

**NEW EDUCATION POLICY INITIATIVES
CURRICULUM FRAMEWORK FOR FOUR-YEAR
UNDER GRADUATE PROGRAM IN COMMERCE**

BBA (TOURISM & TRAVEL MANAGEMENT)

FOR I, II, III AND IV SEMESTER

BY

BOARD OF STUDIES
MBA (TTM) and BBA (TTM)
Kuvempu University, Shankaraghatta

BBA (Tourism and Travel Management)

Scheme of Teaching & Evaluation for BBA (Tourism and Travel Management) with
Tourism and Travel Management as Core subject

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BTA 1.1	Tourism Principles and Practice	DSC	4+0+0	60	40	100	4
4	BTA 1.2	Tourism Products and Resource	DSC	3+0+2	60	40	100	4
5	BTA 1.3	Principles of Management	DSC	4+0+0	60	40	100	4
6	BTA 1.4	Digital Fluency	SEC-SB	1+0+2	50	50	100	2
7	BTA 1.5	Health & Wellness and Yoga	SEC-VB	1+0+2	-	25	25	2
8	BTA 1.6	Open Elective Course	OEC	3+0+0	50	50	100	3
Sub -Total					400	325	725	25

Semester II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
3	BTA 2.1	Hospitality Management	DSC	4+0+0	60	40	100	4
4	BTA 2.2	Tourism and Hospitality Marketing	DSC	3+0+2	60	40	100	4
5	BTA 2.3	Travel Agency and Tour Operation Management	DSC	4+0+0	60	40	100	4
6	BTA 2.4	Environmental Studies	AECC	3+0+0	30	20	50	2
7	BTA 2.5	Sports/NCC/NSS/R&R(S&G)/Cultural	SEC-VB	0+0+4	-	25	25	2
8	BTA 2.6	Open Elective Course	OEC	3+0+0	50	50	100	3
Sub -Total					380	295	675	25

EXIT OPTION WITH CERTIFICATION – with ability to solve well-defined problems

Semester III								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.3.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
3	BTA 3.1	Air Transportation and Airport Operations	DSC	4+0+0	60	40	100	4
4	BTA 3.2	World Geography for Tourism - I	DSC	3+0+2	60	40	100	4
5	BTA 3.3	Basics of Financial Accounting	DSC	4+0+0	60	40	100	4
6	BTA 3.4	Artificial Intelligence	SEC-SB	1+0+2	50	50	100	2
7	BTA 3.5	Sports/NCC/NSS/R&R(S&G)/Cultural	SEC-VB	0+0+4	-	25	25	2
8	BTA 3.6	Open Elective Course / Indian Constitution	OEC / AECC	3+0+0	50	50	100	3
Sub -Total					400	325	725	25

Semester IV								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	Lang.4.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
3	BTA 4.1	Entrepreneurship Development	DSC	4+0+0	60	40	100	4
4	BTA 4.2	World Geography for Tourism - II	DSC	3+0+2	60	40	100	4
5	BTA 4.3	Basics of Cost Accounting	DSC	4+0+0	60	40	100	4
6	BTA 4.4	Financial Edu. & Inv. Aw.	SEC-SB	1+0+2	50	50	100	2
7	BTA 4.5	Sports/NCC/NSS/R&R(S&G)/Cultural	SEC-VB	0+0+4	-	25	25	2
8	BTA 4.6	Open Elective Course / Indian Constitution	OEC / AECC	3+0+0	50	50	100	3
Sub -Total					400	325	725	25

EXIT OPTION WITH DIPLOMA – with ability to solve broadly-defined problems

LIST OF OPERN ELECTIVE COURSES OFFERED TO OTHER STUDENTS (OEC)

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
I SEMESTER								
1	BTA 1.6	Tourism and Travel Industry	OEC	3+0+0	50	50	100	3
II SEMESTER								
1	BTA 2.6	Tour Operation Management	OEC	3+0+0	50	50	100	3
III SEMESTER								
1	BTA 3.6	Rural Tourism	OEC	3+0+0	50	50	100	3
IV SEMESTER								
1	BTA 4.6	Karnataka Tourism	OEC	3+0+0	50	50	100	3

