exchange Management							
		Total				31			
Semester IV									
Sl No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	MTSC5012	Emerging trends in tourism	0	0	2	1			
2	MTSC5020	Outbound Tourism	0	0	2	1			
3	MTSC5021	Eco-Tourism and Sustainable Development	3	0	0	3	30	50	100
4	MTSC5017	Dissertation	3	0	0	3	30	50	100
5	Z050501	Analytic Ability and Digital Awareness	0	0	6	3	30	50	100
6	BLEUCT1003	Creativity, Innovation and Entrepreneurship & IPR	3	0	0	3	30	50	100
7	MTCC5025	Communication skills & Personality development	3	0	0	3	30	50	100
8	BLEUCT1002	Liberal & Creative Arts	3	0	0	3	30	50	100
OPEN ELECTIVE-3									
9	MTSC5038	MICE Management	3	0	0	3	30	50	100
	MTSC5039	Airport Operations & Management							
	MTSC5040	Travel writing							

		Total	17	0	12	24			
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## Detailed Syllabus

<b>Name of the Program:</b>				MBA (Tourism & Travel Management)								
<b>Course Title:</b>				<b>Tourism Concepts and Linkages</b>								
<b>Course Code:</b>				<b>MTSC5023</b>								
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, I Semester								
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic Tourism Knowledge								
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>									
<b>Synopsis:</b>		The Tourism and Hospitality industry manpower needs are increasing at a dramatic rate as the industry and emerging new economies see rapid growth. Students will learn ways to understand the food and beverage language, serving, food handling and menu planning. They will be able to communicate with the customers by understanding how to meet the customers' expectation and satisfaction.										
<b>6 Course Outcomes (COs):</b>												
CO 1:		knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.										
CO 2:		knowledge about the various factors influencing the tour operator industry including setting up of travel agencies and legal aspects in travel and tour operations.										
CO 3:		To discuss the need and essentials of tourism planning for the sustainable growth of tourism industry.										
CO 4:		knowledge about the various active organizations involved in the active development of the travel and tour operations across the globe.										
CO 5:		Understand impacts and significance of tourism										
CO6:		To understand the nature of demand and supply factor in tourism business.										
<b>Mapping of COs to POs</b>												
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
<b>Course content and outcomes:</b>												

<b>Content</b>	<b>Competencies</b>	<b>No. of Lectures Total=45</b>
<b>Unit 1:</b>		
Tourism Development	Development of Tourism Through Ages, Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business.	8
<b>Unit 2:</b>		
Tourism and Its Theories	Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences	12
<b>Unit 3:</b>		
Travel Behaviour & Motivations	Origin, Meaning & Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism	5
<b>Unit 4:</b>		
Tourism Industry & Its Linkages	Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, , Horizontal and Vertical Integration in Tourism Business, Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political, Status of Tourism in India. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines & Travel agencies.	6
<b>Unit 5:</b>		



Impacts and Significance of tourism	Economic, social, cultural and Political impacts and significance of tourism, (positive and negative) Employment generations, earnings of foreign exchange, regional development, national integration and International understanding and world peace	7				
Unit 6:						
Tourism Organizations	Roles and Functions of IATA, UNWTO, ICAO, PATA, WTTC, IHA, ITDC, FHRAI, IRCTC, ASI & HRACC.	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	● CEP Feedback: Use of rubrics, in-class feedback & discussion, peer assessment etc. ● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc. ● Student Feedback on course, subject and faculty-member					
Reference Material	● Tourism Principles & Practices, Oxford University Press, New Delhi. ● Tourism - Past, Present and Future, Heinemann, London. ● Travel Agency Operations: Concepts and Principles, Negi. J (2005), Kanishka, New Delhi ● Tourism Operations and Management, Roday. S, Biwal. A & Joshi. V. (2009), Oxford University Press, New Delhi, pp-164-296.					

	<p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>• <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>• <a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li> <li>• <a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)								
<b>Course Title:</b>				<b>Principles of Management</b>								
<b>Course Code:</b>				<b>MTCC5018</b>								
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, I Semester								
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic Management Knowledge								
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>									
<b>Synopsis:</b>		The Tourism and Hospitality industry manpower needs are increasing at a dramatic rate as the industry and emerging new economies see rapid growth. Students will learn ways to understand the food and beverage language, serving, food handling and menu planning. They will be able to communicate with the customers by understanding how to meet the customers' expectation and satisfaction.										
<b>6 Course Outcomes (COs):</b>												
CO 1:		knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.										
CO 2:		knowledge about the various factors influencing the tour operator industry including setting up of travel agencies and legal aspects in travel and tour operations.										
CO 3:		To discuss the need and essentials of tourism planning for the sustainable growth of tourism industry.										
CO 4:		knowledge about the various active organizations involved in the active development of the travel and tour operations across the globe.										
CO 5:		Understand impacts and significance of tourism										
CO6:		To understand the nature of demand and supply factor in tourism business.										
<b>Mapping of COs to POs</b>												
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

<b>Course content and outcomes:</b>		
<b>Content</b>	<b>Competencies</b>	<b>No. of Lectures Total=45</b>
<b>Unit 1:</b>		
Tourism Development	Development of Tourism Through Ages, Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business.	8
<b>Unit 2:</b>		
Tourism and Its Theories	Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences	12
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<b>Unit 4:</b>		
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<b>Unit 5:</b>		

Impacts and Significance of tourism	Economic, social, cultural and Political impacts and significance of tourism, (positive and negative) Employment generations, earnings of foreign exchange, regional development, national integration and International understanding and world peace	7
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#### Unit 6:

Tourism Organizations	Roles and Functions of IATA, UNWTO, ICAO, PATA, WTTC, IHA, ITDC, FHRAI, IRCTC, ASI & HRACC.	5
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#### Evaluation Scheme:

CAT	Continuous Evaluation	Marks
I	50	15
II	50	15
3 Quizzes	5 (each)	15
Assignment	5	5
End Term Evaluation (ETE)	100	50
Total		100

#### Mapping of assessment with COs

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li> <li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li> <li>● <b>Student Feedback</b> on course, subject and faculty-member</li> </ul>
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<b>Reference Material</b>	<ul style="list-style-type: none"> <li>● Tourism Principles &amp; Practices, Oxford University Press, New Delhi.</li> <li>● Tourism - Past, Present and Future, Heinemann, London.</li> <li>● Travel Agency Operations: Concepts and Principles, Negi. J (2005), Kanishka, New Delhi</li> <li>● Tourism Operations and Management, Roday. S, Biwal. A &amp; Joshi. V. (2009), Oxford University Press, New Delhi, pp-164-296.</li> </ul>
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<b>Course Title:</b>				<b>Principles of Management</b>									
<b>Course Code:</b>				<b>MTCC5018</b>									
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, I Semester									
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic Management Knowledge									
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>										
<b>Synopsis:</b>		The Tourism and Hospitality industry manpower needs are increasing at a dramatic rate as the industry and emerging new economies see rapid growth. Students will learn ways to understand the food and beverage language, serving, food handling and menu planning. They will be able to communicate with the customers by understanding how to meet the customers' expectation and satisfaction.											
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CO6:		To understand the nature of demand and supply factor in tourism business.											
<b>Mapping of COs to POs</b>													
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>	

CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

**Course content and outcomes:**

<b>Content</b>	<b>Competencies</b>	<b>No. of Lectures Total=45</b>
<b>Unit 1:</b>		
Tourism Development	Development of Tourism Through Ages, Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business.	8
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Unit 5:						
Impacts and Significance of tourism	Economic, social, cultural and Political impacts and significance of tourism, (positive and negative) Employment generations, earnings of foreign exchange, regional development, national integration and International understanding and world peace	7				
Unit 6:						
Tourism Organizations	Roles and Functions of IATA, UNWTO, ICAO, PATA, WTTC, IHA, ITDC, FHRAI, IRCTC, ASI & HRACC.	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	● CEP Feedback: Use of rubrics, in-class feedback & discussion, peer assessment etc. ● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc. ● Student Feedback on course, subject and faculty-member					
Reference Material	● Tourism Principles & Practices, Oxford University Press, New Delhi. ● Tourism - Past, Present and Future, Heinemann, London. ● Travel Agency Operations: Concepts and Principles, Negi. J (2005), Kanishka, New Delhi ● Tourism Operations and Management, Roday. S, Biwal. A & Joshi. V. (2009), Oxford University Press, New Delhi, pp-164-296.					



	<p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>• <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>• <a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li> <li>• <a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)								
<b>Course Title:</b>				<b>Basics of Accounting and Finance</b>								
<b>Course Code:</b>				<b>MTCC5019</b>								
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, I Semester								
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic Accounting Knowledge								
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>									
<b>Synopsis:</b>		As the language of business, accounting provides terminology, frameworks, and concepts to record, analyze and understand the financial consequences of business activities. Realizing the significance of financial accounting, this course is designed to facilitate better understanding of the fundamentals of financial accounting. It would comprise of conceptual framework of accounting, accounting principles and preparation of main accounting books i.e., journal and ledger as well as final accounts. Besides this, it would also cover depreciation accounting. It also focuses on understanding both the uses and the limitation of financial accounting.										
<b>6 Course Outcomes (COs):</b>												
CO 1:		Identify the basic accounting concepts, principle and technique of basic business changes.										
CO 2:		Apply the accounting rules to determine the financial results of business enterprise.										
CO 3:		Identify Accounting error and rectify them.										
CO 4:		Examine the structure and content of financial statement, including income statement, balance sheet.										
CO 5:		Examine the legal and accounting procedure of Issuing share and debenture.										
CO6:		To understand different tools and techniques of financial analysis, which are useful in the interpretation of financial statements.										
<b>Mapping of COs to POs</b>												
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

<b>Course content and outcomes:</b>		
<b>Content</b>	<b>Competencies</b>	<b>No. of Lectures Total=45</b>
<b>Unit 1:</b>		
<b>Meaning and Scope of Accounting</b>	Overview of Accounting, Users of Accounting, Accounting Concepts Conventions, Book keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation, Overview to Deprecation (straight line and diminishing method).	8
<b>Unit 2:</b>		
<b>Mechanics of Accounting</b>	Double entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance, Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Excel Application to make Balance sheet, Case studies and Workshops.	12
<b>Unit 3:</b>		
<b>Funds Flow Statement</b>	Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis; Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.	5
<b>Unit 4:</b>		
<b>Fundamentals of Financial Management</b>	Main point and content of the financial management, Role of financial manager in the firm's management, Principles and functions of the financial management, Operating conditions of financial management at the company, System of organizational and informational support of financial management, Strategy and tactics: methods and techniques of the financial management.	6
<b>Unit 5:</b>		
<b>Management of Business Profitability</b>	The essence of terms revenue, expenses and profit/loss, Cost classification (fixed/variable, semifixed/semivariable, direct/indirect), Methods of cost allocation into fixed and variable, Activity based costing (ABC-costing), Cost-Volume-Profit analysis (CVP-analysis), Contribution margin, margin of safety and operating leverage.	7
<b>Unit 6:</b>		

<b>Analysis of financial statement</b>	Ratio Analysis- solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analyzing Balance sheet						5
<b>Evaluation Scheme:</b>							
<b>CAT</b>			<b>Continuous Evaluation</b>			<b>Marks</b>	
I			50			15	
II			50			15	
3 Quizzes			5 (each)			15	
Assignment			5			5	
End Term Evaluation (ETE)			100			50	
Total						100	
<b>Mapping of assessment with COs</b>							
Nature of assessment		CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz		Y	Y	Y	Y	Y	Y
Formative assessment		Y	Y	Y	Y	Y	Y
Assignment/Presentations		Y	Y	Y	Y	Y	Y
Summative assessment		Y	Y	Y	Y	Y	Y
<b>Feedback Process</b>		<ul style="list-style-type: none"><li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● <b>Student Feedback</b> on course, subject and faculty-member</li></ul>					
<b>Reference Material</b>		<ul style="list-style-type: none"><li>● Basic Accounting, Sofat, R. &amp; Hiro, P. PHI, 2<sup>nd</sup> edition</li><li>● Financial Accountancy, Tulsian, P.C., Pearson Education, 2nd edition</li><li>● An Introduction to Accountancy, 8<sup>th</sup> Edition, Maheshwari, S.N. and Maheshwari, S. K., Vikas Publishing House, 8<sup>th</sup> Edition</li><li>● Essentials of Financial Accounting, Bhattacharyya, Asish K., Prentice Hall of India.</li></ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"><li>● <a href="http://www.slideshare.com">www.slideshare.com</a></li><li>● <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li><li>● <a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">tps://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li><li>● <a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li></ul>					

<b>Name of the Program:</b>				MBA (Tourism & Travel Management)									
<b>Course Title:</b>				<b>Business English and Communication</b>									
<b>Course Code:</b>				MTCC5020									
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, I Semester									
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic Communication Skill									
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>										
<b>Synopsis:</b>			The main objectives of the course “Business English” are to master various language, social and business skills.										
<b>6 Course Outcomes (COs):</b>													
CO 1:			Be able to communicate efficiently with other people and understand social roles of other participants;										
CO 2:			Be able to use modern technologies and devices to solve communicational problems;										
CO 3:			Be able to use business vocabulary appropriately;										
CO 4:			Be able to discuss and respond to the issues in the articles;										
CO 5:			Be able to use business skills (giving presentations, negotiating, telephoning, giving teleconferences, etc.);										
CO6:			Be able to read and understand messages, letters, etc. and to respond appropriately;										
<b>Mapping of COs to POs</b>													
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>	
CO 1	3	1	2	2	2	1	1	2	2		2	1	
CO 2	3	1			1			2	3	3	2	1	
CO 3	3	2	1	2	2	1	2	2		2	1	2	
CO 4	2	1		1	2		1		1		3	1	
CO 5	3	2	2	3	3	1		2	1	2	1	2	
CO 6	2	1	1	2		2	2		2	2	2	1	
<b>Course content and outcomes:</b>													
<i>Content</i>		<i>Competencies</i>										<b>No. of Lectures Total=45</b>	

<b>Unit 1:</b>		
<b>First Impressions</b>	LISTENING AND DISCUSSION – first impressions in presentations READING AND LANGUAGE – how to make first good impression, networking and socializing, reading the text “It’s not what you know”, learning networking strategies BUSINESS SKILLS – networking, working in pairs, working out strategies and behavioral model for different cultures WRITING - formal and informal register, learning how to write a formal e-mail (structure and useful language) CASE STUDY – “Movers and Shakers”, holding a meeting and writing a formal invitation, networking with future business partners, promoting your ideas, writing a formal letter.	8
<b>Unit 2:</b>		
<b>Training</b>	Double entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance, Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Excel Application to make Balance sheet, Case studies and Workshops.	12
<b>Unit 3:</b>		
<b>Energy</b>	LISTENING AND DISCUSSION – clean energy, discussing types of energy, advantages and disadvantages. READING AND LANGUAGE – reading the text “The danger of losing touch with reality”, discussing modern and future energy problems. BUSINESS SKILLS – decision making, decision making meeting skills, discussing types of meeting, sharing experiences, WRITING - layout and structure of reports, language and structure. CASE STUDY – Energy saving at “Tumalet Software”, developing energy saving strategies, reducing energy consuming writing a report.	5
<b>Unit 4:</b>		
<b>Marketing</b>	LISTENING AND DISCUSSION – customer relationship management, marketing methods, customer-centric market, methods of retaining customers. READING AND LANGUAGE – reading the text “Is the customer always right. Yes, she is”, strategies for working with customers BUSINESS SKILLS – making an impact in presentations, useful vocabulary. WRITING - presentation slides. CASE STUDY – Relaunching “Home2u”, improving the marketing campaign, brainstorming meetings, decision making meetings, making a presentation.	6
<b>Unit 5:</b>		
<b>Employment trends</b>	LISTENING AND DISCUSSION – the future of work, working prospective, working then and now, employment trends. READING AND LANGUAGE – the text “Giganomics: And what don’t you do for a living?”, employment trends, vocabulary. BUSINESS SKILLS – resolving conflict, way of resolving conflict at workplace. WRITING - avoiding conflict in e-mails CASE STUDY – “Delaney” call-centre absenteeism, decision making meetings, reducing stress level, writing a formal letter.	7

Unit 6:						
Online business	LISTENING AND DISCUSSION – developments in online business. READING AND LANGUAGE – the text “The new corporate firefighters”, business development issues, vocabulary and useful phrases. BUSINESS SKILLS – presentations, thinking on your feet, structure of a presentation, dealing with difficult questions. WRITING - writing formal e-mails CASE STUDY – “The fashion screen” prioritizing complaints, dealing with customers, social media presentation writing a summary.	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	● CEP Feedback: Use of rubrics, in-class feedback & discussion, peer assessment etc. ● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc. ● Student Feedback on course, subject and faculty-member					
Reference Material	● Philippova, M.M. Business English: a textbook for undergraduate students (B1-C1) / M.M. Philippova — Moscow: Urait Publshers, 2019 (and later editions). – 309 p.					

	<ul style="list-style-type: none"> <li>Yakusheva ,I.V. Business English. Introduction into professional English: a coursebook for undergraduate students / I.V. Yakusheva, Demchenkova O.A. – Moscow: Urait Publishers, 2019 (and later editions) — 148 p</li> <li>Chikaleva, L.S. English for public speaking / Chikaleva L.S. — Moscow: Urait Publishers, 2019 (and later editions). — 167 p.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li><a href="https://proxylibrary.hse.ru:2093/book/delovoy-angliyskiy-yazyk-b1-c1-433690">https://proxylibrary.hse.ru:2093/book/delovoy-angliyskiy-yazyk-b1-c1-433690</a>. – Urait Online Database<a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li><a href="https://proxylibrary.hse.ru:2093/book/delovoy-angliyskiyyazyk-introduction-into-professional-english-433852">https://proxylibrary.hse.ru:2093/book/delovoy-angliyskiyyazyk-introduction-into-professional-english-433852</a></li> <li><a href="https://proxylibrary.hse.ru:2093/book/angliyskiy-yazykdlya-publicnyh-vystupleniy-b1-b2-english-for-public-speaking-434097">https://proxylibrary.hse.ru:2093/book/angliyskiy-yazykdlya-publicnyh-vystupleniy-b1-b2-english-for-public-speaking-434097</a> .</li> </ul>
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### Indian History, Society and Culture

<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				Indian History, Society and Culture
<b>Course Code:</b>				<b>MTSC5024</b>
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, I Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic Tourism Knowledge
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		This paper aims to provide insights of history of India, practices in Indian society and rich cultural heritage of India. This is fundamental for tourism professional to develop product knowledge by reading political, social and cultural history of India.		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Understanding of a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship.		
CO 2:		Explain the religious and spiritual sites of India with the purpose of application of the same in tourism sector.		



CO 3:	Knowledge about the monuments, culture and heritage of India and their importance in development of tourism in India.
CO 4:	Know about the Indian paintings, classical dance forms and music etc and their importance to promote tourism in India.
CO 5:	Knowledge about the tourism resources and their importance in development of tourism in India.
CO6:	Understand the conceptual and theoretical aspects of Conservation and Preservation of various tourism products and resources with reference to Cultural & Heritage Sites .

#### Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

#### Course content and outcomes:

Content	Competencies	No. of Lectures Total=45
<b>Unit 1:</b>		
<b>Ancient History:</b>	Indus Valley Civilization, Early & Later Vedic Period, , Sixteen Janapadas, Birth of Buddhism & Jainism, Rise and Fall of Mauryan Dynasty	8
<b>Unit 2:</b>		
<b>Mauryan Rule to Gupta Rule:</b>	Rule of Kusana Dynasty & Gupta Dynasty, Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms	12
<b>Unit 3:</b>		
<b>Medieval History (11th – 17th):</b>	Rule of Slave Dynasty, Khilji Dynasty, Tughlaq Dynasty, Saiyyid Dynasty, Lodhi Dynasty, Mughal and their contributions to Art, Architecture, Sculpture & Painting	5
<b>Unit 4:</b>		
<b>Modern History ( 1757-1947):</b>	Rise of Colonial Power- British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian Society and Culture	6
<b>Unit 5:</b>		

<b>Indian Society:</b>	Family, Village, Marriage, Caste System, Value System, Custom & Tradition, Indian Cinema & Its Impact on People, Society & Culture,	7				
<b>Unit 6:</b>						
<b>Indian Culture:</b>	Cultural Tourism- Concept and Significance, History of Cultural & Heritage Tourism in India,. Cultural transition, Indian cultural heritage.	5				
<b>Evaluation Scheme:</b>						
<b>CAT</b>	<b>Continuous Evaluation</b>	<b>Marks</b>				
I	50	15				
II	50	15				
3 Quizzes	5 (each)	15				
Assignment	5	5				
End Term Evaluation (ETE)	100	50				
Total		100				
<b>Mapping of assessment with COs</b>						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
<b>Feedback Process</b>	<ul style="list-style-type: none"><li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● <b>Student Feedback</b> on course, subject and faculty-member</li></ul>					
<b>Reference Material</b>	<ul style="list-style-type: none"><li>● Basham, A.L. (2008). The Wonder That Was India. Rupa&amp; Co. New Delhi</li><li>● Thapar, R. (1990). A History of India: Volume 1. Penguin Book, New Delh</li><li>● Basham, A.L. (1998). A Cultural History of India. Oxford University Press, USA</li><li>● Singh, U. (2009) . A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century, Pearson Education India, New Delhi</li></ul>					

	<b>Webliography:</b> <ul style="list-style-type: none"> <li>• <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>• <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>• <a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li> <li>• <a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)									
<b>Course Title:</b>				Global Tourism Geography									
<b>Course Code:</b>				MTSC5025									
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, I Semester									
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic Tourism Knowledge									
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>										
<b>Synopsis:</b>			This paper is very unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.										
<b>6 Course Outcomes (COs):</b>													
CO 1:			To explores the basic components of geography in relation with tourism.										
CO 2:			To study the different physical and political features of Indian subcontinent.										
CO 3:			To understand the different physical dimensions of earth and its need in geography.										
CO 4:			Discuss the changes in climatic and weather condition of the world and its impact on tourist destination.										
CO 5:			Explain the spatial patterns of tourism development and the dynamic relationships between travel generating regions and destination regions using geographic principles.										
CO6:			To familiarize with World Time Zones tourism & the elements of Map Construction.										
<b>Mapping of COs to POs</b>													
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>	
CO 1	3	1	2	2	2	1	1	2	2		2	1	
CO 2	3	1			1			2	3	3	2	1	

CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

**Course content and outcomes:**

<b>Content</b>	<b>Competencies</b>	<b>No. of Lectures Total=45</b>
<b>Unit 1:</b>		
<b>Importance of Geography in Tourism:</b>	Meaning, Scope and contents of Geography. Approaches, Methodology and Techniques. Analyses in Geography of Tourism.	8
<b>Unit 2:</b>		
<b>Geographical aspects of Tourism:</b>	Concept of Mountains, Rivers, Deserts, Flora and Fauna, Wild life Sanctuary, National Parks, Earth's movement, Continental drift, Latitude, Longitude, International Date Line.	12
<b>Unit 3:</b>		
<b>Major tourist attractions around the world:</b>	Major Tourist Attractions, rivers, Lakes, Mountains and natural vegetations of the world. Tourism attractions in different states and territories of India. Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts	5
<b>Unit 4:</b>		
<b>Indian Climate</b>	Rain and Monsoon: The Seasonal Incidents - Floods, Drought, Famines- Causes and Effects Seasons for Travel to Different centres. Preparation of brochure of a native tourist destination or a poster of a theme event and a festival calendar of the locality/ area. Assessment of tourism facilities and services at local level and preparation of a report thereof.	6
<b>Unit 5:</b>		
<b>Eco-Tourism Resources in India:</b>	National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere reserves & wetlands. Tourist map design: maps showing national parks and wildlife sanctuaries; Eco- Tourism Development- A Case Study on Kaziranga National Park, Jim Corbet National Park and Ranthambore National Park.	7

Unit 6:							
Importance of Maps:	Conventional Signs and Symbols, Weather Signs and Symbols, Wind Rose Diagram - Qualitative and Quantitative Map – Layout of Map – Interpretation of Tourist Map. Study of maps-traditional and online approach, International Date Line, Standard time and Day -light saving time.					5	
Evaluation Scheme:							
CAT		Continuous Evaluation			Marks		
I		50			15		
II		50			15		
3 Quizzes		5 (each)			15		
Assignment		5			5		
End Term Evaluation (ETE)		100			50		
Total					100		
Mapping of assessment with COs							
Nature of assessment		CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz		Y	Y	Y	Y	Y	Y
Formative assessment		Y	Y	Y	Y	Y	Y
Assignment/Presentations		Y	Y	Y	Y	Y	Y
Summative assessment		Y	Y	Y	Y	Y	Y
Feedback Process		<ul style="list-style-type: none"><li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● <b>Student Feedback</b> on course, subject and faculty-member</li></ul>					
Reference Material		<ul style="list-style-type: none"><li>● A Travel Survival Kit, Crowther.G .India</li><li>● Tourism Geography and Trends, Dixit, M</li></ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"><li>● <a href="http://www.slideshare.com">www.slideshare.com</a></li><li>● <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li><li>● <a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">tps://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li><li>● <a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li></ul>					

<b>Name of the Program:</b>				MBA (Tourism & Travel Management)									
<b>Course Title:</b>				Organization Behaviour & Human Resources Mgt.									
<b>Course Code:</b>				MTCC5022									
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, II Semester									
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic management skill									
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>										
<b>Synopsis:</b>		This paper is intended to provide comprehensive understandings on concepts, functions and practices of management for human resources and organizational behaviour.											
<b>6 Course Outcomes (COs):</b>													
CO 1:		Define, explain and illustrate Concept of Human Resource Management.											
CO 2:		Analyse the Manpower Planning – Recruitment - Selection and Induction.											
CO 3:		Understand Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale											
CO 4:		Demonstrate a critical understanding of organisational behaviour theories and current empirical research associated with the topics covered in this course.											
CO 5:		Communicate effectively in oral and written forms about organisational behaviour theories and their application using appropriate concepts, logic and rhetorical conventions.											
CO6:		Apply various approaches to managing organizational change.											
<b>Mapping of COs to POs</b>													
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>	
CO 1	3	1	2	2	2	1	1	2	2		2	1	
CO 2	3	1			1			2	3	3	2	1	

CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

**Course content and outcomes:**

<b>Content</b>	<b>Competencies</b>	<b>No. of Lectures Total=45</b>
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**Unit 1:**

<b>Concepts of Human Resource Management:</b>	Concept of Human Resource Management – Organization and Functions of HR – Structure and Strategy – HR Manager, Climate and Culture of HRD – Evolution of HR Practices in Indian Context - Global Trends in HR Practices.	8
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**Unit 2:**

<b>Functions of HRM:</b>	Manpower Planning – Recruitment - Selection and Induction – Practices of Hiring in Tourism Industry – Training and Development – Methods, Design and Evaluation of T & D Programmes Coaching and Mentoring – Performance Appraisal - Career Development – Attrition and Retention, Potential Appraisal – Promotions and Transfers – Personnel Empowerment - Competency Standards in Tourism.	12
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**Unit 3:**

<b>Compensation Management</b>	Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL). Legislative Aspects of HRM : Trade Unions Act- 1926 – Industrial Disputes Act- 1947 - Disciplinary Procedure – Payment of Wages Act- 1936 – Employees Provident Fund Act- 1952 – Payment of Bonus Act- 1965 - Payment of Gratuity Act- 1972.	5
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**Unit 4:**

<b>Define, explain and illustrate a range of organisational behaviour theories.</b>	Introduction to OB: Concept, Nature, Scope, Levels of Analysis, determinants of OB. Challenges and Opportunities in OB. OB Model. Perception: Definition, perceptual process, Determinants, Perceptual Errors. Perception: Johari Window. Perception & Decision-making.	6
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**Unit 5:**

<b>Analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts.</b>	Case Study: 1 Finding and Developing Employee Talent at Deloitte. Perception: errors of perception, managerial & behavioural applications of perception. Values and Ethics  Concept of Values, Sources, Ethics. Attitudes and Job Satisfaction: Meaning, nature, Sources, measurement of Attitudes, Job Satisfaction. Stress Management	7
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#### Unit 6:

<b>Communicate effectively in oral and written forms about organisational behaviour theories</b>	Communicate effectively in oral and written forms about organisational behaviour theories and their application using appropriate concepts, logic and rhetorical conventions. Emotions & Emotional Intelligence at workplace. Positive Psychological Behaviour and Psychological Capital. Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, Trait theory, LSM – Leadership Situational Model,	5
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#### Evaluation Scheme:

CAT	Continuous Evaluation	Marks
I	50	15
II	50	15
3 Quizzes	5 (each)	15
Assignment	5	5
End Term Evaluation (ETE)	100	50
Total		100

#### Mapping of assessment with COs

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li> <li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li> <li>● <b>Student Feedback</b> on course, subject and faculty-member</li> </ul>
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<b>Reference Material</b>	<ul style="list-style-type: none"> <li>Verma, P.(2002). Personnel Management in Indian Organizations, OUP &amp; IBM Publishing Co.Ltd, New Delhi.</li> <li>VenkataRatnam, C.S. &amp;Srivatsava, B.K. (2003). Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li><a href="http://www.slideshare.com">www.slideshare.com</a></li> <li><a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li><a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li> <li><a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				Tourism Marketing
<b>Course Code:</b>				MTCC5023
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, II Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic marketing skill
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		Course background endeavors to incorporate the evaluation of marketing as a discipline of study on the world stage across the ages and later has a driving force which is indispensable in current marketing scenario with evidence of newer formats like digital marketing and glocalization has called for the understanding of the subject in a practical way  This course aims to enrich students upon aspects of marketing related to its application & various policies & decisions to be made related to the Tourism product development, it's pricing, placing & promotion in the market.		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Deduce the concepts, strategies, and contemporary issues involved in the marketing of products and services		
CO 2:		Assess the buying behavior of consumers.		
CO 3:		Assess market opportunities by analyzing the external and internal environment of the organization.		
CO 4:		Apply methods for strategic destination marketing and management		
CO 5:		Enhance their abilities to apply target marketing strategies in various and specific marketing situations.		

CO6:		Design marketing plan, the marketing campaign for the branding of a destination.										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies										No. of Lectures Total=45
Unit 1:												
Introduction to marketing:		Definition of marketing, Historic perspective and evaluation of Marketing as a field of study, Introduction to service marketing, Definition, Scope and Importance of tourism marketing Evolution of tourism marketing, Tourism marketing environment.										8
Unit 2:												
Tourism markets and tourist behavior:		Definition and types of tourism markets, Concept, and Types of tourists, Risks involved in travel purchase, Tourist buying process, Factors influencing tourist buying.										12
Unit 3:												
Market segmentation, targeting, and positioning		Concept and bases of tourism market segmentation, Types of tourism market segmentation, Market targeting, Product positioning										5
Unit 4:												
Product		Concept, definition, and types of product, characteristics of tourism product, Destination as a product, New product development in case of tourism, Stages used in the development of a product, Butler’s tourism area life cycle (TALC), Plog’s destination life cycle (DLC).										6
Unit 5:												

<b>Tourism Marketing mix</b>	Nature and characteristics of tourism offers Marketing strategies adopted to overcome the different issues in tourism marketing Components of Destination Marketing Mix, promotion mix,	7				
<b>Unit 6:</b>						
<b>Pricing Strategies &amp; Distribution Strategy</b>	Concept and Factors of tourism pricing, Pricing strategies, Pricing Considerations, Approaches, and Strategy Tourists Perception of Price. Choice of distribution channel, Developing a Destination Promotional strategy, Evaluation and Control. Destination Branding- Concept, Importance, Principles, Web-Based Destination Branding	5				
<b>Evaluation Scheme:</b>						
<b>CAT</b>		<b>Continuous Evaluation</b>	<b>Marks</b>			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
<b>Mapping of assessment with COs</b>						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
<b>Feedback Process</b>	<ul style="list-style-type: none"><li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● <b>Student Feedback</b> on course, subject and faculty-member</li></ul>					
<b>Reference Material</b>	<ul style="list-style-type: none"><li>● Marketing for Hospitality and Tourism, Philip Kotler, Jon Bow er, James Maken</li><li>● Marketing and Managing Tourism Destinations, Morrison, A. (2013) , London: Routledge.</li><li>● Marketing Tourism Destinations: A Strategic Planning Approach 1st Edition</li></ul>					

	<b>Webliography:</b> <ul style="list-style-type: none"> <li>• <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>• <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>• <a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li> <li>• <a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				Travel Agency and Tour Operation Business
<b>Course Code:</b>				MTSC5028
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, II Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic marketing skill
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		The aim of this course is to enrich students with entrepreneurial styles and challenges in Hospitality & Tourism		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.		
CO 2:		Knowledge about the various factors influencing the travel industry.		
CO 3:		Knowledge and skills of setting up of travel agencies and legal aspects in travel and tour operations.		
CO 4:		Understand the techniques of preparing good Itineraries and will be able to designing the itineraries.		
CO 5:		Equip them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.		

CO6:		Knowledge about the various active organizations involved in the active development of the travel and tour operations across the globe.										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies									No. of Lectures Total=45	
Unit 1:												
History & Growth of Travel Agency Business :		Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.									8	
Unit 2:												
Travel Agents & Tour Operators:		Differentiation and Interrelationship. Functions and Organizational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.									12	
Unit 3:												
How to Set up Travel Agency/Tour Operation Business:		Sources of Funding, Comparative Study of Various Type of Organization, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.									5	
Unit 4:												

<b>Itinerary Preparation:</b>	Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary	6																					
<b>Unit 5:</b>																							
<b>Tour Preparation:</b>	Components , Types and Forms of Package Tour, Tariffs- FITS & GITS. Confidential Tariff. Tour Costing, Factor effecting tour package, Key Elements and Steps involved in Formulation Standard Tour Package.	7																					
<b>Unit 6:</b>																							
<b>Tourism &amp; International conventions</b>	Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961and 1966 International convention on travel contract, , Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage)	5																					
<b>Evaluation Scheme:</b>																							
<table><tr><td><b>CAT</b></td><td><b>Continuous Evaluation</b></td><td><b>Marks</b></td></tr><tr><td>I</td><td>50</td><td>15</td></tr><tr><td>II</td><td>50</td><td>15</td></tr><tr><td>3 Quizzes</td><td>5 (each)</td><td>15</td></tr><tr><td>Assignment</td><td>5</td><td>5</td></tr><tr><td>End Term Evaluation (ETE)</td><td>100</td><td>50</td></tr><tr><td>Total</td><td></td><td>100</td></tr></table>			<b>CAT</b>	<b>Continuous Evaluation</b>	<b>Marks</b>	I	50	15	II	50	15	3 Quizzes	5 (each)	15	Assignment	5	5	End Term Evaluation (ETE)	100	50	Total		100
<b>CAT</b>	<b>Continuous Evaluation</b>	<b>Marks</b>																					
I	50	15																					
II	50	15																					
3 Quizzes	5 (each)	15																					
Assignment	5	5																					
End Term Evaluation (ETE)	100	50																					
Total		100																					
<b>Mapping of assessment with COs</b>																							
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6																	
Quiz	Y	Y	Y	Y	Y	Y																	
Formative assessment	Y	Y	Y	Y	Y	Y																	
Assignment/Presentations	Y	Y	Y	Y	Y	Y																	
Summative assessment	Y	Y	Y	Y	Y	Y																	
<b>Feedback Process</b>	<ul style="list-style-type: none"><li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● <b>Student Feedback</b> on course, subject and faculty-member</li></ul>																						
<b>Reference Material</b>	<ul style="list-style-type: none"><li>● Marketing for Hospitality and Tourism, Philip Kotler, Jon Bow er, James Maken</li></ul>																						

	<ul style="list-style-type: none"> <li>Marketing and Managing Tourism Destinations, Morrison, A. (2013) , London: Routledge.</li> <li>Travel Agency and Tour Operations, Bhatia A.K Sterling Publications, New Delhi</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>www.slideshare.com</li> <li><a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li><a href="https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/">https://opentextbc.ca/introtourism/chapter/chapter-4-food-and-beverage-services/</a></li> <li><a href="https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/">https://www.siteminder.com/r/trends-advice/hotel-management/food-beverage-lessons-hotels/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				International Tourism Business Environment
<b>Course Code:</b>				MTSC5029
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, II Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic understanding of International Business.
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		This course focuses on the external and internal environments in which companies operate. The main objective of this course is to enable the students to have a clear understanding of the theories and models that provides a fundamental building block of business as well as blending theory with practical scenarios. The course will further help students to identify the nature and complexity of the competitive environment, the technological environment, the dynamic and multifaceted social environment, the legal environment and the political issues that may have a potential impact on business organizations.		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Identify the factors which can affect the business environment		
CO 2:		Analyze the broad framework and structure of the economy suiting for a particular business		

CO 3:	Familiar with the Economic Planning in Indian context.											
CO 4:	Interpret the Policy decisions, develop and manage the business accordingly											
CO 5:	Calculate the feasibility of doing export import business in current scenario											
CO6:	Correlate and gauge the international business environment for making strategies for the growth of business in complex domestic and international market.											
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content	Competencies										No. of Lectures Total=45	
Unit 1:												
International Business Environment	Globalization: Meaning and drivers of Globalization, Meaning of MNCs, Reasons for growth of MNCs, Impact of MNCs, Outsourcing: Meaning and Advantage, World Trade Organisation (WTO): Principles and functions, Major agreements under WTO.										8	
Unit 2:												
Global Tourism: Past, Present and Future Trends:	Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.										12	
Unit 3:												
Tourism places of Asia:	: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia.										5	
Unit 4:												



Tourism places of Europe:	Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.	6				
Unit 5:						
Tourism places in North and South America:	Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.	7				
Unit 6:						
Tourism places of Africa and Australasia:	Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	● CEP Feedback: Use of rubrics, in-class feedback & discussion, peer assessment etc. ● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc. ● Student Feedback on course, subject and faculty-member					
Reference Material	● Swain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices, Oxford University Press, New Delhi.					

	<ul style="list-style-type: none"> <li>• Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi.</li> <li>• Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>• <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>• <a href="http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm">http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm</a></li> <li>• <a href="http://businessessays.net/impact-of-wto-on-indian-economy/">http://businessessays.net/impact-of-wto-on-indian-economy/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				Entrepreneurship in Tourism
<b>Course Code:</b>				MTSC5007
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, II Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic understanding of Entrepreneurship.
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		The course will prepare learners to conceive their own businesses (for now or at some later point of time). The course aims is to familiarize students with concepts of entrepreneurship. To enrich student with knowledge to plan for Entrepreneurship in tourism sector. To enrich student with knowledge about procedures and legal practices to become Entrepreneur.		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Understand basic concepts, characteristics and functions of entrepreneurship and need of tourism entrepreneurship.		
CO 2:		Know about various types of entrepreneurship, various factors that affect growth of entrepreneurship		

CO 3:	Enrich with knowledge of concept ,importance and issues Entrepreneurship Development Programmes
CO 4:	Understnd the concept and need of of Small Scale Unit in Tourism & Hospitality Sector
CO 5:	Introduce start-ups, venture promoting, idea generation for prosperous business.
CO6:	Have an empirical knowledge of project development and detailed knowledge about projects, understand project management techniques like PERT, CPM, SWOT analysis.

#### Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

#### Course content and outcomes:

Content	Competencies	No. of Lectures Total=45
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#### Unit 1:

<b>Entrepreneurship- An Introduction:</b>	Nature and Characteristics of Entrepreneurship, Factors Affecting Entrepreneurship , Barriers to Entrepreneurship ,Theories of Entrepreneurship (NEED THEORY, ACHIEVEMNT THEORY, INNOVATION THEORY) -Entrepreneur: Definition and Concept , Meaning and Definition of Entrepreneur , Characteristics and Skills of Entrepreneur, The Entrepreneurial Decision, the Entrepreneurial Process , Functions of Entrepreneurs ,Entrepreneurial Failure, Managers vs. Entrepreneurs ,Intrapreneurship ,Ethics and Social Responsibilities of Entrepreneurs .	8
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#### Unit 2:

<b>Types of entrepreneurs:</b>	The entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations. Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality. Women entrepreneur; need, scope and problems. Tourism and	12
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	women entrepreneurs emerging challenges, women empowerment and entrepreneurship. Use of manpower in tourism.																						
<b>Unit 3:</b>																							
<b>Entrepreneurship Development Programmes:</b>	Introduction of EDP, Need and Objectives, Course Contents and Curriculum, Phases of Entrepreneurship Development Programmes, problems in the conduct of E D P's-steps to make EDP successful – factors affecting tourism entrepreneurial growth-economic ,social, psychological, governmental attitude, competitive factors & opportunity analysis.	5																					
<b>Unit 4:</b>																							
<b>Small Scale Unit in Tourism &amp; Hospitality Sector:</b>	Scope and Objectives of Small-Scale Businesses, Classification and Types of SSI, Characteristics & Relevance of Small-Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development. Small Business as a Seed Bed for Entrepreneurship. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.	6																					
<b>Unit 5:</b>																							
<b>Start Up Process in Tourism Entrepreneurship:</b>	Introduction of a venture in Tourism & Hospitality industry (Idea Generation, Environment Scanning & Feasibility study) ,Legal framework, (IPR, Trade Mark, Copyright, License & Contract) , Business Plan Development (Briefing the various steps) ,Raising Funds (Debenture, share issue, Commercial Banks & Venture Capital), Registering Venture Management Process in Tourism & Hospitality Entrepreneurship ,Business Planning Process ,Significance and Process of Profit Planning for Business ,Financial Analysis ,Production and Operation Management ,Office Management ,Leading and Motivating ,Communication.	7																					
<b>Unit 6:</b>																							
<b>Project:</b>	meaning, features & classification. Detailed study of the phases of project, project identification, project formulation, project appraisal, project selection, project implementation & management. Format of feasibility report. Role and responsibilities of a project manager. Comparative study of PERT and CPM. Distinguish between administration and management. TQM. Foreign language as a tourism product, SWOT analysis. Subsidies and incentives: role in tourism industry.  Entrepreneurial case studies of major Travel Agencies/ Tour Operators.	5																					
<b>Evaluation Scheme:</b>																							
<table border="1"> <thead> <tr> <th>CAT</th><th>Continuous Evaluation</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>I</td><td>50</td><td>15</td></tr> <tr> <td>II</td><td>50</td><td>15</td></tr> <tr> <td>3 Quizzes</td><td>5 (each)</td><td>15</td></tr> <tr> <td>Assignment</td><td>5</td><td>5</td></tr> <tr> <td>End Term Evaluation (ETE)</td><td>100</td><td>50</td></tr> <tr> <td>Total</td><td></td><td>100</td></tr> </tbody> </table>			CAT	Continuous Evaluation	Marks	I	50	15	II	50	15	3 Quizzes	5 (each)	15	Assignment	5	5	End Term Evaluation (ETE)	100	50	Total		100
CAT	Continuous Evaluation	Marks																					
I	50	15																					
II	50	15																					
3 Quizzes	5 (each)	15																					
Assignment	5	5																					
End Term Evaluation (ETE)	100	50																					
Total		100																					

Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li> <li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li> <li>● <b>Student Feedback</b> on course, subject and faculty-member</li> </ul>					
<b>Reference Material</b>	<ul style="list-style-type: none"> <li>● Entrepreneurship Development and Management, Arora Renu &amp; Sood. S. K (2007)</li> <li>● Entrepreneurship Development, Desai, Vasant(2012), Himalaya Publishers.</li> <li>● International Entrepreneurship: startingDeveloping and, Managing a Global Venture, Hisrich.D.Robert. (2011), Sage.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>● <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>● <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>● <a href="http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm">http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm</a></li> <li>● <a href="http://businessessays.net/impact-of-wto-on-indian-economy/">http:// businessessays.net/impact-of-wto- on-indian-economy/</a></li> </ul>					

<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				Event Management
<b>Course Code:</b>				MTSC5023
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> I Year, II Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic understanding of event planning & management.
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		This course is design to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Understand the fundamentals about event with significance in travel & tourism industry.		
CO 2:		Understand the techniques and strategies required to plan and execution of an event.		
CO 3:		Understand the requirements for an organizing an effective and successful event.		