Notes:

- **One Hour of Lecture is equal to 1Credit.**
- **One Hour of Tutorial is equal to 1 Credit (Except Languages).**
- **Two Hours of Practical is equal to 1Credit**

Acronyms Expanded

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

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 1.1		
Name of the Course: Tourism Principles & Practice		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry.		
b) The ability to explain the theories and practices of tourism.		
c) The ability to explain the motivations behind travel behaviour and able to identify tourism trends		
d) The ability to explain the linkages of tourism industry with other industries		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY		10
Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism, Space Tourism-tourist motivators –socio-economic effects of tourism on destination.		
Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES		08
Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement 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 Psyc-centric Model of Destination Preferences		
Module No. 3: TRAVEL BEHAVIOUR AND MOTIVATIONS		12
Origin of Travel Motivation, Meaning of Motivation& Behavior, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		
Module No. 4: TOURISM AND ITS LINKAGES WITH INDUSTRY		12
Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network-Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Modes of transportation-Air transportation: national and private airlines- Chartered operations-major airports in India-Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise- Road Transportation: Coach Services, rent-a car		
Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS		10
Roles and Functions of United Nations World Tourism Organization (WTO),Pacific Asia Travel Association(PATA), World Tourism &Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).		
Module No. 6: TOURISM AND HOSPITALITY INDUSTRY		04
Relationship between accommodation and tourism-Types and forms of accommodation: Hotels-Motels, Resorts, supplementary accommodation, classification and categorization of hotels.		
Skill Developments Activities:		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.		
2. Draft different types of tourism and allied industries.		
Text Books:		
1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.		
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.		
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and		

Sons, New Jersey.

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

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 1.2		
Name of the Course: Tourism Products and Resource		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> a) The ability to understand concepts of tourism products and resource and classifications. b) The ability to explain the process architectural glory of India. c) The ability to comprehend the cultural diversity of India and its significance in country's tourism. d) The ability to understand the performing arts of India with their base and development. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM PRODUCTS AND RESOURCES		10
Definition of Tourism Products and Resources, Types of Tourism Products, concept and classification of tourism resources in India-Tourism resource potential of India.		
Module No. 2: INDIAN ARCHITECTURE AND MONUMENT		08
Contributions of Indian Architecture to the Country's Tourism, Various Architectural Styles in India and Architectural Attractions; Architectural Tour Circuits in India; Heritage Tourism in India, etc.		
Module No. 3: CULTURAL TOURISM IN INDIA		12
Hinduism, Important Hindu Pilgrim Centers; Islam – Important Pilgrim Destinations in India; Christianity – Important Christian Pilgrim Destinations in India; Buddhism and Jainism - Important Buddhism and Jainism Pilgrim Centers in India; Sikhism – Sikh Pilgrim Centers in India, Zoroastrianism, Bahai Faith. Indian Customs and Traditions, Hindu Symbols, Tourism and Culture.		
Module No. 4: PERFORMING ARTS RESOURCES		12
Indian Classical Music- Hindustani and Karnatic, Major Music Festivals in India; Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Oddissi, Manipuri; Folk Dances of India, Major Dance Festivals in India; Fairs and Festivals of India.		
Module No. 5: NATURAL TOURISM RESOURCE		10
National Parks, Biosphere Reserves and Wildlife Sanctuaries -- Beaches – Hill stations- Deserts-Rivers-Mountains; Adventure Tourism Resources-Land Based, Water Based and Air Based.		
Module No. 6: LIVING HERITAGE		04
Indian Handicrafts and Souvenirs, Indian Cuisine – Types, Western Influence, Indian Costumes, Types of Indian Apparel. Museums, Art Galleries and Libraries.		
Skill Developments Activities:		
<ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. • Draft tourism circuits. • Draft tour itineraries for domestic tourism circuits. 		
Text Books:		
<ol style="list-style-type: none"> 1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective" 2. I.C.Gupta and S. Kasbekar – Tourism Products of India. 3. S.P. Gupta – Cultural Tourism in India. 4. A.L. Bhasham – Wonder that was India. 5. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India. 6. Guptha & Krishnalal, S.P. - Tourism Resources and Monuments in India. 7. Lajpathi Rai - Development of Tourism in India 8. Banerjee, J.N. - The development of Hindu Iconography 9. Hamayan Khan - Indian Heritage 10. Percy Brawen - Indian Architecture 		
Note: Latest edition of text books may be used.		

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 1.3		
Name of the Course: Principles of Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
a) The ability to understand concepts of business management, principles and function of management.		
b) The ability to explain the process of planning and decision making.		
c) The ability to create organization structures based on authority, task and responsibilities.		
d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.		
e) The ability to understand the requirement of good control system and control techniques.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		10
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
Module No. 2: PLANNING AND DECISION MAKING		08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)		
Module No. 3: ORGANIZING AND STAFFING		12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
Module No. 4: DIRECTING AND COMMUNICATING		12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
Module No. 5: COORDINATING AND CONTROLLING		10
Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS		04
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.		
Text Books:		
1. Stephen P. Robbins, Management, Pearson		
2. Koontz and O’Donnell, Management, McGraw Hill.		
3. L M Prasad, Principles of management, Sultan Chand and Sons		
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25		
5. Appanniah and Reddy, Management, HPH.		
6. T. Ramaswamy : Principles of Management, HPH.		
Note: Latest edition of text books may be used.		

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

Course Code: BTA1.6 (OEC)

Name of the Course: Tourism and Travel Industry

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate:		
a) An understanding of the basic concepts of tourism.		
b) An ability to describe the different forms and types of tourism.		
c) An understanding of the travel motivators.		
d) An understanding of the relevance of transport sector and travel formalities.		
e) An understanding of the impacts of tourism.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM		10
Definition and Meaning of tourism, Definition and differentiation of Tourist, travelers, visitor, transit visitor and excursionist, Travel and tourism through the Ages, Five A's of tourism, elements of tourism, Nature and Scope, Socio-economic and environmental impacts of tourism, Types and forms of tourism.		
Module No. 2: TOURISM AND TRANSPORTATION:		12
Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Multimodal transport in tourism, Factors influence tourist transport selection, Tourism Demand and transport, Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration.		
Module No. 3: HOSPITALITY OPERATIONS		08
Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units – Front Office, Housekeeping, Food and beverage department, Significance of Accommodation in the Tourism Industry.		
Module No. 4: TOURISM SERVICES		08
Motor Coach tourism, Automobile and tourism, Car Rentals and services, Rail Transport, Rail tourism, High Speed trains, Luxury trains, Tourism services of AMTRAK, Eurail Pass, Brit Rail Pass, Tourist trains in India.		
Module No 5: TRAVEL AGENCY AND TOUR OPERATIONS		07
Introduction to travel trade, travel agency and tour operators – role and contributions of travel agency in growth and development of tourism, Differentiation between travel agency and tour operators, Travel agent, Definition, Functions, income sources of travel agencies. Tour operations, Definition, Types and functions of tour operators.		
Skill Developments Activities:		
1. List out the major travel trade business firms.		
2. Draw the organizational charts for different categories of hotels.		
3. Prepare domestic package tours.		
4. Enlist the procedures to obtain international travel documents.		
Text Books:		
1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.		
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.		
Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.		
4. Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.		
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.		
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.		

7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
9. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
11. Jagmohan Negi, Tourism and Travel: Concepts and Principles

Note: Latest edition of text books may be used.