CO 4:	Understand the strategies and tools of an effective event marketing.											
CO 5:	Have basic knowledge about various responsibilities of event manager.											
CO6:	Manage and handle event management in term of legal aspects.											
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content	Competencies										No. of Lectures Total=45	
Unit 1:												
Understand Event:	Introduction, Characteristics, Classification of events, Need and Importance of Events, Types Of event, Careers prospects in Event Management, Major event organizations- ICPB, CVB, ICCA.										8	
Unit 2:												
Introduction to MICE:	Evolution of MICE in India, Components of MICE, Economical and Social significance of MICE, Elements of MICE, Infrastructure requirement for MICE, Trends that will affect the meetings industry.										12	
Unit 3:												
Event Management & Planning:	Event Planning,- Tools used for Event Planning, Wedding Planning, Event Strategic Planning, Role of Event Planner, Preparation for Event Proposal, Conference Planning. Crowd Management										5	
Unit 4:												
Protocol and Staffing:	Objectives of Protocol, Event Management Automation Protocol (EMAP) , Event Venue Selection , Organizing and Staging a Special Event, Staffing for an Event, Recruitment and Selection of Workforce for Events, Preparing Job Description for Event Staff, Preparation of Job Rosters										6	

Unit 5:						
Start Up Process in Tourism Entrepreneurship:	Event budgeting: introduction & importance. Financing the Event,Typical Event Costs, break even analysis, making the budget, do’s & don’ts of budgeting. Cash Flow for an Event	7				
Unit 6:						
Event marketing:	Concept of Event marketing, Types of media and marketing, Ps of Event Marketing, Process of Event Marketing Event sponsorships: marketing through an event. Importance of sponsorship – for event organizer, for sponsor, type of sponsorships.	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	● <b>CEP Feedback:</b> Use of rubrics, in-class feedback & discussion, peer assessment etc. ● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc. ● <b>Student Feedback</b> on course, subject and faculty-member					
Reference Material	● Events Management, Robinson, P., Wale, D. & Dickson, G. (2010), ‘Ed’.London : CABI ● Entrepreneurship Development, Desai, Vasant(2012), Himalaya Publishers.					



	<ul style="list-style-type: none"> <li>Event Marketing. India, Hoyle, L.H., CAE and CMP, (2013), Wiley India Pvt Ltd.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>www.slideshare.com</li> <li><a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li><a href="http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm">http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm</a></li> <li><a href="http://businessessays.net/impact-of-wto-on-indian-economy/">http:// businessessays.net/impact-of-wto- on-indian-economy/</a></li> </ul>
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Name of the Program:				MBA (Tourism & Travel Management)
Course Title:				e - Tourism
Course Code:				MTSC5009
Academic Year: 2021-2022				Semester: II Year, III Semester
L	T	P	C	Prerequisites: Basic understanding of event planning & management.
3	0	0	3	
Synopsis:		This course aims to augment students to understand basics of e-tourism. This module will introduce the learners to the concepts and knowledge of e-commerce and Digital Marketing Concepts and tools offered by internet & websites.		
6 Course Outcomes (COs):				
CO 1:		Understand the concept and importance of e-business and e-tourism.		
CO 2:		Know Major OTA’s in tourism industry and their Working mechanism.		
CO 3:		Explore the scope of entrepreneurship in the emerging e-tourism business.		
CO 4:		Learn earn about the various search engine optimization, marketing strategies of digital marketing		

CO 5:	Understand tools of marketing of tourism products through internet/ website.											
CO 6:	Understand the issue and challenges in various payment system in tourism and travel industry.											
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content	Competencies										No. of Lectures Total=45	
Unit 1:												
Introduction to E-tourism:	Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism, Tourism distribution systems.										8	
Unit 2:												
Online travel aggregators (OTA) :	Major OTA’s in tourism industry, OTA - Application programming interface (API) and White labeling, Working mechanism of Online travel aggregators (OTA),Case Study –Clear Trip, Make My Trip.										12	
Unit 3:												
Future of E-tourism:	Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.  Significance, importance and features of Email and Email Marketing, elements of effective mail marketing.										5	
Unit 4:												
Typologies of E-tourism:	Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).										6	

Unit 5:							
Introduction of Digital Marketing:	Concepts in tourism, Importance and scope of Digital Marketing, User friendly and centered websites, URL and its effectiveness, Websites, Different types of websites, features of strong and effective websites, Significance of Content designing.					7	
Unit 6:							
Payment Systems in E-tourism	Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification, E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.					5	
Evaluation Scheme:							
CAT		Continuous Evaluation			Marks		
I		50			15		
II		50			15		
3 Quizzes		5 (each)			15		
Assignment		5			5		
End Term Evaluation (ETE)		100			50		
Total					100		
Mapping of assessment with COs							
Nature of assessment		CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz		Y	Y	Y	Y	Y	Y
Formative assessment		Y	Y	Y	Y	Y	Y
Assignment/Presentations		Y	Y	Y	Y	Y	Y
Summative assessment		Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● <b>Student Feedback</b> on course, subject and faculty-member</li></ul>						
Reference Material	<ul style="list-style-type: none"><li>● E-Tourism: Information Technology for Strategic Tourism Management , Buhalis D. (2004), Prentice Hall India.</li><li>● Entrepreneurship Development, Desai, Vasant(2012), Himalaya Publishers.</li><li>● Event Marketing. India, Hoyle, L.H., CAE and CMP, (2013), Wiley India Pvt Ltd.</li></ul>						

	<b>Webliography:</b> <ul style="list-style-type: none"> <li>• <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>• <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>• <a href="http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm">http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm</a></li> <li>• <a href="http://businessessays.net/impact-of-wto-on-indian-economy/">http:// businessessays.net/impact-of-wto- on-indian-economy/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				Tourism planning, policy and development
<b>Course Code:</b>				MTSC5005
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> II Year, III Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic understanding of event planning & management.
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		To create awareness in upcoming managers, of sustainable aspects of tourism development so as to enable the use gained knowledge for effective decision making with more focus on sustainability. This course will make them understand various key issues associated with the sustainable planning and development.		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Understand the basic concepts of tourism policy and planning for public and private sector community.		
CO 2:		Understand the effective planning process for a Tourism Destinations.		
CO 3:		Analyse the role of government, public and private sectors in tourism industry .		
CO 4:		Understand the tourism policy initiative taken in India.		

CO 5:		Understand the concept, importance and challenges of sustainable tourism planning & development.										
CO 6:		Explore the interrelationships between resource management and tourism planning and development										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies										No. of Lectures Total=45
Unit 1:												
Introduction:		Concept of Policy, Formulating tourism policy, International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.										8
Unit 2:												
Understanding Tourism Planning:		Background, Approach and Process, Techniques of Plan Formulation. Planning for Tourism Destinations-Objectives, methods, steps and factors influencing planning. Destination life cycle concept. Concept of Community based approach for tourism planning, public private partnership (PPP), Assessment of Tourism Planning Process in Indian context with reference to 12th 5 year plan (2012-2017).										12
Unit 3:												
Role of Government, Public and Private sectors in Tourism Industry:		Role of government, public and private sectors, Role of international, multinational, state and local tourism organizations in carrying out tourism policies, Govt in Investment opportunities and government policy for investment in tourism industry. Incentives and concessions extended for tourism projects and resources of funding. Case study of TFCI										5

Unit 4:						
Policy in India:	Outline of L.K. Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992. National Tourism Policy-2002.	6				
Unit 5:						
Sustainable Tourism Planning:	Concepts, need principles and theories of Sustainable Development (SD); emergence of sustainable tourism and its issues; Brundtland Report and its impact; Earth Summit- I & II. Challenges of sustainable tourism development: internal and external; economic, socio-cultural and physical impacts, social and economic sustainability of tourist region	7				
Unit 6:						
Case study of tourism policies of few states:	Case study of tourism policies of few states: Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh.	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● <b>Student Feedback</b> on course, subject and faculty-member</li></ul>					

<b>Reference Material</b>	<ul style="list-style-type: none"> <li>E-Tourism: Information Technology for Strategic Tourism Management , Buhalis D. (2004), Prentice Hall India.</li> <li>Entrepreneurship Development, Desai, Vasant(2012), Himalaya Publishers.</li> <li>Tourism Planning: Concepts, Approaches &amp; Techniques, Murthy, E.K. (2008), New Delhi: ABD Publishers.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>www.slideshare.com</li> <li><a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li><a href="http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm">http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm</a></li> <li><a href="http://businessessays.net/impact-of-wto-on-indian-economy/">http:// businessessays.net/impact-of-wto- on-indian-economy/</a></li> </ul>
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<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				<b>Emerging trends in tourism</b>
<b>Course Code:</b>				MTSC5012
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> II Year, IV Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic understanding of transportation system.
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		The course is design to educate the students about emerging trends in tourism such as adventure, medical, rural , health and wellness and heritage tourism. The course aims at making students aware about the various types of tourism and practices that are prevailing in the industry.		
<b>6 Course Outcomes (COs):</b>				
CO 1:		Know major markets of Indian medical tourism Resource available in India medical Tourism		
CO 2:		Learn about the various forms and resources of adventure tourism in India.		

CO 3:	Understand the challenges and opportunities for Rural Tourism with government initiatives to develop rural tourism in India.											
CO 4:	Explain issues associated with various aspects of Health and Wellness tourism in India											
CO 5:	Study the various architectural heritage of India and world which includes an in-depth understanding about the culture and traditions.											
CO 6:	Create awareness about latest technological changes in the travel and tourism industry.											
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content	Competencies										No. of Lectures Total=45	
Unit 1:												
Medical Tourism:	concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism, Tourism friendly important health cities of India.										8	
Unit 2:												
Adventure Tourism:	Definition, Scope, Nature & History of Adventure Tourism, Adventure sports expeditions and Discoveries. Trend and prospects of different types of adventure sports in India and their tourism significance. Forms of Adventure Tourism: Places of importance for Land based, water based and aero based adventure sports of India.										12	
Unit 3:												
Rural Tourism:	concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Benefits or										5	



	Burden. Challenges and opportunities for Rural Tourism, Government initiatives to develop rural tourism in India, Rural Tourism in India, Future of Rural Tourism.					
Unit 4:						
Health & Wellness Tourism	Concept, Definitions and dimensions, Quality of Life (QOL), Factors affecting growth of health tourism. Tools for wellness, Factors influencing need for health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & meditation tourism, holistic tourism, spiritual tourism, Ashram tourism. - Health, wellbeing and environment– Pleasing weather and climate – winter, summer and Health resorts	6				
Unit 5:						
Heritage tourism:	Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.	7				
Unit 6:						
Emerging Technological Trends in Tourism Industry	Future Tourism, Perspective of Robotics in Tourism Industry, Contactless payment methods, mobile apps, virtual reality (VR), Chatbot, 360 <sup>0</sup> Video Tour, importance of artificial intelligence, augmented reality, Internet of things (IoT), Smart Hotel.	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6

Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li> <li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li> <li>● <b>Student Feedback</b> on course, subject and faculty-member</li> </ul>					
<b>Reference Material</b>	<ul style="list-style-type: none"> <li>● Tourism and Heritage Resources of Garhwal, Gupta.S.K.(2002),KaveryBooks,Newdelhi.</li> <li>● Rural Tourism and Recreation: Principles and Practice , Roberts, Lesley (2001) , Massachusetts: CABI Publishing.</li> <li>● Tourism Planning: Concepts, Approaches &amp; Techniques, Murthy, E.K. (2008), New Delhi: ABD Publishers.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>● <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>● <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>● <a href="http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm">http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm</a></li> <li>● <a href="http://businessessays.net/impact-of-wto-on-indian-economy/">http:// businessessays.net/impact-of-wto- on-indian-economy/</a></li> </ul>					

<b>Name of the Program:</b>				MBA (Tourism & Travel Management)
<b>Course Title:</b>				<b>Outbound Tourism</b>
<b>Course Code:</b>				<b>MTSC5012</b>
<b>Academic Year:</b> 2021-2022				<b>Semester:</b> II Year, IV Semester
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Prerequisites:</b> Basic understanding of transportation system.
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Synopsis:</b>		The Course endeavors to instill an understanding of the place in question with respect to demand and supply for tourism, features of the destinations especially its resources, products and cultural norms, access and entry requirements.  It helps to understand the many inter-related factors of economics, perception, social values, culture, lifestyles, marketing, and government initiatives, which determine tourism patterns.		
<b>6 Course Outcomes (COs):</b>				
<b>CO 1:</b>		To familiarize the students with various aspects of Outbound Tourism in India		

CO 2:	To explain the destinations along with the documentation required to visit them
CO 3:	To impart knowledge about the regional profile of outbound Indian tourist.
CO 4:	Understand the emerging trends in Tourism, its Dimensions and Critical issues in global tourism.
CO 5:	To analyze the planned Itineraries and important outbound tour packages of America and Europe.
CO 6:	To analyze the planned Itineraries and important outbound tour packages of Australia, Asian countries and Africa.

#### Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

#### Course content and outcomes:

Content	Competencies	No. of Lectures Total=45
<b>Unit 1:</b>		
<b>Outbound tourism:</b>	Meaning and concept, Present scenario of outbound tourism in India, India position in international market, outbound tour operators and their functions. The importance of outbound tourism, Positive & Negative impacts of outbound tourism	8
<b>Unit 2:</b>		
<b>Travel Documentation:</b>	Travel information manual, passport, visa, currency regulations, custom regulations, health regulations, immigration formalities at airport for inbound and outbound tourist.	12
<b>Unit 3:</b>		
<b>Regional profile of outbound tourists:</b>	North, South, East, West, Most popular outbound destination for Indian, overview of international hotel chain and EURAIL.	5

Unit 4:						
Emerging global tourism Trends:	Different new types of concepts emerging in Tourism and its Dimensions; Critical issues in global tourism products – medical tourism, adventure sports tourism, MICE, Agri tourism, voluntourism, food tourism, Dark tourism etc.	6				
Unit 5:						
America and Europe:	Itinerary planning and study of important outbound tour packages , Popular itineraries of America and Europe and their salient feature.	7				
Unit 6:						
Australia, Asian countries and Africa :	Itinerary planning and study of important outbound tour packages, Popular itineraries of Australia, Asian countries and Africa and their salient feature..	5				
Evaluation Scheme:						
CAT		Continuous Evaluation	Marks			
I		50	15			
II		50	15			
3 Quizzes		5 (each)	15			
Assignment		5	5			
End Term Evaluation (ETE)		100	50			
Total			100			
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

<b>Feedback Process</b>	<ul style="list-style-type: none"> <li>● <b>CEP Feedback:</b> Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li> <li>● <b>Mid-term/End Term:</b> Discussion of the full paper in class, answer key, marks of the exams etc.</li> <li>● <b>Student Feedback</b> on course, subject and faculty-member</li> </ul>
<b>Reference Material</b>	<ul style="list-style-type: none"> <li>• Tourism and Heritage Resources of Garhwal, Gupta.S.K.(2002),Kavery Books, New delhi.</li> <li>• Rural Tourism and Recreation: Principles and Practice , Roberts, Lesley (2001) , Massachusetts: CABI Publishing.</li> <li>• Tourism Planning: Concepts, Approaches &amp; Techniques, Murthy, E.K. (2008), New Delhi: ABD Publishers.</li> </ul> <p><b>Webliography:</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.slideshare.com">www.slideshare.com</a></li> <li>• <a href="https://www.bngkolkata.com/food-beverage-service/">https://www.bngkolkata.com/food-beverage-service/</a></li> <li>• <a href="http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm">http://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm</a></li> <li>• <a href="http://businessessays.net/impact-of-wto-on-indian-economy/">http:// businessessays.net/impact-of-wto- on-indian-economy/</a></li> </ul>



# GALGOTIAS UNIVERSITY

## Syllabus of BBA (Tourism & Travel)

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**Name of School:** School of Hospitality & Tourism

**Department:** Travel & Tourism

**Year:** 2021-22



**2021-22**

**Vision:**

To be recognized globally for nurturing management leaders, enabling entrepreneurial skills and interdisciplinary research.

**Missions:**

- M1: Equip students with knowledge of various functional areas in Management through Corporate World Interface.
- M2: Collaborate with industry for curriculum development and pedagogy.
- M3: Develop faculty by equipping them with teaching management techniques and interdisciplinary research.
- M4: Develop business leaders with an ethical mind-set capable of creating value for stakeholders and society.

**Program Educational Objectives**

Program Educational Objectives (PEOs) for BTA Program:

- **PEO1:** Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable growth.
- **PEO2:** Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- **PEO3:** Graduate will identify and analyze problems, develop viable alternatives, and make effective decisions through analytical and reflective thinking.

**Program Outcomes (POs)**

Program Outcomes (POs) for BTA Program are as follows:

- **PO1:** Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable.



- **PO2:** Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- **PO3:** Graduate will identify and analyze problems, develop viable alternatives, and make effective decisions through analytical and reflective thinking.
- **PO4:** Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable growth.
- **PO5:** Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- **PO6:** Graduate will identify and analyze problems, develop viable alternatives, and make effective decisions through analytical and reflective thinking.
- **PO7:** Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable growth.
- **PO8:** Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.

### **Program Specific Outcomes (PSOs)**

Program Specific Outcomes (PSOs) for BTA Program are as follows:

- **PSO1: Trend Assessment:** Assess & evaluate the emerging trends in tourism sector to cater the customer satisfactorily
- **PSO2: Design:** Ability to design tourism products such as holiday packages, conferences, events etc. as per market research and customer satisfaction.
- **PSO3: Operations:** Able to handle travel operations for transportation, accommodation, sightseeing, documentation, activities and amenities.
- **PSO4 :Professional Ethics:** Develop critical thinking abilities and a foundation of ethical principles to work ethically and professionally with people of diverse backgrounds.

## **Curriculum**

### **Bachelor in Business Administration Tourism**

School of Hospitality and Tourism



Program structure according to NEP 2021

### Program structure according to NEP 2021

SEM-I						
Sl. No	Course Code	Name of the Course				
			L	T	P	C
1	F030101TA	Principles of Management and Organization Behavior	2	0	1	3
2	F030101TB	Fundamental of Tourism	2	0	1	3
3	F030102TA	Communicative English	2	0	1	3
4	F030102TB	Destination Geography (India)	2	0	1	3
5	F030103TA	Tourism Resources of India	2	0	1	3
6	F030103TB	Tourism Industry Orientation	2	0	1	3
7		Food and Nutrition	2	0	0	2
8		Types of cyber crimes	3	0	0	3
9	BTSC1002	PBL 1- Cultural Tourism and Community Development	0	0	4	2
		<b>Total</b>				25
SEM-II						
Sl No	Course Code	Name of the Course				
			L	T	P	C
1	F030201TA	Essentials of Marketing	2	0	1	3
2	F030201TB	Basics of Accounting	2	0	1	3
3	F030202TA	Computer Applications	2	0	1	3
4	F030202TB	Destination geography (World)	2	0	1	3
5	F030203TB	Tourism Resources World	2	0	1	3
6	BCEUCT1002	Waste Management	2	0	1	3
7		Health and Hygiene	1	0	0	1
8		Identification of Forged Documents	1	0	0	2
9	BTSC1004	PBL 2- Customer Perceived Value and Customer Satisfactions in Tourism Industry	0	0	4	2
		<b>Total</b>				23
SEM-III						
Sl No	Course Code	Name of the Course				
			L	T	P	C
1	F030301TB	Hotel Management -1	2	0	1	3
2	F030302TA	Cultural Tourism	2	0	1	3
3	F030302TB	Religious Tourism	2	0	1	3
4	F030303TA	Organization Behavior	2	0	1	3
5	F030303TB	Personality Development and Presentation Skills	2	0	1	3
6		Physical Education	2	0	0	2
7		Identification of Forged signature	3	0	0	3
8	BTSC2003	PBL3- based on 2 weeks industry visit/STUDY TOUR - - IMPACT	0	0	8	4

		OF DESTINATION IMAGE ON TOURIST DESTINATION				
<b>11</b>						
		<b>Total</b>				<b>24</b>
<b>SEM-IV</b>						
Sl No	Course Code	Name of the Course				
			L	T	P	C
1	F030401TA	Hotel Management-2	2	0	1	3
2	F030401TB	Airlines Operations, Ticketing & GDS	2	0	1	3
3	F030402TA	Event Management in Tourism	2	0	1	3
4	F030402TB	Travel Writing	2	0	1	3
5	F030403TA	Human Resource Management	2	0	1	3
6	F030403TB	Consumer Behavior	2	0	1	3
7		Human values and Environment studies	2	0	0	2
8		Crypto currency	3	0	0	3
9	BTSC2008	PBL 4: BASED ON 2 WEEKS INDUSTRY VISIT/STUDY TOUR- HEALTH TOURISM AND ITS IMPACT ON ECONOMY	0	0	8	4
		<b>Total</b>				<b>28</b>
<b>Semester V</b>						
Sl No	Course Code	Name of the Course				
			L	T	P	C
1	F030501TA	Cargo Management	2	0	1	3
2	F030501TB	Surface Transport Operation	2	0	1	3
3	F030502TA	Wellness & medical Tourism	2	0	1	3
4	F030502TB	Tourism Trends & Issues (Domestic and International)	2	0	1	3
5	F030503TA	Internship Report	0	0	16	8
6	F030503TB	New Age Tourism	2	0	1	3
7		Analytic Ability and Digital Awareness	2	0	0	2
8	BTSC3005	PBL 5 - Impact of FDI In Tourism Development	0	0	4	2
		<b>Total</b>				<b>27</b>
<b>Semester VI</b>						
Sl No	Course Code	Name of the Course				
			L	T	P	C
1	F030601TA	Eco Tourism	2	0	1	3
2	F030601TB	Tourism Development & Government Policy	2	0	1	3
3	F030602TA	Entrepreneurship Development in Tourism	3	0	0	3
4	F030602TB	Business Environment	3	0	0	3
5	F030603TA	Tour Operations and Product Development Management	2	0	1	3
6	F030603TB	Ethical and Legal Dimension of Tourism and Hospitality	2	0	1	3

7		Communication skills & Personality development	2	0	0	2
8	BTSC3014	Research Project in Travel & Tourism	3	0	1	4
9	F030601TA	Eco Tourism	2	0	1	3
10	F030601TB	Tourism Development & Government Policy	2	0	1	3
		<b>Total</b>				<b>24</b>