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 2.1		
Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
<ul style="list-style-type: none"> a) The ability to explain the hotel industry in the world. b) The ability to illustrate the hotel organizational structure. c) The ability to work in a hotel front office as an assistant. d) The ability to work in housekeeping department. e) The ability to work in food and Beverage Production and Service Department. 		
Syllabus:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		10
The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations- hotel chains in India, famous hotels worldwide.		
Module No. 2: HOTEL ORGANIZATION		08
Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance – Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index - Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of plans:- Continental Plan – European Plan - American Plan – Modified American plan – Bermuda Plan - types of rooms - types of room rates;		
Module No. 3: FRONT OFFICE		12
Front office - Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation – importance of reservation – methods of reservation – basic reservation activities - reservation records and documents – reservation charts – computerized reservation system.		
Module No. 4: HOUSEKEEPING		12
Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds, role of housekeeping in guest satisfaction and repeat business.		
Module No. 5: FOOD AND BEVERAGE		10
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Collect details of various categories of hotels. 2. Make a practical record on hotel industry operations. 3. Draft a partnership deed with travel agents and tour operators. 4. List out the organizations associated with hotel industry and their role and functions. 		
Text Books:		
<ul style="list-style-type: none"> 1. Negi. J (2008). Professional Hotel Management. Sultan Chand & Company, New Delhi. 2. Raghubalan, G. & Raghubalan S. (2009). Hotel Housekeeping Operations and Management, OUP, New Delhi. 3. Tewari, J.R. (2009). Hotel Front Office Operations and Management, OUP, Publication New Delhi. 4. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi. 5. Andrews, S. (2009). Hotel Front Office Training Manual, Tata McGraw Hill, Mumbai. 		

6. Foskett, J.C.D. & Gillespie, C. (2002). Food and Beverage Management, Pearson Education, England.
7. Spears, C.M. (2003). Food Service Organisation. A Managerial & Systems Approach, Prentice Hall, New Delhi.
8. Andrews, S. (2008). Front Office Management and Operation. TATA McGraw-Hill, New Delhi.
9. Bardi, J. A. (2010). Hotel Front Office Management. John Wiley & Sons, New Jersey.

Note: Latest edition of text books may be used.

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 2.2		
Name of the Course: Tourism and Hospitality Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate		
<ul style="list-style-type: none"> a) Ability to describe the concept of marketing. b) Ability to understand the selection process of the market. c) Ability to understand the consumer behaviour and marketing strategies. d) Ability to explain the integrated marketing planning and programs. e) Ability to demonstrate public relation marketing and destination marketing. 		
Syllabus:		Hours
Module No. 1: IINTRODUCTION TO MARKETINNG		12
Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Service Characteristics of Tourism- The Service Marketing Triangle		
Module No. 2: ANALYSIS AND SELECTION OF MARKET		10
Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix.		
Module No. 3: DEVELOPING MARKETING ENVIRONMENT		12
Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place		
Module No. 4: PLANNING MARKETING PROGRAM		10
Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations- Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion.		
Module No. 5: PUBLIC RELATION AND DESTINATION MARKETING		12
Major activities of Public Relation Departments-Press Relations-Product Publicity- Corporate Communication- Lobbying-Counseling-The Public Relation Process- Implementation of Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process - Identifying Target Market, Classification of Visitor Segments, Monitoring the Tourist Market, Competition of Visitors involves image Making, Developing Package of attraction and Amenities.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. 2. Choose any tourism or related business organization and observe the marketing methods being adopted by them. 3. 3. Prepare digital advertising models, e-brochures productions, etc. 		
Textbooks:		
<ul style="list-style-type: none"> 1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi. 2. Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown. 3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi. 4. Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York. 5. Neelamegham. S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi. 6. Ramasamy V.S. & Namakumar. S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi. 		

7. Stone, Marilyn A., Desmond, John.(2007). Fundamentals of Marketing, Routledge, New York.
8. S M Jha-Tourism Marketing
9. Sinha, P.C : Tourism marketing
10. Singh Raghbir, Marketing and Consumer Behaviour.

Note: Latest edition of textbooks may be used.