# Detailed Syllabus

Name of the Program:				Bachelor in Business Administration Tourism								
Course Title:				Principles of Management and Organization Behavior								
Course Code: BTCC2002				Course Instructor:								
Academic Year: 2021-2022				Semester: I Year, 1 <sup>st</sup> Semester								
L	T	P	C	Prerequisites: Basic understanding of the English language								
3	0	0	3									
Synopsis:		The course aims at providing basic knowledge of Management to the students and its usage in business organisation.										
Course Outcomes (COs):												
CO 1:		Understand and interpret Definition, Characteristics, Functions, Nature and Principles of Management.										
CO 2:		Analyze the Fayol’s General Principles Of Management, Concept, Process Of Management, Planning, and Organization.										
CO 3:		Introduction to Organizational Behavior and Management Approaches, Nature of OB										
CO 4:		Evaluate Individual Behaviors, Personality, and Learnings.										
CO 5:		Understand the types of correlation and regression equations and their application.										
CO6:		Interpret the meaning of Management by Objectives (MBO), , Group Behavior, Leadership, Types of Leadership, Organizational Culture										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	3	3	3	1	3	2	2	2	2	3	3
CO 2	3	1	2	2	1	1	1	1	1	2	3	1
CO 3	3	2	3	2	2	1	1	1	2	2	3	2
CO 4	3	2	3	2	1	2	1	2	2	3	3	2
CO 5	3	2	3	2	2	1	1	1	2	2	3	2
CO 6	3	2	2	2	1	1	1	2	2	3	3	2
Course content and outcomes:												
Content				Competencies								No of Hours-45
Unit I: Introduction to Management												
<ul style="list-style-type: none"><li>Definition Of Management, Characteristics Of Management</li><li>Management Functions</li><li>Nature Of Management, Management Vs. Administration</li></ul>				<ul style="list-style-type: none"><li>Levels Of Management, Managerial Skills, Role Performed By Managers</li><li>Characteristics Of Professional Managers</li><li>Principles Of Management</li><li>Significance Of Management</li></ul>								10
Unit II: Principles Of Management												
<ul style="list-style-type: none"><li>Fayol’s General Principles Of Management</li><li>Understanding Management As Concept</li><li>Process Of Management Planning</li></ul>				<ul style="list-style-type: none"><li>Organization, The Concept Of, Decision Making, ‘Authority' And 'Power’, Authority And Accountability</li><li>Meaning Of Decentralization</li><li>Distinction between Responsibility and Delegation, Recruitment and Selection.</li></ul>								7
Unit III: Introduction to Organizational Behaviour												

<ul style="list-style-type: none"><li>Scientific Management Approach, Bureaucratic</li><li>Approach, Nature of OB, OB –As an Interdisciplinary Approach</li><li>Importance and Scope of Organizational Behaviors, Limitations of Organizational Behaviors</li></ul>	<ul style="list-style-type: none"><li>Individual Behaviors, Individual Differences, Personality, Personality Traits,</li><li>Determinants of Personality, Perception, Basic Perceptual Process, Halo Effect, Stereotyping, Impression Management, Learning</li></ul>	12	
<b>Unit IV: Introducing Organizational Culture</b>			
<ul style="list-style-type: none"><li>Introducing Organizational Culture, Change and Development .Stress Management in Organizations</li><li>Discuss on classical &amp; modern kitchen brigade in different categories of hotels</li><li>Draw layout of different sections of kitchen</li><li>Identify different types of kitchen equipment &amp; fuels</li><li>Explain various types of menus</li></ul>		6	
<b>Unit V:Management by Objectives (MBO)</b>			
<ul style="list-style-type: none"><li>Motivation and behavioural management in organizations-definition and applications</li><li>Management by Objectives (MBO)</li><li>Group Behaviour</li><li>Definition of a Group, Need And Importance for a Group, Types Of Groups, Group Cohesiveness.</li></ul>		4	
<b>Unit VI: Leadership</b>			
Leadership- Definition, Features of Leadership, Importance of Leadership, Difference		6	
<ul style="list-style-type: none"><li>between Leadership and Management, Types of Leadership</li></ul>			
Assessment Methods:			
Formative:	Summative:		
Class tests	Continuous Evaluation Process		
Assignments/presentations	Summative Evaluation		
Quiz			
Assessment/ Examination Scheme:			
Theory L/T (%)	Lab/Practical/Studio (%)	Total	
65%	35%	100	
Theory Assessment :			
Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100



Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

	Assessment Scheme	
Components (Drop down)	Practical IA	Practical ETE
Max Marks	50	50
Scaled Marks	15	20
Scaled Factor (%)	30	40

Mapping of assessment with COs

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● Student Feedback on course, subject and faculty-member</li></ul>
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Reference Material	<ol style="list-style-type: none"><li>1. Sherlekar &amp; sherlekar : Modem Business Organization &amp; Management</li><li>2. Luthaus Fred : Organizational Behavior.</li><li>3. Hersey and Blanchard : Management of Organizational Behavior.</li><li>4. Mamoria. C.B. : Personnel Management</li><li>5. Koontz. Harold, &amp; O'Donnel : Essentials of Management</li><li>6. Koontz &amp; Weirich : Introduction to Management</li><li>7. Dale, Earnest : Principles of Management</li></ol>
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Name of the Program:				Bachelor in Business Administration Tourism
Course Title:				Fundamental of Tourism
Course Code:				F030101TB
Academic Year: <b>2021-2022</b>				Semester: <b>I Year, I Semester</b>
L	T	P	C	Prerequisites: <b>Basic communication skills</b>
3	0	0	3	
Synopsis:				
Course Outcomes (COs):				
CO 1:		Students will able to learn the fundamental concept of Tourism.		
CO 2:		Understand professional values & ethics with focus on hospitality/tourism management & operations.		

<b>CO 3:</b>	Familiarize with the significance and emerging trends in tourism.											
<b>CO 4:</b>	Students will be able to identify different dimensions of tourism sector											
<b>CO 5:</b>	Students will be able to understand different typologies in tourism.											
<b>CO6:</b>	Students will be able to understand tourism and allied sector business.											
Mapping of COs to POs												
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>
<b>CO 1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>		<b>2</b>	<b>1</b>
<b>CO 2</b>	<b>3</b>	<b>1</b>			<b>1</b>			<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>CO 3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>		<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 4</b>	<b>2</b>	<b>1</b>		<b>1</b>	<b>2</b>		<b>1</b>		<b>1</b>		<b>3</b>	<b>1</b>
<b>CO 5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>		<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 6</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>		<b>2</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
Course content and outcomes:												
<i>Content</i>	<i>Competencies</i>											No. of Lectures  Total=45
Unit 1:												
<b>Introduction to Tourism Management</b>	<ul style="list-style-type: none"> <li>• Definition of tourism</li> <li>• History of tourism</li> <li>• Nature and importance of tourism</li> <li>• Components and typology of tourism</li> </ul>											<b>8</b>
Unit 2:												
<b>Tourism industry</b>	<ul style="list-style-type: none"> <li>• Tourism as an industry</li> <li>• Visitor, Tourist, Excursionist</li> <li>• Basic travel motivators</li> <li>• Concept of Domestic and International tourism.</li> <li>• Various travel documents Passport, VISA, Health, Economic etc.</li> </ul>											<b>12</b>
Unit 3:												
<b>Significance and Impacts tourism</b>	<ul style="list-style-type: none"> <li>• Significance and Impacts tourism:-</li> <li>• Social</li> <li>• Cultural</li> <li>• Economic</li> <li>• Environmental</li> </ul>											<b>5</b>
Unit 4:												
<b>Terminologies</b>	<ul style="list-style-type: none"> <li>• Industry terms</li> <li>• Phrases used in tourism industry</li> </ul>											<b>6</b>
Unit 5:												
<b>Tourism in India</b>	<ul style="list-style-type: none"> <li>• Selective contemporary trends in tourism</li> <li>• Growth and development of Tourism in India.</li> </ul>											<b>7</b>
Unit 6:												

INTERNATIONAL ORGANISATIONS	• National and International Trade Associations & Organizations- TAAI, IATO, UNWTO, PATA, IATA, UFTAA, ICAO.					5
Assessment/ Examination Scheme:						
Theory L/T (%)		Lab/Practical/Studio (%)			Total	
65%		35%			100	
Theory Assessment :						
Assessment Scheme						
Components (Drop down)	CAT	IA	ETE			
Max Marks	90	20	100			
Scaled Marks	15	20	30			
Scaled Factor (%)	13.5	100	30			
Lab/ Practical Assessment:						
Assessment Scheme						
Components (Drop down)	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>• Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>• Student Feedback on course, subject and faculty-member</li></ul>					

Reference Material	<ul style="list-style-type: none"><li>• <b>Suggested Readings:</b></li><li>• <input type="checkbox"/> Tourism Concepts and Principles- J.M Mishra and S.K Swain, Oxford</li><li>• <input type="checkbox"/> Key Concepts in Tourism- L Lomine and J Edmunds, Palgrave Macmillan</li><li>• <input type="checkbox"/> Tourism Concepts Richard Butler</li></ul>
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Name of the Program:				Bachelor in Business Administration Tourism									
Course Title:				Communicative English									
Course Code:				F030102TA									
Academic Year: <b>2021-2022</b>				Semester: <b>I Year, I Semester</b>									
L	T	P	C	Prerequisites: <b>Basic communication skills</b>									
3	0	0	3										
Synopsis:													
Course Outcomes (COs):													
CO 1:													
CO 2:													
CO 3:													
CO 4:													
CO 5:													
CO6:													
Mapping of COs to POs													
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	
CO 1	3	1	2	2	2	1	1	2	2		2	1	
CO 2	3	1			1			2	3	3	2	1	
CO 3	3	2	1	2	2	1	2	2		2	1	2	
CO 4	2	1		1	2		1		1		3	1	
CO 5	3	2	2	3	3	1		2	1	2	1	2	

<b>CO 6</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>		<b>2</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
Course content and outcomes:												
<i>Content</i>		<i>Competencies</i>									No. of Lectures Total=45	
Unit 1:												
<b>Business communication</b>		<ul style="list-style-type: none"> <li>• Introduction to business communication,</li> <li>• Importance and objectives</li> <li>• Types of communication –,: formal and informal network upward, downward, horizontal and lateral, grapevine :single strand, gossip, cluster, probability, importance of grapevine Process of communication</li> </ul>									<b>8</b>	
Unit 2:												
<b>Verbal communication</b>		<ul style="list-style-type: none"> <li>• Verbal communication –</li> <li>• Importance, types. Need, functions and components of business letter, drafting of letters, enquiry letter, placing an order</li> <li>• Complaints and follow up letter, sales letter, circulars, application for employment, resume, notice, agenda, memo.</li> </ul>									<b>12</b>	
Unit 3:												
<b>Oral Presentation</b>		<ul style="list-style-type: none"> <li>• Oral Presentation- principles of oral presentation factors affecting presentation</li> </ul>									<b>5</b>	
Unit 4:												
<b>Interviews</b>		<ul style="list-style-type: none"> <li>• Interview types, characteristics</li> <li>• How to conduct effective interviews. Communication models</li> <li>• David Berlo’s SMCR Model, Shannon and Weaver’s model, Westley and Mac lean Model</li> </ul>									<b>6</b>	
Unit 5:												
<b>Corporate communication</b>		<ul style="list-style-type: none"> <li>• Corporate communication, miscommunication or barriers to communication</li> <li>• Principles of communication-7C.</li> </ul>									<b>7</b>	
Unit 6:												
<b>Non – verbal communication</b>		<ul style="list-style-type: none"> <li>• Non – verbal communication: appearance, body language, para language, time, space, silence. Effective listening – factors affecting listening, improving listening</li> </ul>									<b>5</b>	
Assessment/ Examination Scheme:												
Theory L/T (%)				Lab/Practical/Studio (%)				Total				
65%				35%				100				
Theory Assessment :												

Assessment Scheme

Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

	Assessment Scheme	
Components (Drop down)	Practical IA	Practical ETE
Max Marks	50	50
Scaled Marks	15	20
Scaled Factor (%)	30	40

Mapping of assessment with COs

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>• Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>• Student Feedback <b>on course, subject and faculty-member</b></li></ul>
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Reference Material	<ul style="list-style-type: none"><li>• <b>Suggested Readings:</b></li><li>• Business Communication: T N Chabbra</li><li>• Business Communication C Bhatia</li><li>• Business Communication: V Badi and K Karuna</li></ul>
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Name of the Program:				Bachelor in Business Administration Tourism									
Course Title:				Destination Geography (India)									
Course Code:				F030102TB									
Academic Year: <b>2021-2022</b>				Semester: <b>I Year, I Semester</b>									
L	T	P	C	Prerequisites: <b>Basic communication skills</b>									
3	0	0	3										
Synopsis:													
Course Outcomes (COs):													
CO 1:		To explores the basic components of geography in relation with tourism.											
CO 2:													
CO 3:													
CO 4:													
CO 5:													
CO6:													
Mapping of COs to POs													
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	
CO 1	3	1	2	2	2	1	1	2	2		2	1	
CO 2	3	1			1			2	3	3	2	1	
CO 3	3	2	1	2	2	1	2	2		2	1	2	
CO 4	2	1		1	2		1		1		3	1	
CO 5	3	2	2	3	3	1		2	1	2	1	2	
CO 6	2	1	1	2		2	2		2	2	2	1	
Course content and outcomes:													
Content		Competencies										No. of  Lectures  Total=45	
Unit 1:													
Fundamental of Geography		<ul style="list-style-type: none"><li>Definitions of Geography and Tourism</li><li>Geography o Major land forms &amp; Physical features</li><li>Impact of Climate on Tourism</li><li>Vegetation and Tourism</li><li>Role of Geography in Tourism</li></ul>										8	
Unit 2:													



INDIAN SUB-CONTINENT	<ul style="list-style-type: none"><li>Major physical features</li><li>Indian Climate</li><li>Natural Vegetation</li></ul>	12
Unit 3:		
India and cities topography	<ul style="list-style-type: none"><li>Indian States &amp; Union Territories: Their location and important cities</li><li>City and Airport Code of Indian Cities</li></ul>	5
Unit 4:		
Map	<ul style="list-style-type: none"><li>Cartography, Map projections</li><li>Understanding and reading maps.</li><li>Drawing maps and marking important places</li></ul>	6
Unit 5:		
Destinations Mapping	<ul style="list-style-type: none"><li>Identification of all major WHS sites over map with details.</li><li>Mapping of all international WHS sites and cities</li><li>Major airlines and their route</li><li>IATA Areas</li></ul>	7
Unit 6:		
World Geography	<ul style="list-style-type: none"><li>Nation states</li><li>Major islands</li><li>Southeast Asian nation</li></ul>	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

Assessment Scheme		
Components (Drop down)	Practical IA	Practical ETE
Max Marks	50	50

Scaled Marks	15	20
Scaled Factor (%)	30	40
Mapping of assessment with COs		
Nature of assessment	CO 1	CO 2
Quiz	Y	Y
Formative assessment	Y	Y
Assignment/Presentations	Y	Y
Summative assessment	Y	Y
Feedback Process	<ul style="list-style-type: none"> <li>• CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li> <li>• Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc.</li> <li>• Student Feedback on course, subject and faculty-member</li> </ul>	
Reference Material	<ul style="list-style-type: none"> <li>• Suggested Readings:</li> <li>• Business Communication: T N Chabbra</li> <li>• Business Communication C Bhatia</li> <li>• Business Communication: V Badi and K Karuna</li> </ul>	

Name of the Program:				Bachelor in Business Administration Tourism									
Course Title:				Tourism Resources of India									
Course Code:				F030103TA									
Academic Year: <b>2021-2022</b>				Semester: <b>I Year, I Semester</b>									
L	T	P	C	Prerequisites: <b>Basic communication skills</b>									
3	0	0	3										
Synopsis:													
Course Outcomes (COs):													
CO 1:		Develop understanding about the conceptual and theoretical basis of various tourism products and resources											
CO 2:		Knowledge about the monuments, culture and heritage of India and their importance in development of tourism in India.											
CO 3:		Know about Costal & Desert Tourism resources in India											
CO 4:		Describe Hill stations of India as Tourist Destinations.											
CO 5:		Learn various wildlife tourism destinations in India											
CO6:		Knowledge of Buddhist Resources and Buddhist tourism in India.											
Mapping of COs to POs													
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	
CO 1	3	1	2	2	2	1	1	2	2		2	1	

CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

Course content and outcomes:

Content	Competencies	No. of Lectures
		Total=45

Unit 1:

<b>Tourism product</b>	<ul style="list-style-type: none"> <li>• Tourism product: Definition, Nature and Characteristics.</li> <li>• Classification of Tourism products, Typology &amp; Nature of Tourism resources – Natural, Socio cultural, Diversities in Landform &amp; Landscape</li> <li>• Outstanding Geographical features - Climate, Flora &amp; Fauna. Nature &amp; Scope to tourist places in India</li> </ul>	<b>8</b>
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Unit 2:

<b>Architecture</b>	<ul style="list-style-type: none"> <li>• Archaeological sites</li> <li>• Forts &amp; Palaces</li> <li>• Religious monuments</li> </ul>	<b>12</b>
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Unit 3:

<b>Arts</b>	• Paintings & • Sculptures • Museums • Art Galleries	<b>5</b>
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Unit 4:

<b>Natural tourist resources</b>	<ul style="list-style-type: none"> <li>• Land forms and landscapes</li> <li>• Mountains as tourism products o</li> <li>• Deserts as tourism product</li> <li>• Coastal and island products</li> <li>• Wildlife Sanctuaries and National Parks in India</li> </ul>	<b>6</b>
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Unit 5:

<b>Hill Tourism Resources in India</b>	<ul style="list-style-type: none"> <li>• Hill station attractions &amp; their environs with case studies of Gulmarag, Pahalgam, Mussoorie, Shimla. Nainital, Munnar and Ooty.</li> </ul>	<b>7</b>
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Unit 6:

<b>Buddhist Tourism Resources in India</b>	<ul style="list-style-type: none"> <li>• Buddhist Resources- Bodh Gaya, Kushnagar, Sarnath, Sanchi &amp; Ajanta;</li> <li>• Islamic resources- Delhi, Agra &amp; Fatehpur sikri;</li> <li>• Hindu resources-Khajuraho, Mahabalipuram, Tarupati, Madurai, Vaishno Devi, Amarnath, Important Festivals with case studies of Kumbha Mela, Dussehra, Onam, Pongal &amp; Rath Yatra.</li> </ul>	<b>5</b>
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Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total

65%	35%	100
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Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

Assessment Scheme		
Components (Drop down)	Practical IA	Practical ETE
Max Marks	50	50
Scaled Marks	15	20
Scaled Factor (%)	30	40

Mapping of assessment with COs

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● Student Feedback on course, subject and faculty-member</li></ul>
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Reference Material	<ul style="list-style-type: none"><li>● Cultural Tourism in India Gupta, SP Lal, K. Bhattacharya.M</li><li>● SUPPLEMENTARY READINGS</li><li>● Indian Architecture (Buddhist and Hindu) Brown Percy</li><li>● Cultural Tourism in India Mishra,L.</li><li>● 1. Gupta I.C : Tourism Products</li><li>● 2. Brown Percy : Indian Architecture, vol. 1 &amp; 2</li><li>● 3. Basham A.I : The Wonder that was India.</li><li>● 4. Banetjee B.N Hindu Culture, Customs &amp; Ceremonies.</li><li>● 5. Deva B.C Musical Instruments</li></ul>
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Name of the Program:				Bachelor in Business Administration Tourism								
Course Title:				Tourism Industry Orientation								
Course Code:				F030103TB								
Academic Year: 2021-2022				Semester: I Year, I Semester								
L	T	P	C	Prerequisites: Basic communication skills								
3	0	0	3									
Synopsis:												
Course Outcomes (COs):												
CO 1:		Knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.										
CO 2:		Knowledge about the various factors influencing the travel industry.										
CO 3:		Knowledge and skills of setting up of travel agencies and legal aspects in travel and tour operations.										
CO 4:		Understand the techniques of preparing good Itineraries and will be able to designing the itineraries.										
CO 5:		Equip them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.										
CO6:		Knowledge about the various active organizations involved in the active development of the travel and tour operations across the globe.										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies										No. of Lectures  Total=45
Unit 1:												
Travel agency and Tour operator		<ul style="list-style-type: none"><li>Outline of sectors associated with tourism industry.</li><li>Travel Agencies –origin, meaning, types, role ,prominent companies, job opportunities</li><li>Tour Operators-meaning, types, role, major players, job opportunities</li></ul>										8
Unit 2:												
OTA and Indian Aviation		<ul style="list-style-type: none"><li>Disintermediation and Online Travel Agencies-role ,prominent companies, job opportunities</li><li>Indian Aviation-introduction, evolution, major airlines , recent reforms, air alliances</li></ul>										12

Unit 3:		
Hospitality and cargo	<ul style="list-style-type: none"><li>• Introduction of hospitality sector, potential, types of hotels, prominent hotel chains</li><li>• Air Cargo sector , sub-units of air cargo ,prominent companies</li></ul>	5
Unit 4:		
MICE	<ul style="list-style-type: none"><li>• Overview and potential of MICE tourism in India</li><li>• Career in event management ,skills required, prominent companies</li><li>• Concept of Entrepreneurship, Prominent and recent entrepreneurial ventures of tourism sector</li></ul>	6
Unit 5:		
Tour Preparation	<ul style="list-style-type: none"><li>• Tour Preparation: Components, Types and Forms of Package Tour, Tariffs- FITS &amp; GITS. Confidential Tariff. Tour Costing, Factor effecting tour package,</li><li>• Key Elements and Steps involved in Formulation Standard Tour Package.</li></ul>	7
Unit 6:		
Tourism & International conventions	<ul style="list-style-type: none"><li>• Tourism &amp; International conventions: Tourism bills of Rights, tourism code, Manila declaration</li><li>• International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961and 1966 International convention on travel contract</li><li>• Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage)</li></ul>	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