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA2.3		
Name of the Course: Travel Agency and Tour Operation Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
<ul style="list-style-type: none"> a) An understanding of the travel trade business. b) An ability to describe the functions travel agency business. c) An understanding of the need of travel agency approval and types of travel agency business. d) An understanding of tour operation business. e) An understanding of the techniques of tour packaging and preparation of tour itinerary. 		
Syllabus:		Hours
Module No. 1: TRAVEL INTERMEDIARIES		10
Distribution channels, Tourism Distribution, Functions of distribution channels in tourism, Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries, The challenge of disintermediation and re- intermediation.		
Module No. 2: TRAVEL AGENCY OPERATIONS		12
Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Wholesale travel agent, Corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Organization and management, setting of a travel agency, Billing and Settlement Plan (BSP).		
Module No. 3: TRAVEL DISTRIBUTION SYSTEM		12
Travel distribution system: concept and structure, electronic distribution, New Distribution Capability (NDC), Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travelport/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System, OTA, MTA, Other online intermediaries.		
Module No. 4: TOUR OPERATION		12
The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Disadvantages, Tour operation and risks, Organization structure.		
Module No. 5: PACKAGE TOURS		10
Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short haul tours, Single- centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. List out the major travel agencies and tour operators in India. 2. Draw the organizational structure of travel agency (Small, medium and big). 3. Prepare tour package for any destination. 4. Identify the benefits of Digital transformation in the area of travel agency and tour operation business in India. 		
Text Books:		
<ul style="list-style-type: none"> 1. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004. 2. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003. 3. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001 4. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth. 5. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London 6. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 		
Note: Latest edition of text books may be used.		

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

Course Code: BTA 2.6 (OEC)

Name of the Course: Tour Operation Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course outcome: On successful completion of the course, student will demonstrate: a) An understanding of the travel trade business. b) An ability to describe the role and functions of tour operators. c) An understanding of the tour packaging and itinerary preparation. d) An understanding of the role and importance of tour guides and guiding. e) An understanding of the travel procedures and the documents travel abroad.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOUR OPERATOR		07
Tour operators and Tour operations, Definition, Types of tour operators – Inbound – Outbound – Domestic- Transport operators, Role of Tour operator, Income Sources of Touroperator, Tour Operation process, Functions of Tour Operators, Rules for Recognition.		
Module No. 2: TOUR OPERATIONS		08
Tour operators and Tour operations – Tour Managers, roles and responsibilities, designing aTour, Tour order, Input and Output of Tour operation, consumer trends affecting the future of tour operating.		
Module No. 3: TOUR PACKAGING AND ITINERARY PREPARATION		10
Packages and Package Tours, components of a package tour, inbound and out bound package tours – Free Independent Traveler (FIT'S) Packages or Inclusive Tours – Literature or Manual for TravelBusiness, Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages).		
Module No. 4: TOUR GUIDING AND TOUR COSTING		10
Packages and Package Tours, components of a package tour, inbound and out bound package tours – Free Independent Traveler (FIT'S) Packages or Inclusive Tours – Literature or Manual for TravelBusiness, Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages).		
Module No. 5: TOUR GUIDING AND TRAVEL PROCEDURE		10
Tour Guiding – Meaning, Skills and Qualities, Duties and Responsibilities of tour guide, Types of tours, Categories of Tourist Guides, Tour costing and pricing- components of tour cost.Passport: Types of Passports; Visa: Types of Visa; Health Regulations; Customs Regulations; Currency Regulations; Special Permits to visit certain restricted Places of India; and Baggage Allowances.		
Skill Developments Activities: 1. List out the major travel agencies and tour operators in India. 2. Draw the organizational structure of travel agency (Small, medium and big). 3. Bring out the factors affecting tour operation business. 4. Prepare tour package for any destination.		
Text Books: 1. J.M.S. Negi, Travel Agency and Tour Operation, Concepts and Principles, 2. Chunk, James, Dexter &Boberg, Professional Travel Agency Management. 3. Mohinder Chand, Travel Agency Management-An Introductory Text, AnmolPublication New Delhi. Note: Latest edition of text books may be used.		

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 3.1		
Name of the Course: Air Transportation and Airport Operation		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> a) Understand the air transportation system b) Learn about the structure and facilities of airports along with acquitting with the airport operations. c) Understand the functions of airport d) Understand different facilities at the airport e) Know different planning and developmental authorities. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION AIR TRANSPORTATION		10
History of air transportation-Early history- evolution till second world war-growth of air transportation after world war- Deregulation and effects- Open sky policy- Mergers and alliance- History of civil aviation in India – public and private sector airlines in India. ICAO-Formation, objectives and activities- Role of AAI and DGCA. IATA and activities, role of IATA in air transportation, Air Corporation Act, 1953, Role of Aviation Sector in tourism.		
Module No. 2: AVIATION AND AIR TRANSPORTATION		08
Types of Aviation-Military Aviation-General Aviation and types- Civil Aviation Types- Air transport system- Airports-Aircraft- Aircraft-Air navigation services- Aircrafts parts and types-aircraft manufactures- International regulations- bilateral agreements, Multilateral Agreements and freedoms of air- Chicago and Warsaw conventions.		
Module No. 3: AIRPORTS		12
Concept and Definition- Functions- Socio-economic Situations- Airport product and consumers- Revenue Sources- Airport Ownership- Structure of a airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- organization structure and personnel - Airport Codes (IATA airport codes of major cities).		
Module No. 4: AIRPORT OPERATIONS		12
Ground handling- Deplaning and boarding- Cargo and baggage loading- Turn around operations- Refueling- Power supply-rescue and firefighting-winter operations. Safety and Security Issues-Measures for safety and security in airports.		
Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS		10
Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).		
Module No. 6: TOURISM AND HOSPITALITY INDUSTRY		04
Relationship between accommodation and tourism-Types and forms of accommodation: Hotels- Hotels, Resorts, supplementary accommodation, classification and categorization of hotels.		
Recommended Practical Activity.		
A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities in the Airport.		
Text Books:		
1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon:New York: ISBN 978-1-138-55744-4		
2. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.		
3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK.		
4. Page, J.S., 2009, Transport and Tourism: Global Perspectives, Essex: Pearson		

Education Ltd.

5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.

6. Wensveen, G, J., 2016, Air Transport: A Management Perspective, 8th edn., Routledge.Oxon.

7. Wittmer, A. and Bieger, T., 2011, Fundamentals and Structure of Aviation Systems, In Andreas Wittmer, Thomas Bieger and Roland Muller (Eds.), Aviation Systems: Management of the Integrated Aviation Value Chain, New York: Springer.