	Assessment Scheme
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Components (Drop down)	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>● Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>● Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>● Cultural Tourism in India                      Gupta, SP Lal, K. Bhattacharya.M</li><li>● SUPPLEMENTARY READINGS</li><li>● Indian Architecture (Buddhist and Hindu)                      Brown Percy</li><li>● Cultural Tourism in India                      Mishra,L.</li><li>● 1. Gupta I.C : Tourism Products</li><li>● 2. Brown Percy : Indian Architecture, vol. 1 &amp; 2</li><li>● 3. Basham A.I : The Wonder that was India.</li><li>● 4. Banetjee B.N Hindu Culture, Customs &amp; Ceremonies.</li><li>● 5. Deva B.C Musical Instruments</li></ul>					

Name of the Program:				Bachelor in Business Administration Tourism								
Course Title:				Essentials of Marketing								
Course Code:				F030201TA								
Academic Year: <b>2021-2022</b>				Semester: <b>1 Year, 2 Semester</b>								
L	T	P	C	Prerequisites: <b>Basic understanding of business.</b>								
3	0	0	3									
Synopsis:												
Course Outcomes (COs):												
CO 1:		Introduce the concepts, strategies and contemporary issues involved in the marketing of products and services										
CO 2:		Assess market opportunities by analyzing the external and internal environment of the organization.										
CO 3:		Assess the buying behavior of consumers.										
CO 4:		Apply methods for strategic destination marketing and management										
CO 5:		Enhance their abilities to apply target marketing strategies in various and specific marketing situations.										
CO6:		Design marketing plan, marketing campaign for the branding of a destination.										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies									No. of Lectures  Total=45	
Unit 1:												
Introduction to marketing		• Marketing, meaning and definition, • Evolution of marketing, core marketing concepts and marketing realities.									8	



	<ul style="list-style-type: none"><li>Developing marketing strategies and plans, Marketing Mix, Marketing information and Marketing research.</li></ul>	
Unit 2:		
Consumer Behavior	<ul style="list-style-type: none"><li>Consumer buyer behavior- models of consumer buyer behaviour,</li><li>Consumer buyer decision process, Market segmentation of forecasting, Target and positioning.</li></ul>	12
Unit 3:		
Hospitality and cargo	<ul style="list-style-type: none"><li>Consumer buyer behavior</li></ul>	5
Unit 4:		
Marketing mix	<ul style="list-style-type: none"><li>Product planning and development, Product life cycle, Branding, Pricing Place Mix-channel management and co-ordination.</li></ul>	6
Unit 5:		
Promotion and advertising	<ul style="list-style-type: none"><li>Promotion mix- Advertising,, Publicity, Sales Promotion, personal selling &amp;</li><li>Public relation. Marketing of services, marketing strategy for Tourism.</li></ul>	7
Unit 6:		
Pricing Strategies	<ul style="list-style-type: none"><li>Concept and Factors of tourism pricing</li><li>Pricing strategies, Pricing Considerations</li><li>Approaches, and Strategy Tourists Perception of Price.</li></ul>	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

Assessment Scheme		
Components (Drop down)	Practical IA	Practical ETE

Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>● Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>● Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>• 1. Kotler, Phillip: Marketing Management</li><li>• 2. Kotler, Keller, Koshy &amp; Jha: Marketing Management</li><li>• 3. Jha,S.M.: Tourism Marketing</li></ul>					

Name of the Program:				Bachelor in Business Administration Tourism
Course Title:				Computer Applications
Course Code:				F030201TB
Academic Year: 2021-2022				Semester: 1 Year, 2 Semester
L	T	P	C	Prerequisites: Basic understanding of Computer
3	0	0	3	

Synopsis:		Computer terminology, hardware, software, operating systems, and information systems relating to the business environment. The main focus of this course is on software, input and output devices, different number system and their operations, memory and memory devices.  Also in this course the emphasis is given on MS Word, MS Excel and MS Power Point.										
Course Outcomes (COs):												
CO 1:		Describe the usage of computers and why computers are essential components in business.										
CO 2:		Understand the evolution of computers and generations of computer.										
CO 3:		Understand the input and output devices of computer system.										
CO 4:		Evaluate the operations of different number system.										
CO 5:		Understand the concepts of MS Word & MS Excel										
CO6:		Understand the concepts of MS Power Point.										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies										No. of Lectures  Total=45
Unit 1:												
Introduction to computers		<ul style="list-style-type: none"><li>Computer: History, classification, generations.</li><li>Hardware- Input, Output, Storage Devices</li><li>Software- System, application software, Computer Languages, Memory, Windows Operating Systems and Concept of GUI.</li></ul>										8
Unit 2:												
Operating system and applications		<ul style="list-style-type: none"><li>Windows XP - Features Running Application. Desk Top, Task Bar, Types of Buttons, window, parts of a windows, window Manipulation, Dialog Boxes, My Computer,</li><li>File/Directory Manipulation, Recycle Bin. Application Applets - Calculators, Paint Brush, Notepad, Wordpad, Phone Dialer, Clipboard Viewer. Changing date &amp; time, wall paper, Finding Files &amp; Folders,</li></ul>										12
Unit 3:												
MS OFFICE SUITE		<ul style="list-style-type: none"><li>MS Word Window Components, New File, Open File, Save, Save As, Close File, Working with Toolbars, Editing Text, Finding &amp; Replacing Text, Adding Word Art, Creating Organization Chart, Select Text, Finding &amp; Replacing</li></ul>										5

	Formatting, Checking Spelling & Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted & Numbered Lists, Adding Headers & Footers, Inserting Page Numbers & Date & Time, Arranging text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros.	
<b>Unit 4:</b>		
<b>BASIC EXCEL</b>	<ul style="list-style-type: none"> <li>Creating Worksheet with Excel: Viewing the Excel Window, Making Label Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting &amp; Naming a Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells.</li> <li>Designing a Worksheet: Creating a Simple Formula, Editing Formula, Performing Calculations Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data Series, Data Fill, Data Filter, Setting up the Page, Previewing &amp; Printing a Worksheet, Functions, Types of Functions.</li> </ul>	<b>6</b>
<b>Unit 5:</b>		
<b>MS Power Point.</b>	<ul style="list-style-type: none"> <li>Understand the concepts of MS Power Point.</li> <li>Conditional formatting: Creating/using cell rules, Data bars and colour sets, Styles and themes, How themes work, Using the default styles, Creating custom styles. Range names and absolute references: Absolute references (\$ symbol), Fixing only the row/column, Creating range names, Labelling ranges automatically</li> <li>Print Setup. Practical Session</li> </ul>	<b>7</b>
<b>Unit 6:</b>		
<b>Cyber Security</b>	<ul style="list-style-type: none"> <li>: Introduction to Information System,</li> <li>Type of information system,</li> <li>CIA model of Information Characteristics</li> <li>Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security</li> <li>Business need, Ethical and Professional issues of security.</li> </ul>	<b>5</b>

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100

Scaled Marks	15	20	30			
Scaled Factor (%)	13.5	100	30			
Lab/ Practical Assessment:						
	Assessment Scheme					
Components (Drop down	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>• Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>• Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>• 1. Fundamentals of computers : K. Rajaraman</li><li>• 2. Introduction to Information Technology : Leon &amp; Leon</li><li>• 3. Computers Fundamentals : B. Ram</li><li>• 4. Microsoft Office : BPB Publications</li></ul>					

Name of the Program:				Bachelor in Business Administration Tourism
Course Title:				<b>BASICS OF ACCOUNTING</b>
Course Code:				F030201TB
Academic Year: <b>2021-2022</b>				Semester: <b>1 Year, 2 Semester</b>
L	T	P	C	Prerequisites: <b>Basic understanding of business.</b>
3	0	0	3	
Synopsis:		As the language of business, accounting provides terminology, frameworks, and concepts to record, analyze and understand the financial consequences of business activities. Realizing the significance of financial accounting, this course is designed to facilitate better understanding of the fundamentals of financial accounting. It would comprise of conceptual framework of		

	accounting, accounting principles and preparation of main accounting books i.e. journal and ledger as well as final accounts. Besides this, it would also cover depreciation accounting. It also focuses on understanding both the uses and the limitation of financial accounting.
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**Course Outcomes (COs):**

<b>CO 1:</b>	To develop understanding of fundamental accounting concepts, basic accounting vocabulary, objective and role of accounting information.
<b>CO 2:</b>	To explain use of accounting equation and utilize in recording of transaction so as to present data in an accurate and meaningful manner.
<b>CO 3:</b>	To explain depreciation accounting this is an integral component of income measurement.
<b>CO 4:</b>	To explain meaning and objective of bank reconciliation statement
<b>CO 5:</b>	To explain preparation of financial statements and practice of these financial statements.
<b>CO6:</b>	To analyze accounting information as a basis for decision-making based on the analysis and interpretation of data from financial statements.

**Mapping of COs to POs**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
<b>CO 1</b>	3	1	2	2	2	1	1	2	2		2	1
<b>CO 2</b>	3	1			1			2	3	3	2	1
<b>CO 3</b>	3	2	1	2	2	1	2	2		2	1	2
<b>CO 4</b>	2	1		1	2		1		1		3	1
<b>CO 5</b>	3	2	2	3	3	1		2	1	2	1	2
<b>CO 6</b>	2	1	1	2		2	2		2	2	2	1

**Course content and outcomes:**

Content	Competencies	No. of Lectures
		Total=45

**Unit 1:**

<b>Introduction to Accounting</b>	<ul style="list-style-type: none"> <li>Need for accounting technology,</li> <li>definition of accounting systems, accounting principles concepts and conventions,</li> <li>Double entry systems, bookkeeping and accounting classification of accounts, rules for debit &amp; credit.</li> <li>Recording of Transactions: Journal, Ledger, Subsidiary books of accounts, Cash book; Trial Balance.</li> <li>Bank Reconciliation Statement and Rectification of Errors.</li> </ul>	<b>8</b>
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**Unit 2:**

<b>Basic Accounting</b>	<ul style="list-style-type: none"> <li>Adjustment entries, depreciation, prepaid expenses, outstanding expenses, accrued incomes provision for bad &amp; doubtful debts, provision for division, etc.</li> <li>Final accounts: Manufacturing account, trading accounts; Profit &amp; Loss account, balance sheet.</li> </ul>	<b>12</b>
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**Unit 3:**

Cost Accounting	<ul style="list-style-type: none"><li>• Introduction to cost accounting, principles of cost accounting usage.</li><li>• Gathering of cost information, cost unit, cost centers.</li><li>• Classification of costs- nature and behavior</li><li>• Cost Sheet</li><li>• Cost accumulation and cost objectives, direct and indirect costs, prime cost, sources of cost information.</li></ul>	5
Unit 4:		
Basic Functional Accounting	<ul style="list-style-type: none"><li>• Operating Costing</li><li>• Budgeting</li><li>• Cost systems-Marginal costing and standard costing</li><li>• Cost Audit.</li></ul>	6
Unit 5:		
Bank Reconciliation Statements	<ul style="list-style-type: none"><li>• Meaning and objective of bank reconciliation statement; Importance of bank reconciliation statement.</li><li>• Causes of difference between cash book balance and pass book balance; Techniques of preparing bank reconciliation statement</li></ul>	7
Unit 6:		
Hours Final Accounts of Proprietary Concerns	<ul style="list-style-type: none"><li>• Final Accounts: Trading Account, Profit &amp; Loss Account and Balance Sheet; Preparation of Trading Account, Profit &amp; Loss Account and Balance Sheet with the adjustments relating to: closing stock, outstanding expenses, prepaid expenses, accrued incomes, unearned incomes, depreciation, bad debts, provision for bad debts, provision for discount on debtors, interest on capital, and interest on drawings</li></ul>	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

Assessment Scheme	

Components (Drop down)	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>• Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>• Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>• 1. Maheswari. S.N. &amp; S.K An Introduction to Accountancy</li><li>• 2. Grewal. T.S An Introduction to Accountancy</li><li>• 3. Maheshwari. S.N &amp; S. K Principles &amp; Practices of Accountancy</li><li>• 4. Bhar Cost Accounting Methods &amp; Problems</li><li>• 5. Sharma. R.K Management accounting in hotel Industry in Indian</li></ul>					



Name of the Program:				Bachelor in Business Administration Tourism								
Course Title:				Destination geography (World)								
Course Code:				F030202TB								
Academic Year: <b>2021-2022</b>				Semester: <b>1 Year, 2 Semester</b>								
L	T	P	C	Prerequisites: <b>Basic understanding of business.</b>								
3	0	0	3									
Synopsis:				This course explores the basic components of geography in relation with tourism. Knowledge of geography shall also give an extra edge to the students in designing the itineraries for the Travelers, suggesting them various destinations.								
Course Outcomes (COs):												
<b>CO 1:</b>				To explores the basic components of geography in relation with tourism.								
<b>CO 2:</b>				To study the different physical and political features of Indian subcontinent.								
<b>CO 3:</b>				To understand the different physical dimensions of earth and its need in geography.								
<b>CO 4:</b>				Discuss the changes in climatic and weather condition of the world and its impact on tourist destination.								
<b>CO 5:</b>				To familiarize with World Time Zones tourism & the elements of Map Construction.								
<b>CO6:</b>				Explain the spatial patterns of tourism development and the dynamic relationships between travel generating regions and destination regions using geographic principles.								
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies										No. of Lectures Total=45
Unit 1:												

<b>World Geography</b>	<ul style="list-style-type: none"> <li>World Geography: Locating contents and major countries, important city and Airport codes, marking these on world map.</li> </ul>	<b>8</b>
<b>Unit 2:</b>		
<b>Political map</b>	<ul style="list-style-type: none"> <li>Physical features of all continents and map marking</li> </ul> Conventional Signs and Symbols, Weather Signs and Symbols, Wind Rose Diagram - Qualitative and Quantitative Map – Layout of Map – Interpretation of Tourist Map. Study of maps-traditional and online approach, International Date Line, Standard time and Day -light saving time.	<b>12</b>
<b>Unit 3:</b>		
<b>World destinations</b>	<ul style="list-style-type: none"> <li>Detail study of Top 20 countries of world based on tourist arrivals: Climate, sites and amenities in these countries.</li> </ul>	<b>5</b>
<b>Unit 4:</b>		
<b>Indian outbound destination</b>	<ul style="list-style-type: none"> <li>Major outbound countries for Indians other than those included above, characteristics of Indian outbound travel, health and visa formalities to be followed by Indians to visit some important outbound countries.</li> </ul>	<b>6</b>
<b>Unit 5:</b>		
<b>Geographical aspects of Tourism</b>	<ul style="list-style-type: none"> <li>Concept of Mountains, Rivers, Deserts, Flora and Fauna, Wild life Sanctuary, National Parks, Earth's movement, Continental drift, Latitude, Longitude, International Date Line.</li> </ul>	<b>7</b>
<b>Unit 6:</b>		
<b>IATA Areas, Code and GMT Time</b>	<ul style="list-style-type: none"> <li>Areas, Sub Areas and Sub Regions As per International</li> <li>Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and</li> <li>Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local</li> <li>Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time</li> </ul>	<b>5</b>

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:						
	Assessment Scheme					
Components (Drop down)	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>• Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>• Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>• 1. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.</li><li>• 2. C. Michael Hall &amp; Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place</li><li>• and Space. Third Edition, Routledge, London.</li><li>• 3. Robinson H.A. (1976), Geography of Tourism. Mac Donald &amp; Evans Ltd.,</li><li>• 4. Travel Information Manual, IATA, Netherlands, 2012.</li><li>• 5. World Atlas.</li></ul>					

Name of the Program:				Bachelor in Business Administration Tourism		
Course Title:				Tourism Resources World		
Course Code:				F030203TB		
Academic Year: 2021-2022				Semester: 1 Year, 2 Semester		
L	T	P	C	Prerequisites:		
3	0	0	3			

Synopsis:	The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in the world , in particular.
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Course Outcomes (COs):

<b>CO 1:</b>	Develop understanding about the conceptual and theoretical basis of various tourism products and resources
<b>CO 2:</b>	Knowledge about the monuments, culture and world heritage and their importance in development of tourism in the world.
<b>CO 3:</b>	Know about Marine & Desert Tourism resources around the Globe.
<b>CO 4:</b>	Describe islands as Tourist Destinations.
<b>CO 5:</b>	Learn various wildlife tourism destinations in world.
<b>CO6:</b>	Knowledge of tribes and communities in the world.

Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
<b>CO 1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>		<b>2</b>	<b>1</b>
<b>CO 2</b>	<b>3</b>	<b>1</b>			<b>1</b>			<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>CO 3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>		<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 4</b>	<b>2</b>	<b>1</b>		<b>1</b>	<b>2</b>		<b>1</b>		<b>1</b>		<b>3</b>	<b>1</b>
<b>CO 5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>		<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 6</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>		<b>2</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>

Course content and outcomes:

Content	Competencies	No. of Lectures Total=45
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Unit 1:

<b>TOURISM RESOURCE</b>	<ul style="list-style-type: none"> <li>Geography in Tourism, World's Climatic Zones, Latitude &amp; Longitude</li> </ul>	<b>8</b>
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Unit 2:

<b>MAP</b>	MAPPING OF 20 DESTINATION AROUND THE GLOBE	<b>12</b>
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Unit 3:

<b>Asia &amp; Australasia:</b>	<ul style="list-style-type: none"> <li>Physical Geography, Topography, Climatic Regions, Transport Network,</li> <li>Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India,</li> <li>Australia</li> </ul>	<b>5</b>
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Unit 4:

<b>Europe &amp; Africa:</b>	<ul style="list-style-type: none"> <li>Physical Geography, Topography, Climatic Regions, Transport Network,</li> <li>Countries in the Continent,</li> </ul>	<b>6</b>
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Unit 5:

<b>North &amp; South America:</b>	<ul style="list-style-type: none"> <li>Physical Geography, Topography, Climatic Regions, Transport</li> <li>Network, Countries in the Continent,</li> </ul>	<b>7</b>
<b>Unit 6:</b>		
<b>IATA Areas, Code and GMT Time</b>	<ul style="list-style-type: none"> <li>Areas, Sub Areas and Sub Regions As per International</li> <li>Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and</li> <li>Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local</li> <li>Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time</li> </ul>	<b>5</b>

Assessment/ Examination Scheme:

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>Total</b>
65%	35%	100

Theory Assessment :

<b>Assessment Scheme</b>			
<b>Components (Drop down)</b>	<b>CAT</b>	<b>IA</b>	<b>ETE</b>
<b>Max Marks</b>	<b>90</b>	<b>20</b>	<b>100</b>
<b>Scaled Marks</b>	<b>15</b>	<b>20</b>	<b>30</b>
<b>Scaled Factor (%)</b>	<b>13.5</b>	<b>100</b>	<b>30</b>

Lab/ Practical Assessment:

<b>Assessment Scheme</b>		
<b>Components (Drop down)</b>	<b>Practical IA</b>	<b>Practical ETE</b>
<b>Max Marks</b>	<b>50</b>	<b>50</b>
<b>Scaled Marks</b>	<b>15</b>	<b>20</b>
<b>Scaled Factor (%)</b>	<b>30</b>	<b>40</b>

Mapping of assessment with COs

<b>Nature of assessment</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO 4</b>	<b>CO 5</b>	<b>CO 6</b>
<b>Quiz</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>
<b>Formative assessment</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>
<b>Assignment/Presentations</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>	<b>Y</b>

Summative assessment		Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>• Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>• Student Feedback <b>on course, subject and faculty-member</b></li></ul>						
Reference Material	<ul style="list-style-type: none"><li>• 1. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.</li><li>• 2. C. Michael Hall &amp; Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.</li><li>• 3. Robinson H.A. (1976), Geography of Tourism. Mac Donald &amp; Evans Ltd.,</li><li>• 4. Travel Information Manual, IATA, Netherlands, 2012.</li><li>• 5. World Atlas.</li></ul>						

Name of the Program:				Bachelor in Business Administration Tourism			
Course Title:				Hotel Management -I			
Course Code:				F030301TB			
Academic Year: <b>2021-2022</b>				Semester: <b>1 Year, 3 Semester</b>			
L	T	P	C	Prerequisites: <b>BASIC UNDERSTANDING OF ACCOMODATION AND FOOD BEVRAGES</b>			
3	0	0	3				
Synopsis:		The objective of the course is to develop the understanding about the conceptual and theoretical basis of various tourism products and resources in general and to understand the various tourism resources in the world , in particular.					
Course Outcomes (COs):							
CO 1:		Understanding and overview of accommodation industry in India					

<b>CO 2:</b>	Understand Classification of hotels & Hotel categories-Star Rating
<b>CO 3:</b>	Explore Departments of hotel and their classification of functional areas.
<b>CO 4:</b>	Understand the duties, responsibilities and functions of various Departments of Housekeeping and front office.
<b>CO 5:</b>	Analyze front office Reservation: Types, reservation records. Arrival and pre Arrival , receiving guests,
<b>CO6:</b>	Construct revenue management techniques for the hotel industry, based on industry reports.

Mapping of COs to POs

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
<b>CO 1</b>	3	1	2	2	2	1	1	2	2		2	1
<b>CO 2</b>	3	1			1			2	3	3	2	1
<b>CO 3</b>	3	2	1	2	2	1	2	2		2	1	2
<b>CO 4</b>	2	1		1	2		1		1		3	1
<b>CO 5</b>	3	2	2	3	3	1		2	1	2	1	2
<b>CO 6</b>	2	1	1	2		2	2		2	2	2	1

Course content and outcomes:

Content	Competencies	No. of Lectures
		Total=45

Unit 1:

<b>Overview of accommodation Industry</b>	<ul style="list-style-type: none"> <li>Introduction and overview of accommodation industry in India</li> <li>Classification of hotels.</li> <li>Heritage hotels.</li> <li>Hotel categories-Star Rating</li> <li>Departments of hotel.</li> </ul>	<b>8</b>
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Unit 2:

<b>Understand Hotel etiquettes , rooms and plan</b>	Hotel etiquettes. • Types of rooms. • Types of plans. • Types of rates. • Licenses and permits required for hotels. • Role of hotels in promoting tourism.	<b>12</b>
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Unit 3:

<b>Front office and reservation</b>	<ul style="list-style-type: none"> <li>Organization of front office and classification of functional areas.</li> <li>Reservation: Types, enquiries, availability, and reservation records.</li> <li>Registration: Pre-registration activities, receiving guests, selling techniques, room and rate assignments, room status, room racks, registration records, group/crews, Indian and foreign, FIT's.</li> <li>Methods of payment.</li> </ul>	<b>5</b>
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Unit 4:

<b>Guest relation</b>	<ul style="list-style-type: none"> <li>Guest responsibilities and guest relations.</li> <li>Types of keys.</li> <li>Telephone services.</li> <li>Check out and settlement.</li> <li>Forecasting room availability.</li> <li>Evaluating front office operation.</li> <li>Physical Geography, Topography, Climatic Regions, Transport Network,</li> <li>Countries in the Continent,</li> </ul>	<b>6</b>
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Unit 5:

<b>Hotel Operations in India</b>	<ul style="list-style-type: none"> <li>Hotel Organization: Organizational chart of a hotel, Major departments of a hotel - Front Office, Housekeeping, Food and Beverage, etc.</li> <li>Leading multinational hotel chains operating in India, Time share establishments</li> </ul>	<b>7</b>
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Unit 6:

<b>Departure Procedure</b>	<ul style="list-style-type: none"> <li>Departure Procedure : Procedure involved in checking out a guest at front-office, Procedure involved in checking - out a guest at house keeping department, Group Check-out procedures. Arrival &amp; Departure formalities for both domestic &amp; international Tourists.</li> </ul>	<b>5</b>
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Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

Assessment Scheme		
Components (Drop down)	Practical IA	Practical ETE
Max Marks	50	50
Scaled Marks	15	20
Scaled Factor (%)	30	40

Mapping of assessment with COs

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"> <li>CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li> </ul>					



	<ul style="list-style-type: none"> <li>• Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li> <li>• Student Feedback <b>on course, subject and faculty-member</b></li> </ul>
Reference Material	<ul style="list-style-type: none"> <li>• Hotel and Motel Management and Operations Gray and Ligouri (2000), PHI, New Delhi</li> <li>• SUPPLEMENTARY READINGS</li> <li>• Hotel Front Office Training Manual Sudheer Andrews (2009), Tata McGraw Hill, Bombay.</li> <li>• Professional Hotel Management JagmohanNegi (1997), New Delhi</li> <li>• Sudhir Andrews : Hotel Front Office Training Manual</li> <li>• Zulfikar Mohammad : Introduction to Tourism and Hotel Industry</li> </ul>

Name of the Program:				Bachelor in Business Administration Tourism									
Course Title:				Cultural Tourism									
Course Code:				F030302TA									
Academic Year: 2021-2022				Semester: 2 Year, 3 Semester									
L	T	P	C	Prerequisites:									
3	0	0	3										
Synopsis:		The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.											
Course Outcomes (COs):													
CO 1:		Define concept of Culture, Indian Cultural Heritage											
CO 2:		Illustrate Role of ICOMOS, INTACH and NGO's in propagating Indian Culture international organizations											
CO 3:		Classify Music Classical and folklore & Musical instruments											
CO 4:		Classify Different schools of Indian Music Dances Classical and Indian folk dances											
CO 5:		Understanding Fairs and festivals (religious and promotional) Indian culture tradition, customs and handicrafts											
CO6:		Explore Ethnic tourism Cultural events: Promotional Festivals and fairs relevant case studies											
Mapping of COs to POs													
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	
CO 1	3	1	2	2	2	1	1	2	2		2	1	

CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

Course content and outcomes:

Content	Competencies	No. of Lectures Total=45
Unit 1:		
Define concept of Culture, Indian Cultural Heritage	<ul style="list-style-type: none"> <li>Meaning and concept of Culture Indian Cultural Heritage</li> <li>Role of ICOMOS, INTACH and NGO's in propagating Indian Culture</li> </ul>	8
Unit 2:		
Classical and folklore	<ul style="list-style-type: none"> <li>Music Classical and folklore</li> <li>Musical instruments Different schools of Indian Music Dances Classical and Indian folk dances</li> <li>Fairs and festivals (religious and promotional) Indian culture tradition, customs and handicrafts</li> </ul>	12
Unit 3:		
Fair and festivals	<ul style="list-style-type: none"> <li>Fairs and Religious festivals, pilgrimage, handicrafts, Indian cuisines</li> </ul>	5
Unit 4:		
Ethnic tourism	<ul style="list-style-type: none"> <li>Ethnic tourism Cultural events: Promotional Festivals and fairs Relevant case studies</li> </ul>	6
Unit 5:		
Cultural & Heritage Management	<ul style="list-style-type: none"> <li>Sustaining Tourism Infrastructure for Religious Tourists &amp; Pilgrimages, Local Consultation &amp; Participation, Administrative and Regulatory issues; Planning &amp; management approaches; the Symbiotic relationship between religious, Pilgrimage &amp; Ethnic Tourism, Protection, The Management and Marketing of Religious Tourism, Festivals &amp; Religious Events.</li> <li>Cultural Events Management Case Studies- Kumbha Mela, Pongal/Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.</li> </ul>	7
Unit 6:		
Global Approach	<ul style="list-style-type: none"> <li>UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Cultural &amp; Heritage Sites, Impact of IT, Problems and Prospects of Cultural Tourism in India</li> </ul>	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

	Assessment Scheme	
Components (Drop down)	Practical IA	Practical ETE
Max Marks	50	50
Scaled Marks	15	20
Scaled Factor (%)	30	40

Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● Student Feedback on course, subject and faculty-member</li></ul>
Reference Material	<ul style="list-style-type: none"><li>● Cultural Tourism in India      Gupta, SP, Lal, K, Bhattacharya, M</li></ul>

Name of the Program:				Bachelor in Business Administration Tourism									
Course Title:				Cultural Tourism									
Course Code:				F030302TA									
Academic Year: 2021-2022				Semester: 2 Year, 3 Semester									
L	T	P	C	Prerequisites:									
3	0	0	3										
Synopsis:		The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.											
Course Outcomes (COs):													
CO 1:		Define concept of Culture, Indian Cultural Heritage											
CO 2:		Illustrate Role of ICOMOS, INTACH and NGO’s in propagating Indian Culture international organizations											
CO 3:		Classify Music Classical and folklore & Musical instruments											
CO 4:		Classify Different schools of Indian Music Dances Classical and Indian folk dances											
CO 5:		Understanding Fairs and festivals (religious and promotional) Indian culture tradition, customs and handicrafts											
CO6:		Explore Ethnic tourism Cultural events: Promotional Festivals and fairs relevant case studies											
Mapping of COs to POs													
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2	
CO 1	3	1	2	2	2	1	1	2	2		2	1	
CO 2	3	1			1			2	3	3	2	1	
CO 3	3	2	1	2	2	1	2	2		2	1	2	
CO 4	2	1		1	2		1		1		3	1	
CO 5	3	2	2	3	3	1		2	1	2	1	2	
CO 6	2	1	1	2		2	2		2	2	2	1	
Course content and outcomes:													
Content		Competencies										No. of Lectures	

		Total=45
Unit 1:		
Hinduism	<ul style="list-style-type: none"><li>• Concept &amp; fundamental of Hinduism Pilgrimage center for Hindu Devotees Famous Itinerary based on major pilgrimage Centre (IRCTC, Roadways )</li></ul>	8
Unit 2:		
Islam	<ul style="list-style-type: none"><li>• Concept &amp; fundamental of Islam Major Centre for Sufism</li></ul>	12
Unit 3:		
Buddhism	<ul style="list-style-type: none"><li>• Concept &amp; fundamental of Hinduism Pilgrimage center for Hindu Devotees Famous Itinerary based on major pilgrimage Centre(Sarnath, kushinagar, sravasti)</li></ul>	5
Unit 4:		
Other Religion	<ul style="list-style-type: none"><li>• Sikhism, Jainism, Christianity Pilgrimage center for other Devotees Famous Itinerary based on major pilgrimage Centre</li></ul>	6
Unit 5:		
Religions of India	<ul style="list-style-type: none"><li>• Religions and important pilgrimage sites: Hinduism, Islam, Buddhism, Jainism, Sikhism, and Christianity. Motivations for Religious Tourism, Sacred Pilgrimage, Religious Tourism as an educational experience, Pilgrimage Tourism Case Studies- Ajmer Sharif, Char Dham Yatra, Vaishno devi, Bodhgaya, &amp; Mount Abu.</li></ul>	7
Unit 6:		
Comparative study	<ul style="list-style-type: none"><li>• Comparative study of all religion and architectural structure</li></ul>	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:						
	Assessment Scheme					
Components (Drop down)	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>● Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>● Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>● . Wonder that was India : A.L Basham</li><li>● 2. Hindu Pilgrimage :Sunita Panth Bansal</li></ul>					

Course Title:				Hotel Management-2								
Course Code:				F030401TA								
Academic Year: 2021-2022				Semester: 2 Year, 3 Semester								
L	T	P	C	Prerequisites:								
3	0	0	3									
Synopsis:		The main objective of the course is to provide a comprehensive view of culture- heritage tourism relationship to the students and to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.										
Course Outcomes (COs):												
CO 1:		Define concept of Culture, Indian Cultural Heritage										
CO 2:		Illustrate Role of ICOMOS, INTACH and NGO's in propagating Indian Culture international organizations										
CO 3:		Classify Music Classical and folklore & Musical instruments										
CO 4:		Classify Different schools of Indian Music Dances Classical and Indian folk dances										
CO 5:		Understanding Fairs and festivals (religious and promotional) Indian culture tradition, customs and handicrafts										
CO6:		Explore Ethnic tourism Cultural events: Promotional Festivals and fairs relevant case studies										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies										No. of Lectures Total=45
Unit 1:												
Front office		• Organization of front office and classification of functional areas. • Reservation: Types, enquiries, availability, and reservation records. • Registration: Pre-registration activities, receiving guests, selling techniques, room and rate assignments, room status, room racks, registration records, group/crews, Indian and foreign, FIT's. • Methods of payment. • Guest responsibilities and guest relations Devotees Famous Itinerary based on major pilgrimage Centre (IRCTC, Roadways )										8
Unit 2:												
Rooms and room service		• Types of keys. • Telephone services. • Check out and settlement. • Forecasting room availability. • Evaluating front office operation.										12
Unit 3:												

Hotel organization	<ul style="list-style-type: none"><li>Organization chart of the house - keeping department of small, medium and large size hotel; responsibilities; traits and duties of house - keeping staff.</li><li>Cleaning equipment and cleaning agents.</li><li>Composition, care and cleaning of different surfaces.</li><li>Hotel bed making.</li><li>Daily cleaning of rooms.</li><li>Standard supplies.</li><li>Periodical cleaning.</li><li>Cleaning of public areas of a hotel.</li></ul>	5
Unit 4:		
House keeping	<ul style="list-style-type: none"><li>Inter-relation of housekeeping department with other departments of hotel.</li><li>Housekeeping supervision and supervisor's daily routine.</li><li>Various housekeeping records.</li><li>Linen room and linen.</li><li>Uniforms and laundry.</li><li>Pest controls</li></ul>	6
Unit 5:		
Hotel sales	Selling techniques, room and rate assignments, room status, room racks, reg-card, group reservation FOP.	7
Unit 6:		
Guest relation	<ul style="list-style-type: none"><li>Guest responsibilities and guest relations.</li><li>Types of keys.</li><li>Telephone services.</li><li>Check out and settlement.</li><li>Forecasting room availability.</li><li>Evaluating front office operation.</li></ul> Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent,	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

Assessment Scheme		
Components (Drop down)	Practical IA	Practical ETE



Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>• Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>• Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>• . Sudhir Andrews : Hotel Front Office Training Manual</li><li>• 2. Zulfikar Mohammad : Introduction to Tourism and Hotel Industry</li><li>• 3. Sudhir Andrews : Hotel Housekeeping.</li></ul>					

Name of the Program:				Bachelor in Business Administration Tourism
Course Title:				Airlines Operations, Ticketing & GDS
Course Code:				F030401TA
Academic Year: 2021-2022				Semester: 2 Year, 3 Semester
L	T	P	C	Prerequisites:
3	0	0	3	
Synopsis:		The main objective of the course is to provide a comprehensive of aviation industry and make the understanding about the ticketing and airline reservation.		
Course Outcomes (COs):				
CO 1:		Understand and illustrate Air transport		
CO 2:		Define and interpret baggage		

<b>CO 3:</b>		Classify and differentiate the reservation GDS and CRS										
<b>CO 4:</b>		Learn about visa and passport docs restriction and validation										
<b>CO 5:</b>		Learn and apply making of fare construction										
<b>CO6:</b>		Understands the verbiage used in airline industry										
Mapping of COs to POs												
<i>COs</i>	<i>PO 1</i>	<i>PO 2</i>	<i>PO 3</i>	<i>PO 4</i>	<i>PO 5</i>	<i>PO 6</i>	<i>PO 7</i>	<i>PO 8</i>	<i>PO 9</i>	<i>PO 10</i>	<i>PSO1</i>	<i>PSO2</i>
<b>CO 1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>		<b>2</b>	<b>1</b>
<b>CO 2</b>	<b>3</b>	<b>1</b>			<b>1</b>			<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>CO 3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>		<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 4</b>	<b>2</b>	<b>1</b>		<b>1</b>	<b>2</b>		<b>1</b>		<b>1</b>		<b>3</b>	<b>1</b>
<b>CO 5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>		<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>CO 6</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>		<b>2</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
Course content and outcomes:												
<i>Content</i>		<i>Competencies</i>										No. of Lectures  Total=45
Unit 1:												
<b>Air transportation industry</b>		Air transportation industry: o Bilateral conventions o Warsaw convention, Freedom of air o Carrier codes o Policies: practice and rules(procedure at airport)										<b>8</b>
Unit 2:												
<b>Baggage allowance</b>		• Baggage allowance o Weight concept, Piece concept o Check and unchecked baggage o Free baggage allowance o Lost and found baggage										<b>12</b>
Unit 3:												
<b>Reservation</b>		• Reservation, How to take reservation o Passport and visa (Travel Formalities), Ticket and Fares ABC familiarization and travel information manual (TIM) etc.										<b>5</b>
Unit 4:												
<b>Travel formalities</b>		• Passport and visa (Travel Formalities) • Insurance • Vaccination										<b>6</b>
Unit 5:												
<b>Fare construction</b>		• Introduction to fare construction • Mileage principle • Extra mileage allowance(EMA) • Extra mileage surcharge • Higher intermediary points(HIP) • Circle trip minimum										<b>7</b>
Unit 6:												
<b>Airline terminologies</b>		• Back haul check o Add-ons • General limitations of indirect travel • Mixed class journeys o Special fares • Domestic and international tickets o Different kinds of ticket										<b>5</b>

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

	Assessment Scheme	
Components (Drop down)	Practical IA	Practical ETE
Max Marks	50	50
Scaled Marks	15	20
Scaled Factor (%)	30	40

Mapping of assessment with COs

Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y

Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>● Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>● Student Feedback on course, subject and faculty-member</li></ul>
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Reference Material	<ul style="list-style-type: none"><li>● Louis Grialloredo : Strategic Airlines Management</li><li>● Gwenda Syrratt : Manual of Travel; Agency Management</li><li>● ABC World Airway Guide</li><li>● Air Traffic Book-I, World Wide Fares</li></ul>
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Name of the Program:				Bachelor in Business Administration Tourism								
Course Title:				Cargo Management								
Course Code:				F030501TA								
Academic Year: 2021-2022				Semester: 2 Year, 4 Semester								
L	T	P	C	Prerequisites:								
3	0	0	3									
Synopsis:		The main objective of the course is to provide a comprehensive of aviation industry and make the understanding about the ticketing and airline reservation.										
Course Outcomes (COs):												
CO 1:		Define the Indian Cargo Industry, Export and Import Cargo Operations &Inter-modal Transportation.										
CO 2:		Understand the principles of accepting air cargo and rating Air Cargo.										
CO 3:		Interpret and illustrate the Surface Cargo Industry, Road Freight Industry & Rail Freight Industry										
CO 4:		Insight about the Shipping Cargo Industry, Shipping Cargo and Charter parties, Seaway Bill & Logistics in Shipping.										
CO 5:		Apply and illustrate the various terminology used in airline industry.										
CO6:		Understand the various manuals used.										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1

Course content and outcomes:			
Content	Competencies	No. of Lectures Total=45	
Unit 1:			
Indian cargo	<ul style="list-style-type: none"><li>Indian Cargo Industry, Export and Import Cargo Operations, Transportation in Logistics, Inter-modal Transportation</li></ul>	8	
Unit 2:			
Air cargo	<ul style="list-style-type: none"><li>Indian Cargo Industry, Export and Import Cargo Operations, Transportation in Logistics, Inter-modal Transportation</li></ul>	12	
Unit 3:			
Surface cargo basics	<ul style="list-style-type: none"><li>Surface Cargo Industry, Road Freight Industry, Rail Freight Industry, India’s Rail road System Forecasting Technique.</li></ul>	5	
Unit 4:			
Shipping cargo	<ul style="list-style-type: none"><li>Shipping Cargo Industry, Shipping Cargo and Charter parties, Seaway Bill, Carriage of Goods by Sea, Logistics in Shipping</li></ul>	6	
Unit 5:			
Logistics	<ul style="list-style-type: none"><li>Logistics vs cargo difference warehouse, inventory management, transportation.</li></ul>	7	
Unit 6:			
Cargo manuals and directories	<ul style="list-style-type: none"><li>Understand the various manuals used, directories.</li><li>Cargo policies case study</li></ul>	5	
Assessment/ Examination Scheme:			
Theory L/T (%)	Lab/Practical/Studio (%)	Total	
65%	35%	100	
Theory Assessment :			
Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30

Scaled Factor (%)	13.5	100	30			
Lab/ Practical Assessment:						
	Assessment Scheme					
Components (Drop down)	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>• CEP Feedback: Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</li><li>• Mid-term/End Term: Discussion of the full paper in class, answer key, marks of the exams etc.</li><li>• Student Feedback on course, subject and faculty-member</li></ul>					
Reference Material	<ul style="list-style-type: none"><li>• Cargo Management : Dixit, Manoj &amp; Srivastava Surabhi</li><li>• Global Cargo Management : Concept, Typology, Law And Policy: Prem Nath Dhar</li><li>• IATA Cargo Handling Manual (ICHM)</li></ul>					

Name of the Program:				Bachelor in Business Administration Tourism								
Course Title:				Eco Tourism								
Course Code:				F030601TA								
Academic Year: <b>2021-2022</b>				Semester: <b>2 Year, 5 Semester</b>								
L	T	P	C	Prerequisites:								
3	0	0	3									
Synopsis:		<p>The course aims is to familiarize students with awareness in sustainable aspects of tourism development .Main objective of course is to enrich student with knowledge of popular Eco tourism destinations of India. It also enrich student with knowledge about various key issues associated with the sustainable planning and development.</p>										
Course Outcomes (COs):												
CO 1:		Understand Eco tourism aspects of tourism development.										
CO 2:		Learn about the perspective on sustainable tourism development.										
CO 3:		Understand the effective Sustainable Tourism Planning.										
CO 4:		Explore the Standardization and Certification for Tourism Sustainability.										
CO 5:		Assess the sustainable tourism cases along appropriate indicators.										
CO6:		Understand the current scenario of eco-tourism in India with major eco-tourism destination of India.										
Mapping of COs to POs												
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO1	PSO2
CO 1	3	1	2	2	2	1	1	2	2		2	1
CO 2	3	1			1			2	3	3	2	1
CO 3	3	2	1	2	2	1	2	2		2	1	2
CO 4	2	1		1	2		1		1		3	1
CO 5	3	2	2	3	3	1		2	1	2	1	2
CO 6	2	1	1	2		2	2		2	2	2	1
Course content and outcomes:												
Content		Competencies										No. of Lectures Total=45
Unit 1:												
Concept of Eco Tourism		<ul style="list-style-type: none"> <li>Definition , Meaning &amp; Concept of Eco Tourism</li> </ul>										8
Unit 2:												

India's wildlife	<ul style="list-style-type: none"><li>India's wildlife:- Introduction, wildlife conservation and management, values of wildlife</li></ul>	12
Unit 3:		
Natural resources unexploited	<ul style="list-style-type: none"><li>Protected areas &amp; protected area network in India: national parks, wildlife sanctuaries &amp; biosphere reserves (meaning &amp; characteristics); Special conservation programmes.</li></ul>	5
Unit 4:		
Sustainable Tourism	<ul style="list-style-type: none"><li>Meaning, Definition, Global Significance of Sustainable Tourism Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 -Benefit and issues of Sustainable Tourism Development ,Millennium development goals and sustainability in tourism, Role and significance of Millennium development goals in tourism development.</li></ul>	6
Unit 5:		
NATIONAL PARK AND RESERVES	<ul style="list-style-type: none"><li>Selected important national parks &amp; sanctuaries in India: (List given below) Dachigam national Park, Corbett National Pak, Dudhwa National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Pak, Gir National parks &amp; Sanctuary, Ranthambore National Park, Keoladeo Ghana National Park,The Sunderbans National Park, Simlipal National Park, Bandipur &amp; Nagarhole National Park, Madumalai Sanctuary, Periyar National Park, Desert Sanctuary, Wild Ass Sanctuary</li></ul>	7
Unit 6:		
Ecotourism in India	<ul style="list-style-type: none"><li>Current scenario, Ecotourism activities in India, Protected areas, Major eco tourism destinations in India : visitor management for sustainability.Major Eco tourism destinations of India.</li><li>Case Study- Kerala, Assam,Madhya Pradesh,Uttarakhand</li></ul>	5

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
65%	35%	100

Theory Assessment :

Assessment Scheme			
Components (Drop down)	CAT	IA	ETE
Max Marks	90	20	100
Scaled Marks	15	20	30
Scaled Factor (%)	13.5	100	30

Lab/ Practical Assessment:

Assessment Scheme	
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Components (Drop down)	Practical IA	Practical ETE				
Max Marks	50	50				
Scaled Marks	15	20				
Scaled Factor (%)	30	40				
Mapping of assessment with COs						
Nature of assessment	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Quiz	Y	Y	Y	Y	Y	Y
Formative assessment	Y	Y	Y	Y	Y	Y
Assignment/Presentations	Y	Y	Y	Y	Y	Y
Summative assessment	Y	Y	Y	Y	Y	Y
Feedback Process	<ul style="list-style-type: none"><li>● CEP Feedback: <b>Use of rubrics, in-class feedback &amp; discussion, peer assessment etc.</b></li><li>● Mid-term/End Term: <b>Discussion of the full paper in class, answer key, marks of the exams etc.</b></li><li>● Student Feedback <b>on course, subject and faculty-member</b></li></ul>					
Reference Material	<ul style="list-style-type: none"><li>● Ecotourism and sustainable development: who owns paradise? Martha Honey (2008),The University of Michigan, Island Press</li><li>● SUPPLEMENTARY READINGS</li><li>● Sustainable Development – Economic and Policy P. Rao (2000), Wiley,</li><li>● Handbook of Environmental Guidelines for Indian Tourism Singh Ratandeep, Kanishka Publishers, New Delhi.</li></ul>					

The future of tourism ,Changing host-tourist balance - Changing patterns of tourism , Host-country changes in response to tourism needs and experiences Initiatives to improve Tourist-Host relationships , Pressure groups , World communities ,Global policies
<b>Unit V:Emerging Trends</b>
Different new types of concepts emerging in Tourism and its Dimensions; Critical issues in global tourism products – medical tourism, adventure sports tourism, MICE, Agri tourism, voluntourism, food tourism
<b>Unit VI: Emerging Trends</b>
Different new types of concepts emerging in Tourism and its Dimensions; Critical issues in global tourism products – medical tourism, adventure sports tourism, MICE, Agri tourism, voluntourism, food tourism

**Suggested Reading**

- 1.William F. Theobald, W.F. (2013) , Global Tourism ,Elsevier Science, London.
- 2.Bhatia A.K. (2011), International Tourism Management ,New Delhi.
- 3.S.K. & Mishra, J.M.(2012), Tourism: Principles & PracticesSwain ,Oxford University Press, New Delhi
- 4.Reisinger, Yvette (2009). International Tourism: Cultures and Behaviours. Burlington: Butterworth-Heinemann
5. Negi, Jagmohan (2008) International Tourism & Travel: concepts & principles, S Chand, New Delhi



# GALGOTIAS UNIVERSITY

## Syllabus of Diploma in Travel & Tourism

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**Name of School:** School of Hospitality & Tourism

**Department:** Travel & Tourism

**Year:** 2021-22

**Vision:**

To be recognized globally for nurturing management leaders, enabling entrepreneurial skills and interdisciplinary research.

**Missions:**

- M1: Equip students with knowledge of various functional areas in Management through Corporate World Interface.
- M2: Collaborate with industry for curriculum development and pedagogy.
- M3: Develop faculty by equipping them with teaching management techniques and interdisciplinary research.
- M4: Develop business leaders with an ethical mind-set capable of creating value for stakeholders and society.

**Program Educational Outcomes (PEOs)**

Program Educational Objectives (PEOs) for DTTM Program:

- PEO1: Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable growth .
- PEO2: Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- PEO3: Graduate will identify and analyze problems, develop viable alternatives, and make effective decisions through analytical and reflective thinking.

**Program Outcomes (POs)**

Program Outcomes (POs) for DTTM Program are as follows:

- PO1: Graduates will apply intellectual ability, executive personality and knowledge of Tourism Industry to become competent Professional of Travel & Tourism.
- PO2: Graduate will identify and solve complex situation based problems in Tourism Industry at national and international level.
- PO3: Graduate will conduct, analyze and research related to the field of Tourism .

- PO4: Graduates will communicate and function effectively as an individual, and as well as a member or leader in diverse teams, in multidisciplinary setting in Tourism Industry.
- PO5: Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- PO6: Graduate will understand to apply contextual knowledge to assess ethical practices relevant to the Tourism Industry.
- PO7: Graduates will trained in both effective use of technology and in pedagogical terms in Airport Operations at National and International level.
- PO8: Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- PO9: Graduates will understand to apply contextual knowledge to assess societal, health, safety, cultural/cross cultural and life long practices .

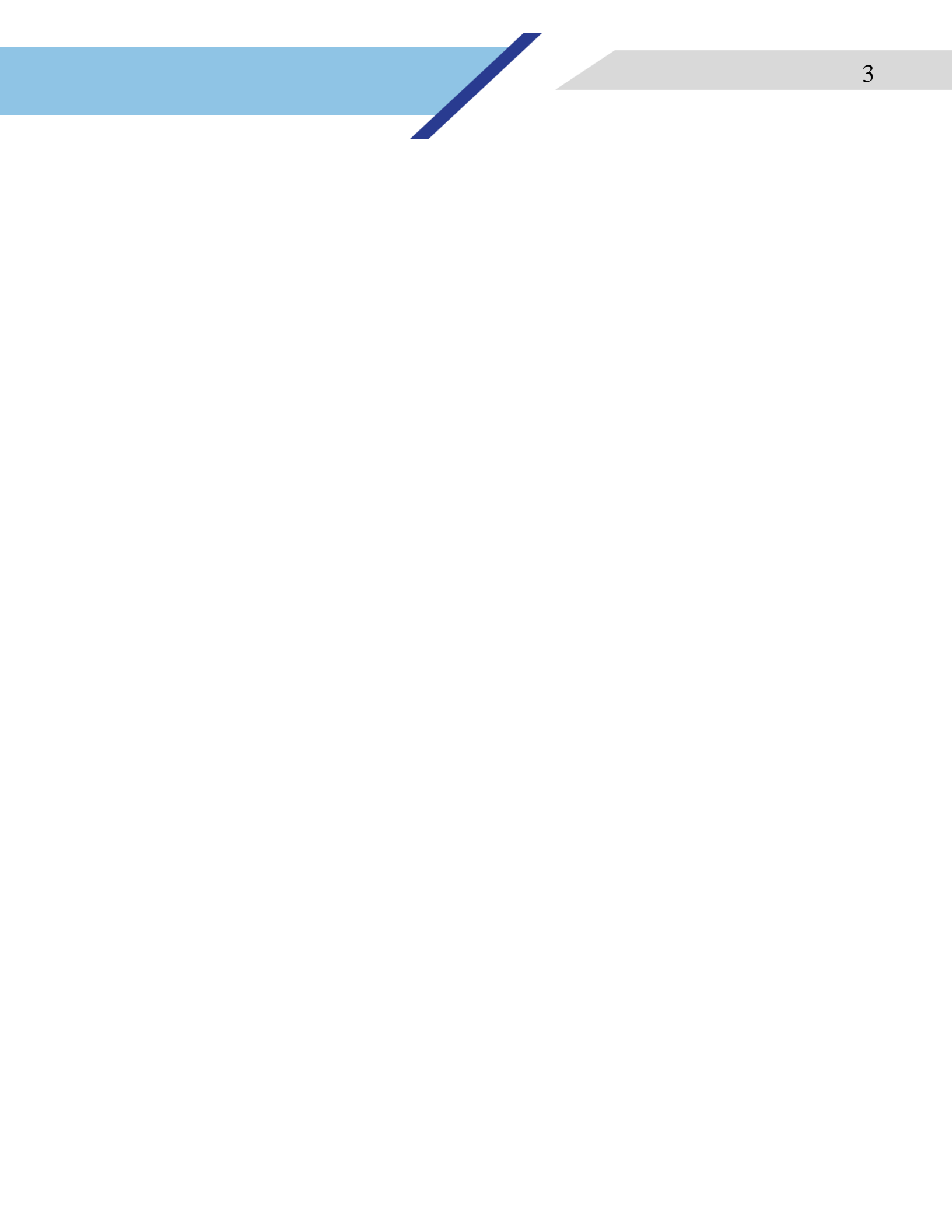
- **Program Specific Outcomes (PSOs)**

**Program Specific Outcomes (PSOs) for DTTM Program are as follows:**

- **PSO 1 Skilled Manpower:** Become skilled professional in tourism industry to meet the need of industry at national and international level.
- **PSO 2 Business Management Knowledge:** To apply business principles as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering tourism products and services.
- **PSO 3 Trends Assessment:** Identify the prevailing trends in tourism Industry to meet with industry needs.
- **PSO 4 Employability Skills:** Enhance skills for future employability through activities such as seminar, industrial visit, internship, and dissertation

## Curriculum

Semester 1									
Sl. No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	DTSC1001	Tourism theory, principles & practices	3	-	-	3	30	50	100
2	DTSC1002	Management in Tourism	3	-	-	3	30	50	100
3	DTSC1003	Indian Culture: Perspective for Tourism	3	-	-	3	30	50	100
4	DTSC1004	Tourism products of India	3	-	-	3	30	50	100
5	DTSC1005	Tourism Geography	3	-	-	3	30	50	100
6	BTCC1003	Fundamentals of Accounting	3	-	-	3	30	50	100
7	BTCC1005	Foreign Language -French	3	-	-	3	30	50	100
8		Professional Communication -I	1	0	4	3	100	100	100
9	UHVE1001	Universal Human Values	2	-	-	2	30	50	100
10	DTSC1006	PBL - Project on Ecology, Environment and Tourism	-	-	-	1	50	-	50
		<b>Total</b>				27			
Semester II									
Sl No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	DTSC2001	Tourism Development: Products, Operations and Case Studies	3	-	-	3	30	50	100
2	DTSC2002	Tourism Marketing	3	-	-	3	30	50	100
3	DTSC2003	Entrepreneurship in tourism	3	-	-	3	30	50	100
4	DTSC2004	Travel agency and tour operation	3	-	-	3	30	50	100
5	BTSC2005	Air Fares & Ticketing	0	0	6	3	50	-	50
6		Professional Communication -II	1	0	4	3	100	100	100
7	BTCC1009	Introduction to IT	3	-	-	3	30	50	100
8	BTCC1012	Management Accounting	3	-	-	3	30	50	100
9		Waste Management	0	0	2	1	50	-	50
10	DTSC2006	PBL Project on e - Tourism	-	-	-	1	50	-	50
		<b>Total</b>				26			
Semester III									
Sl No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1		Waste Management	0	0	2	1	30	50	100
2	DTSC3002	Destination Marketing	3	0	0	3	30	50	100
3	DTSC3003	Itinerary planning & costing(Theory)	2	0	2	3	30	50	100
		Itinerary planning & costing (Lab)					50	-	50
4	DTSC3004	Tour Guiding & Interpretation	3	0	0	3	30	50	100
5	DTSC3001	Industrial Training - 16 weeks	0	0	0	16	50	-	50



## Detailed Syllabus



## SCHOOL OF HOPITALITY & TOURISM

<b>Name of The Course</b>	Destination Marketing
<b>Course Code</b>	DTSC3002
<b>Prerequisite</b>	
<b>Co-requisite</b>	
<b>Anti-requisite</b>	
	<b>L T P C</b>
	3 0 0 3

### Course Objectives

- 1.To enrich students by in depth knowledge of competitive trends of tourism destinations.
- 2.To enrich them with the knowledge of design marketing plan, marketing campaign for the branding of a destination.
- 3.to enhance student's strategic destination marketing and management skills
4. To develop understanding of the unique challenges inherent in managing and marketing tourist destination.

### Course Outcomes

<b>CO1</b>	Analyze the destination value enhancement through marketing.
<b>CO2</b>	Describe and analyse the competitive trends of tourism destinations.
<b>CO3</b>	Apply methods for strategic destination marketing and management
<b>CO4</b>	Enhance their abilities to apply target marketing strategies in various and specific marketing situations.
<b>CO5</b>	Implement right Approaches, and pricing strategy.
<b>CO6</b>	Design marketing plan, marketing campaign. and the role of promotion of the marketing plan.

### Continuous Assessment Pattern

<b>Internal Assessment (IA)</b>	<b>Mid Term Exam (MTE)</b>	<b>End Term Exam (ETE)</b>	<b>Total Marks</b>
	-	50	100

### Course Content:

<b>Unit I: Tourism Attraction</b>
Definition, Characteristics, Typology, Criteria for Tourist Attractiveness, development and design of tourist attractions, Life Cycle.
<b>Unit II: Tourism Destination Planning</b>
Environmental Analysis, Resource Analysis, Regional Environmental Analysis, Market Analysis, Competitor Analysis, Regional Environmental Scanning.
<b>Unit III: Regional Goal Formulation</b>
Strategy formulation, Product Portfolio Strategies, Tourism Portfolio model, analysis of Portfolio, approaches, Market segmentation in the regional context – Bases, Steps and categories, Target Marketing – targeting options, positioning strategy.
<b>Unit IV: Destination Marketing Mix</b>
Components of Destination Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.
<b>Unit V: Pricing Strategies</b>
Concept and Factors of tourism pricing, Pricing strategies, Pricing Considerations, Approaches, and Strategy Tourists Perception of Price .
<b>Unit VI: The Tourism Distribution Strategy</b>
Choice of distribution channel, Developing a Destination Promotional strategy, Evaluation and Control.

### Suggested Reading

1. Tribe, John. (2010). Strategy for Tourism. Oxford: Goodfellow Publishers Limited.
2. UNWTO(2007). A Practical guide to Tourism Destination Management. Madrid: UNWTO
3. Pike, Steven (2008). Destination Marketing, UK: Butterworth Heinemann.
4. Howie, Frank (2009). Managing the Tourist Destination, London: Continuum. (L)
5. Heath, E. and Wall, G. (1998). Marketing Tourism Destinations, John Wiley and Son, Inc. (L)

<b>CO6</b>	Appreciate different tour Itineraries of major tourism industry
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### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
			100

### Course Content:

#### Unit I: Fundamentals of Itinerary

Concept, Meaning, Nature, Significance, Components, Elements Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation, Basic terminology related to itinerary and travel industry.

#### Unit II: Itinerary Preparation

Limitations and Constraints. Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary, Steps in developing itineraries, Information and Research Input Required in Preparation of Tour Itineraries

#### Unit III: Tour packaging

Definition, Types, Forms and Components of package tour; Advantages and disadvantages of package tour; Liaisoning and negotiation of package tour; Inclusions and exclusions. Key Elements and Steps involved in Formulation Standard Tour Package.

#### Unit IV: Costing a tour

Meaning, Concept, types, components and considerations; types of costs, cost sheet; fit costing and group costing; differential tariff plan: accommodation cost, transportation cost, meals plan etc.; pricing strategies and distribution mechanism

#### Unit V: Tourist activities based tour Package

Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage-Prepare package based on these activities. Case study of IRCTC and its Tour Packages.

#### Unit IV : Popular Itinerary of India

<b>Name of The Course</b>	Itinerary planning & costing			
<b>Course Code</b>	DTSC3003			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	2	0	2	3

### Course Objectives

1. This course is designed to help students understand the importance of tour operations.
2. To enrich student with knowledge of various crucial relationships of tour components
3. To enrich student with knowledge of handling the tour operations.
4. To able students to prepare a tour itinerary and design package tour independently.

### Course Outcomes

<b>CO1</b>	Understand the fundamental concept types of itinerary .
<b>CO2</b>	Understand the techniques of preparing good Itineraries and will be able to designing the itineraries.
<b>CO3</b>	Understand the concept ,type, components and will be able to formulate the tour package.
<b>CO4</b>	Liaison with various service provider and Costing of tour package
<b>CO5</b>	Understand and prepare tourist activities based tour Package.

Popular Itinerary of India : Golden Triangle, Buddhist circuit, Jain circuit, Charardham of India, Itinerary offered by IRCTC etc.

### Lab/ Practical details

#### Unit L I:

Introduction to the Amadeus GDS Signing in to Amadeus, Signing out of Amadeus, Agent work areas

#### Unit L II: IATA Coding

Encode and Decode cities, airports, airline names, equipment type and countries.

#### Unit L III: Reservation

Timetable and Schedule displays, PNR creation, PRINT Elements, End and Ignore Transactions. Remaining elements of booking file, Other Service Information Meal Request, Special Messages, Advance Seat Requests. Special Service Requirements.

#### Unit L IV: Ticketing

Amadeus Queue system, Ticket issuance and passing ticket numbers manually, Pricing and Fare Quote Displays, Car, Hotel and Insurance services.

<b>Name of The Course</b>	Tour Guiding & Interpretation			
<b>Course Code</b>	DTSC3004			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	3	0	0	3

### Course Objectives

1. To sharpen the skills of students handling tourists on a tour.
2. To help the students to appreciate better what the profession of tour guiding and escorting.
3. To enrich student with knowledge of effective Guiding techniques .
4. To make understand about the guiding and escorting dynamics.

### Course Outcomes

<b>CO1</b>	Understand the ideologies behind the extended role of a tour escort and escort.
<b>CO2</b>	Understand the guiding and escorting dynamics.
<b>CO3</b>	Enrich student with knowledge of effective Guiding techniques .
<b>CO4</b>	Enrich student with knowledge to effective handling of tourists on a tour
<b>CO5</b>	Manage and deal difficult circumstances practically.
<b>CO6</b>	Students will be able to understand the escorting circumstances.

### Suggested Reading

1. Bhatia A.K. (2012). The Business of Travel Agency and Tour Operation Management, New Delhi: Sterling Publishers
2. Roday. S, Biwal. A and Joshi. V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
3. Chand, Mohinder (2007). Travel Agency Management: An Introductory Text. New Delhi: Anmol publication Pvt. Ltd.
4. Chaudhary, Manjula (2010). Tourism Marketing. New Delhi: Oxford Publication
5. Gee, Chuck and Makens, Y.(2000). Professional Travel Agency Management, New York: Prentice Hall.

### Continuous Assessment Pattern

<b>Internal Assessment (IA)</b>	<b>Mid Term Exam (MTE)</b>	<b>End Term</b>	<b>Total Marks</b>
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		<b>Exam (ETE)</b>	
			100

### Course Content:

<b>Unit I: Introduction of Tour Guide</b>
Need, Concept & History of tour guide, Definition of Tour Guide, Role of tour guide, Types of tour guide, Duties & responsibilities of tourist guides, Qualities & attributes of an ideal tour guide. Difference between tour guiding and tour escorting.
<b>Unit II: Tour Guiding as a profession</b>
Reason to become tour guides, tourists expectation from tour guides, How to enhance tourist's experience, Dimension of Tour Guiding – Scope, Range and Reach of Tour guiding, Legal form of tour guide activities in India & Tour Guides code of conduct, Personality of a tour guide - knowledge and skill requirements, personality trait (Check list for tour guide).
<b>Unit III: Guiding techniques</b>
Pre- Tour, on Tour and Post Tour, Communication skills of tour guides, Oral performance (Delivery of commentary), Steps for delivering commentary o Body language, Principles of tour guiding (The seven Golden Principles), mechanics of tour guiding
<b>Unit IV: Managing Tour Guiding</b>
Itinerary preparation, Preparation for Tour, Conducting Domestic, Inbound & Outbound tour, Strategies for managing group behavior, multi-cultural groups.
<b>Unit V: Managing and dealing difficult circumstances</b>
Complaints & questions, Outline procedures for dealing with lost or damaged luggage, Flight delays or Cancellations, Illness, accidents, and client deaths, Apply tactics for smooth interaction with flight attendants, motored-coach drivers, and tour leaders. Managing documentation and feedback.
<b>Unit VI: Escorting circumstances</b>
Code of Conduct for tour guides in India, Dos and don'ts for tour escorts; guiding on a walking tours;

guiding on a coach; guiding at a museum; guiding at a religious place; guiding at an archaeological site; guiding on a nature walk, Difference between tour guiding and tour escorting.

### Suggested Reading

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. Pond,
3. K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)
4. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)

### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
50	-	50	100

<b>Name of The Course</b>	Industrial Training			
<b>Course Code</b>	DTSC3001			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	0	0	0	16

### Course Objectives

1. To allow the students to design, write and organize the report of their learning gained in the program and the Summer Internship
2. To understand and resolution of management problems
3. Highlight the impact of actions in one area/ function, on the other area/functions in the organization
4. Enabling students to pursue further work in the same field

<b>CO1</b>	Allow the students to design, write and organize the report of their learning gained in the program and the Summer Internship.
<b>CO2</b>	This will help in enhancing the skills as a writer to share their ideas and experience of Industry Exposure Training.
<b>CO3</b>	Students will be developed with the expertise to handle tours, documentation process, and customer handling, and other related operational aspects.
<b>CO4</b>	Students will be able to understand the working of Tourism and hospitality organisation.
<b>CO5</b>	To give practical exposure about the practices in the tourism industry.
<b>CO6</b>	To engage students with experiential learning in Tourism and allied organization.



# GALGOTIAS UNIVERSITY

## Syllabus of Certificate in Tourism Studies

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**Name of School:** School of Hospitality & Tourism

**Department:** Travel & Tourism

**Year:** 2021-22

**Vision:**

To be recognized globally for nurturing management leaders, enabling entrepreneurial skills and interdisciplinary research.

**Missions:**

- M1: Equip students with knowledge of various functional areas in Management through Corporate World Interface.
- M2: Collaborate with industry for curriculum development and pedagogy.
- M3: Develop faculty by equipping them with teaching management techniques and interdisciplinary research.
- M4: Develop business leaders with an ethical mind-set capable of creating value for stakeholders and society.

**Program Educational Outcomes (PEOs)**

Program Educational Objectives (PEOs) for CTS Program:

- PEO1: Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable growth .
- PEO2: Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- PEO3: Graduate will identify and analyze problems, develop viable alternatives, and make effective decisions through analytical and reflective thinking.

**Program Outcomes (POs)**

Program Outcomes (POs) for CTS Program are as follows:

- PO1: Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable.
- PO2: Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.

- PO3: Graduate will identify and analyze problems, develop viable alternatives, and make effective decisions through analytical and reflective thinking.
- PO4: Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable growth.
- PO5: Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.
- PO6: Graduate will identify and analyze problems, develop viable alternatives, and make effective decisions through analytical and reflective thinking.
- PO7: Graduates will apply intellectual ability, executive personality and management skills for industrial sustainable growth.
- PO8: Graduate will show leadership qualities by successfully managing business functions in an organizational unit or an enterprise.

### **Program Specific Outcomes (PSOs)**

Program Specific Outcomes (PSOs) for CTS Program are as follows:

- PSO 1 Tourism Linkages: Understand the inter componential relationships between the major components of tourism and allied sectors..
- PSO 2 Industry based knowledge: demonstrate and brief the commuters about the safety regulations as per aviation regulatory authority.
- PSO 3 Employability Skills: Enhance skills for future employability through curriculum and extra curriculum activities such as seminar, industrial visit, internship, and dissertation.
- PSO4 Skilled Manpower: Become skilled professional in tourism to meet the need of industry at national and international level



Semester I									
Sl. No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	CTCC1001	Tourism theory, principles & practices	3	0	0	3	30	50	100
2	CTCC1002	Management in Tourism & Consumer behaviour	3	0	0	3	30	50	100
3	CTCC1003	Travel Agency and Tour Operations Management	3	0	0	3	30	50	100
4	CTCC1004	Tourism Dynamics & Products	3	0	0	3	30	50	100
5	BTSC2005	Air Fares & Ticketing	0	0	6	3	50	-	50
6	BTCC1003	Fundamentals of Accounting	3	0	0	3	30	50	100
7	CTCC1005	Destination Marketing	3	0	0	3	30	50	100
8		Professional Communication –I	1	0	4	3	100	100	100
9	UHVE1001	Universal Human Values	2	0	0	2	30	50	100
10		Waste Management	0	0	2	1	50	-	50
11	CTCC1006	PBL - Project on Tourism Marketing	0	0	0	1	50	-	50
		<b>Total</b>				<b>28</b>			

Semester II									
Sl. No	Course Code	Name of the Course					Assessment Pattern		
			L	T	P	C	IA	MTE	ETE
1	CTCC2001	Industrial Training	0	0	0	8	50	-	50
		<b>Total</b>				<b>8</b>			

## Detailed Syllabus

## SCHOOL OF HOPITALITY & TOURISM

<b>Name of The Course</b>	Tourism Theory, Principles & Practices			
<b>Course Code</b>	CTCC1001			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	3	0	0	3

### Course Objectives

1. To enrich students with the basic concepts, theory and practices of Tourism .
2. To enrich student with knowledge of travel terminologies.
3. To Equip the student with the understanding of travel management
4. To explain use of professional values & ethics with focus on hospitality/tourism management & operations

### Course Outcomes

<b>CO1</b>	Understand the basic concepts, theory and practices of Tourism .
<b>CO2</b>	Illustrate the various motivations of travel.
<b>CO3</b>	Understand impacts and significance of tourism
<b>CO4</b>	Understand different typologies in tourism.
<b>CO5</b>	Understand professional values & ethics with focus on hospitality/tourism management & operations.
<b>CO6</b>	Analyze & identify different dimensions of tourism sector

### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
			100

### Course Content:

<b>Unit I: Tourism Overview</b>
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Definition and historical development of tourism, its structure, components and elements. Nature and characteristics of tourism , Tourism as an industry in India, Consequences of Industry status

### Unit II :Travel Motivators

Definition and Distinction between travellers, Visitors, Excursionist, Tourist and Transit visitor. Types & Forms of Tourism, Travel Motivators and Deterrents. Maslow's Hierarchy of needs Model and travel motivations. Push and Pull forces in tourism.

### Unit III : Different Tourism Systems and Theories

Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences.

### Unit IV: Impacts and Significance of tourism

Economic, social, cultural and Political impacts and significance of tourism,(positive and negative) Employment generations, earnings of foreign exchange, regional development, national integration and International understanding and world peace.

### Unit V: Tourism Typology

domestic tourism, international tourism, inter-regional & intra-regional tourism. Forms and classification, ideals of responsible Tourism-alternate Tourism, concept of "Paid holiday", Emergence of modern tourism; rural, Eco, Medical, Mice, literary, indigenous, wellness, film, golf etc; Typologies of Tourist- Cohen's, Smith's and Amex tourist typology etc.

### Unit VI: Tourism Organizations and Bodies

Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India,ITDC, Department of Tourism, Govt. of J&K, FHRAI, IHA, IATA,IATO and others important tourism organizations and Bodies.

### Suggested Reading

6. Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). Tourism Principles and Practices, Oxford Higher Education. "(L)"
7. Sharma, K. (2014). Introduction to Tourism Management, McGraw Hill Education. New Delhi
8. RodaySunetra, BiwalArchana and Joshi Vandana. (2013). Tourism Operations and Management, Oxford

9. Negi, Jagmohan (2008) International Tourism & Travel: concepts & principles, S Chand, New Delhi.
10. Kamra, K.K. and M. Chand, Basics of Tourism: Theory operation and practice, Delhi: Kanishka Publication

<b>Name of The Course</b>	Management in Tourism & Consumer Behaviour			
<b>Course Code</b>	CTCC1002			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	3	0	0	3

### Course Objectives

1. To familiarize students with basics and concepts in Management and Leadership for conceptual understanding and applied interface
2. To enrich students with knowledge of principles of management and also how they can be applied to tourism businesses.
3. To provide the understanding about the influence of environment over organizational dynamics with reference to technological innovations.
4. To enrich students with the understanding of the changing scenario of organizations in relation to individual and group behavior in the organizations.

### Course Outcomes

<b>CO1</b>	Familiarize with basics and concepts in Management and Leadership for conceptual understanding and applied interface.
<b>CO2</b>	Analyze the external and internal environment factors affecting managerial decisions.
<b>CO3</b>	Understand the changing scenario of organizations in relation to individual and group behavior in the organizations.
<b>CO4</b>	Understand the group dynamics and strategies for change in the organization
<b>CO5</b>	Understand the foundations of organization structure

<b>CO6</b>	Visualize how business organization is modeled
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### Continuous Assessment Pattern

<b>Internal Assessment (IA)</b>	<b>Mid Term Exam (MTE)</b>	<b>End Term Exam (ETE)</b>	<b>Total Marks</b>
			100

### Course Content:

#### Unit I: Nature, meaning and significance of management

Nature, meaning and significance of management; managerial processes, functions, skills, and roles in organisation; Systems, contingency and operational approaches to management

#### Unit II: External and internal environment affecting managerial decisions

External and internal environment affecting managerial decisions – social responsibilities of business – evolution of management thought (contributions of a few theories towards the development). Overview of functions of planning, organising, staffing, directing and controlling.

#### Unit III: Understanding & managing individual behavior

Personality, Perception (social perception and cognition), Learning, Values & attitudes, persuasion. Work motivation, Individual decision making, Emotional intelligence & its applications.

#### Unit IV: Group Dynamics

Foundations of group behaviour – Factors affecting group behaviour, group individual dimension-group-structural dimension – task dimension-group decision-making-Intergroup behaviour, Understanding work team, Communication, Leadership & influence process.

#### Unit V: Foundations of organization structure

Foundations of organization structure (Bureaucratic-centralization vs decentralization, strategy & structure, flat & tall structures, work specialization, departmentalization, chain of command, span of control and formalization) –

#### Unit VI: organizational designs

Common organizational designs (Simple, bureaucratic, matrix ,virtual, boundary less, feminine – Organization as an open system & influence of environment over organizational dynamics with reference to technological innovations.

### **Suggested Reading**

1. Stoner, Freeman and Gilbert Jr. (2008). Management. New Delhi: Prentice Hall of India. (L)
2. Roday. S, Biwal. A and Joshi. V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.
3. P.C.Tripathy ,Principles and Practices of Management (2017)Tata Mcgraw Hill Publishing Co Ltd
4. Rao& Narayanan (2000), Principles and Practices of Management: Konark Publishers Pvt Ltd
5. YoelMansfeld& Abraham Pizam, Tourism, Security and Safety (The Management of Hospitality and Tourism Enterprises)

<b>Name of The Course</b>	Introduction to Travel Agency and Tour Operations Business			
<b>Course Code</b>	BTSC2001			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	3	0	0	3

### Course Objectives

- 1.To help students understand the functions, roles and importance of travel agencies and tour operators
- 2.To enrich student with knowledge of various procedures involved in handling the operations of a travel agency.
- 3.To enrich student with entrepreneurial styles and challenges in Hospitality & Tourism
- 4.To enrich students with knowledge of role and contribution of various convention in the active development of the travel and tour operations across the globe.

### Course Outcomes

<b>CO1</b>	Knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.
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<b>CO2</b>	Knowledge about the various factors influencing the travel industry including
<b>CO3</b>	Knowledge and skills of setting up of travel agencies and legal aspects in travel and tour operations.
<b>CO4</b>	Understand the techniques of preparing good Itineraries and will be able to designing the itineraries.
<b>CO5</b>	Equip them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.
<b>CO6</b>	Knowledge about the various active organizations involved in the active development of the travel and tour operations across the globe.

### Continuous Assessment Pattern

<b>Internal Assessment (IA)</b>	<b>Mid Term Exam (MTE)</b>	<b>End Term Exam (ETE)</b>	<b>Total Marks</b>
			100

### Course Content:

<b>Unit I: History &amp; Growth of Travel Agency Business</b>
Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. Interplay of Push & Pull Factors.
<b>Unit II: Travel Agents &amp; Tour Operators</b>
Differentiation and Interrelationship. Functions and Organizational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation, Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions ,Applicable to Tour Operators in India.
<b>Unit III: How to Set up Travel Agency/Tour Operation Business</b>
Sources of Funding, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Sources of Earning: Commissions, Service Charges etc.
<b>Unit IV: Itinerary Preparation</b>

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation
<b>Unit V: Tour Preparation</b>
Components, Types and Forms of Package Tour, Tariffs- FITS & GITS. Confidential Tariff. Tour Costing, Factor effecting tour package, Key Elements and Steps involved in Formulation Standard Tour Package.
<b>Unit VI: Tourism &amp; International conventions</b>
Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966 International convention on travel contract, Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage)

#### **Suggested Reading**

1. Chand, Mohinder (2009). Travel Agency Management- An Introductory Text, 2/e. New Delhi: Anmol Publications Pvt. Ltd.
2. Bhatia A.K, Travel Agency and Tour Operations, Sterling Publications, New Delhi
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
5. Gee, Chuck and Makens, Y. (2000). Professional Travel Agency Management, New York: Prentice Hall (L).

### Course Outcomes

<b>CO1</b>	Understand the conceptual and theoretical basis of various tourism products and resources
<b>CO2</b>	Knowledge about the monuments, culture and heritage of India and their importance in development of tourism in India.
<b>CO3</b>	Knowledge about the natural tourism resources and their importance in development of tourism in India.
<b>CO4</b>	Learn various wildlife tourism destinations in India
<b>CO5</b>	Learn various hill & island tourism destinations in India
<b>CO6</b>	Knowledge of Buddhist Resources and Buddhist tourism in India.

### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
			100

### Course Content:

<b>Unit I: Tourism product</b>
Definition, Nature and Characteristics. Classification of Tourism products, Typology & Nature of Tourism resources – Natural, Socio cultural, Diversities in Landform & Landscape – Outstanding Geographical features - Climate, Flora & Fauna. Nature & Scope to tourist places in India
<b>Unit II: Indian culture</b>
Indian culture tradition, customs and handicrafts, Architectural Heritage of India, different styles of architect in India, Music: Classical and folklore, fairs and festivals. Cultural and Heritage Products of India
<b>Unit III: Natural Tourism resources in India</b>
Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts.
<b>Unit IV: Study of National Parks</b>

<b>Name of The Course</b>	Tourism Dynamics & Products				
<b>Course Code</b>	CTCC1004				
<b>Prerequisite</b>					
<b>Co-requisite</b>					
<b>Anti-requisite</b>					
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
	3	0	0	3	

### Course Objectives

1. To explain the conceptual and theoretical basis of various tourism products and resources
2. To explain various tourism resources in India, in particular.
3. To provide a clear understanding of the wildlife tourism, cultural tourism and heritage tourism in India.
4. To enrich students with knowledge of Buddhist Resources and Buddhist tourism in India.



National Parks, Bird Sanctuaries & Tiger Reserves in India with case studies of Dachigam National Park, Manas National Park, Jim Corbett, Bharatpur Bird Sanctuary, Gir National Park.

#### Unit V: Study of Hill Station & Islands

Study of Hill station attractions & their environs with case studies of Gulmarag, Pahalgam, Mussoorie, Shimla. Islands: Resources & their use patterns case studies of Goa, Andaman & Lakshadweep.

#### Unit VI: Buddhist Resources

Bodh Gaya, Kushnagar, Sarnath, Sanchi & Ajanta; Islamic resources- Delhi, Agra & Fatehpur Sikri; Hindu resources- Khajuraho, Mahabalipuram, Tarupati, Madurai, Vaishno Devi, Amarnath, Important Festivals with case studies of Kumbha Mela, Dussehra, Onam, Pongal & Rath Yatra.

#### Suggested Reading

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Tourism Products (Second edition): New Royal Book Company (2012) – Manoj Dixit and Charusheela.
3. Brown Percy (2010), Indian Architecture (Buddhist and Hindu), Read Books Design.
4. Mishra, L. (1990), Cultural Tourism in India, Mohit Publications
5. Gupta, S.K. 2002: Tourism and Heritage Resources In Garhwal Himalaya; Kaveri Books, New Delhi.

<b>Name of The Course</b>	Air Fares & Ticketing			
<b>Course Code</b>	BTSC2005			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	0	0	6	3

#### Course Objectives

1. To enrich students with the technical and professional information about the airlines ticketing operations.
2. To enrich student with knowledge of Airfare management.
3. To sanitise student with knowledge of travel documentation required for international travel.
4. To understand the nuances of airline routing, airfare construction and handling ticketing.

#### Course Outcomes

<b>CO1</b>	Understand the technical and professional information about the airlines ticketing operations.
<b>CO2</b>	Familiarization with OAG
<b>CO3</b>	Learn construction rules for journeys and issue manual ticket.
<b>CO4</b>	Learn fundamental aspects of ticketing terminology.
<b>CO5</b>	Learn about the Global Distribution System and how it helps in tourism and airlines
<b>CO6</b>	Knowledge the different organizations and their contributions to airlines management

#### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
			100

#### Course Content:

##### Unit I: Introduction to Airline ticketing

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, UTC and International date line. concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time Types of airfare ,Latest fares in the industry- Apex, group fares, GV 10 fares, excursion fares. How to send the EXO to ticketing agent. Basic ticketing methods. Air Travel Terminology

##### Unit II: Familiarization with OAG

Three letter city and airport code, airline designated code – minimum connecting time – Global indicators – Familiarisation with Air tariff: Currency regulation, NUC conversion factors, General rules, Planning itinerary by air.

Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention
<b>Unit III: Construction Rules For Journeys</b>
HIP check , Back Haul Minimum Check (BHC) ,CTM check , Mileage principles – Fare construction with Extra Mileage allowances (EMA) ,Extra Mileage surcharge (EMS),Indirect Travel Limitation –,Around the World fare ,Special fares.
<b>Unit IV : Ticketing</b>
Issue of manual ticket – reservation procedure – MPD, MCO, PTA and their purposes – Universal Air Travel Plan: Types of air travel cards – Billing and Settlement Plan (BSP) – Case studies of selected Airlines’ Modules
<b>Unit V: E-ticketing</b>
CRS-Introduction ,functioning of major CRS and their characteristics. Components of an electronic ticket,Types of tickets: Manual ticket/ Automated Ticket/ e-ticket Ticket Coupons Difference between I ticket and e-ticket , Various kinds of special fares.Details of an automated ticket
<b>Unit VI:Aviation Organization</b>
IATA-role and its functions ,ICAO -role and functions ,Airport Authority of India ,Open sky Policy International Conventions: Warsaw Convention, Chicago Convention, Bermuda Convention

### Suggested Reading

- 1.
2. Chand, Mohinder (2007). Travel Agency Management: An Introductory Text. New Delhi: Anmol publication Pvt. Ltd.
3. JagmohanNegi(2005),Air Travel Ticketing and fare construction, Kaniska, New Delhi
4. Gupta, S.K. (2007),International Airfare and TicketingMethods and Techniques,New Delhi: UDH Publishers and Distributers (P) Ltd.
5. Bhatia A.K. (2012). The Business of Travel Agency and Tour Operation Management, New Delhi: Sterling Publishers

	3	0	0	3
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### Course Objectives

1. To enrich with understanding of fundamental of accounting concepts and the significance of financial accounting.
2. To sanitized students with the knowledge of the uses and the limitation of financial accounting.
3. To enrich student with knowledge to prepare financial statements.
4. To prepare students with a expertise to account reading and management of funds in ethical manner.

### Course Outcomes

<b>CO1</b>	To develop understanding of fundamental accounting concepts, basic accounting vocabulary, objective and role of accounting information
<b>CO2</b>	To explain use of accounting equation and utilize in recording of transaction so as to present data in an accurate and meaningful manner.
<b>CO3</b>	To explain depreciation accounting this is an integral component of income measurement
<b>CO4</b>	To explain meaning and objective of bank reconciliation statement
<b>CO5</b>	To explain preparation of financial statements and practice of these financial statements.
<b>CO6</b>	To analyze accounting information as a basis for decision-making based on the analysis and interpretation of data from financial statements.

### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
			100

### Course Content:

#### Unit I: Introduction to Accounting

<b>Name of The Course</b>	Fundamentals of Accounting
<b>Course Code</b>	BTCC1003
<b>Prerequisite</b>	
<b>Co-requisite</b>	
<b>Anti-requisite</b>	
	L T P C

Introduction; Meaning and Definition; Objectives of Accounting; Need for Accounting; Functions of Accounting; Users of Accounting Information; Limitations of Accounting; Accounting Principles: Accounting Concepts and Accounting Conventions. Indian Accounting Standards and International Financial Reporting Standards – Brief Overview only

### **Unit II: Journal, Ledger, and Cash Book**

Journal, Rules of Debit and Credit, Compound Journal Entry; Opening Entry; Ledger, Posting, Rules Regarding Posting, Balancing Ledger Accounts; Advantages of Ledger, Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book)

### **Unit III: Trial Balance**

Meaning and Importance of Trial balance, Preparation of the Trial Balance, Meaning of Accounting Errors, Types of Accounting Errors, Rectification of Errors

### **Unit IV: Bank Reconciliation Statements**

Meaning and objective of bank reconciliation statement; Importance of bank reconciliation statement; Causes of difference between cash book balance and pass book balance; Techniques of preparing bank reconciliation statement

### **Unit V: Depreciation Accounting**

Depreciation- Introduction, Definition, Objectives of providing depreciation, Methods of Calculation – Written down Value method and Straight Line Methods; Depreciation Accounting as per revised AS-6

### **Unit VI: Hours Final Accounts of Proprietary Concerns**

Final Accounts: Trading Account, Profit & Loss Account and Balance Sheet; Preparation of Trading Account, Profit & Loss Account and Balance Sheet with the adjustments relating to: closing stock, outstanding expenses, prepaid expenses, accrued incomes, unearned incomes, depreciation, bad debts, provision for bad debts, provision for discount on debtors, interest on capital, and interest on drawings

<b>Name of The Course</b>	Destination Marketing			
<b>Course Code</b>	MTSC5010			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	3	0	0	3

#### **Course Objectives**

- 1. To enrich students by in depth knowledge of competitive trends of tourism destinations.**
2. To enrich them with the knowledge of design marketing plan, marketing campaign for the branding of a destination.
3. to enhance student's strategic destination marketing and management skills
4. To develop understanding of the unique challenges inherent in managing and marketing tourist destination.

#### **Course Outcomes**

<b>C01</b>	Analyze the destination value enhancement through marketing.
<b>C02</b>	Apply methods for strategic destination marketing and management
<b>C03</b>	Describe and analyse the competitive trends of tourism destinations.
<b>C04</b>	Apply methods for strategic destination marketing and management
<b>C05</b>	Enhance their abilities to apply target marketing strategies in various and specific marketing situations.
<b>C06</b>	Design marketing plan, marketing campaign for the branding of a destination.

#### **Suggested Reading**

### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
	-	50	100

### Course Content:

<b>Unit I: Tourism Attraction</b>
Definition, Characteristics, Typology, Criteria for Tourist Attractiveness, development and design of tourist attractions, Life Cycle. The Principles of Destination Marketing
<b>Unit II: Tourism Destination Planning</b>
Environmental Analysis, Resource Analysis, Regional Environmental Analysis, Market Analysis, Competitor Analysis, Regional Environmental Scanning.
<b>Unit III: Regional Goal Formulation</b>
Strategy formulation, Product Portfolio Strategies, Tourism Portfolio model, analysis of Portfolio, approaches, Market segmentation in the regional context – Bases, Steps and categories, Target Marketing – targeting options, positioning strategy.
<b>Unit IV: Destination Marketing Mix</b>
Components of Destination Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism.
<b>Unit V: Pricing Strategies</b>
Concept and Factors of tourism pricing, Pricing strategies, Pricing Considerations, Approaches, and Strategy Tourists Perception of Price .
<b>Unit VI: The Tourism Distribution Strategy</b>
Choice of distribution channel, Developing a Destination Promotional strategy, Evaluation and Control. Destination Branding- Concept ,Importance,Principles,Web Based Destination Branding

### Suggested Reading

- Tribe, John. (2010). Strategy for Tourism. Oxford: Goodfellow Publishers Limited.

- UNWTO(2007). A Practical guide to Tourism Destination Management. Madrid: UNWTO
- Pike, Steven (2008). Destination Marketing, UK: Butterworth Heinemann.
- Howie, Frank (2009). Managing the Tourist Destination, London: Continuum. (L)
- Heath, E. and Wall, G. (1998). Marketing Tourism Destinations, John Wiley and Son, Inc. (L)

<b>Name of The Course</b>	PBL - Project on Tourism Marketing			
<b>Course Code</b>	BTCC1006			
<b>Prerequisite</b>				
<b>Co-requisite</b>				
<b>Anti-requisite</b>				
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	0	0	0	1

### Course Objectives

- Integrate and apply knowledge for enhanced learning of the academic curriculum.
- Comprehend the importance of marketing in the tourism industry.
- Role of e-marketing plans as a component tourism development plan.
- Understand the use of marketing tactics and their contribution to the Marketing strategy Course Outcomes

<b>CO1</b>	Report on their findings with explanation and logical thought process
<b>CO2</b>	Self-directed learning and Presentation skill of topics
<b>CO3</b>	Critical thinking and analysis
<b>CO4</b>	Collation of information in a logical manner.
<b>CO5</b>	Enhance their abilities to apply target marketing strategies in various and specific marketing situations.
<b>CO6</b>	Design marketing plan, marketing campaign for the branding of a destination.

### Continuous Assessment Pattern

Internal Assessment (IA)	Mid Term Exam (MTE)	End Term Exam (ETE)	Total Marks
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50	-	50	100
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