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

Course Code: BTA 3.2

Name of the Course: World Geography for Tourism - I

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Outcomes: On successful completion of the course, the Students will Demonstrate		
CO1: Students should be able to remember and locate countries, cities and other geographic features.		
CO2: Students will develop physical and political perspective of world geography		
CO3: Study the climate, whether and tourism resources of the world in a regional approach.		
CO4: Gain knowledge on physical and human geography and tourism characteristics of North America		
CO5: Understand the physical and human geography and tourism characteristics of South America		
CO6: Understand the physical and human geography and tourism characteristics Europe.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO GEOGRAPHY		12
Meaning and definition, relationship between tourism and geography, elements of Geography -- Importance of Geography in Tourism - The world's climates - climatic elements and tourism - Impact of weather and climate on tourist destinations. Latitudes & Longitudes - Latitude - Longitude - International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. - World's continents -destinations on world map; IATA Geographical Regions.		
Module No. 2: NORTH-ATLANTIC REGION		10
Countries and Capital cities of North-Atlantic Region; Tourism Geography and Travel Formalities of Canada, USA, Alaska and Mexico (12 Hours)		
Module No. 3: MID-ATLANTIC REGION		12
Countries and Capital cities of Mid-Atlantic Region; Tourism Geography and Travel Formalities of Columbia, Peru, Venezuela, Equador, Suriname and Bolivia; Central America - Panama, Guatemala, Belize, Honduras and Costa Rica; Caribbean Islands - Jamaica, Bermuda, Bahamas, Haiti and Cuba. (12 Hours)		
Module No. 4: SOUTH-ATLANTIC REGION		12
Countries and Capital cities of South Atlantic Region; Tourism Geography and Travel Formalities of Argentina, Brazil. Chile, Paraguay and Uruguay.		
Module No. 5: AFRICA		10
Countries and Capital cities of African Region; Tourism Geography and Travel Formalities of South Africa, Kenya, Namibia, Ethiopia, Mali, Tanzania and Madagascar.		
Skill Developments Activities:		
<ul style="list-style-type: none">• Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.• Draft tourism circuits.• Draft tour itineraries for domestic tourism circuits.		
Text Books:		
<ol style="list-style-type: none">1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India - A National Perspective"2. I.C.Gupta and S. Kasbekar - Tourism Products of India.3. S.P. Gupta - Cultural Tourism in India.4. A.L. Bhasham - Wonder that was India.5. Sajnani, Manohar - Encyclopaedia of Tourism Resources in India.6. Guptha & Krishnalal, S.P. - Tourism Resources and Monuments in India.7. Lajpathi Rai - Development of Tourism in India8. Banerjee, J.N. - The development of Hindu Iconography9. Hamayan Khan - Indian Heritage10. Percy Brawen - Indian Architecture11. Ragini Devi - Dance Dialects of India		
Note: Latest edition of text books may be used.		

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 3.3		
Name of the Course: Basics of Financial Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments, Practical's and Book Review.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> a) Will be able to understand accounting as an information system; b) will be able understand accounting practice for measurement and disclosure of information and financial decision making, c) To develop the skills of using accounting equation in processing business transactions; d) To develop an understanding about recording of business transactions and preparation of financial statements; e) To analyze and interpret published financial information. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO ACCOUNTING		10
Introduction-meaning, definitions, objective, functions and limitations of accounting-Users of accounting information- book keeping and accounting- Accounting Cycle-Basic Accounting Terms-kinds of accounting activities - role of accountants –branches of accounting.		
Module No. 2: ACCOUNTING PRINCIPLES		12
Meaning and Definition of Accounting Principles –Accounting Concepts-Money Measurement Concept, Separate Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accounting Period Concept, Periodic Matching of Cost and Revenue Concept and Realisation Concept-Accounting Conventions- Conventions of Conservatism- Conventions of Full Disclosure- Conventions of Consistency- Conventions of Materiality.		
Module No. 3: RECORDING OF BUSINESS ORGANIZATIONS		12
Voucher and Transactions: Origin of Transactions – Source documents and Vouchers, Preparation of vouchers-Accounting equation approach – Meaning and Analysis of transactions using accounting equation-Rules of debit and credit-Recording of Transactions-Books of original entry – Journal, Special purpose books - Cash book – Simple, Cashbook with bank column and Petty cashbook - Purchases book, Sales book, Purchases returns book, Sale returns book.		
Module No. 4: LEDGER POSITIONING, TRIAL BALANCE AND NEGOTIABLE INSTRUMENTS		12
Ledger -Meaning-Definition-Relation between ledger and journal- Rules regarding Posting – Trail balance. Negotiable Instruments- Promissory Note-Bills of Exchange—Cheque-Bills Receivables and Payable Books.		
Module No. 5: PREPARATION OF FINAL ACCOUNTS		10
Preparation of Trading Account, Profit & Loss Account and Balance Sheet		
Text Books:		
<ol style="list-style-type: none"> 1. Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc. 2. Gupta. R.L.and Radhaswamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi. 3. Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back. Nokia. 4. Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts: S. Chand & Co. New Delhi. 5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi. 6. S N Maheshwari and S K Maheshwari; Financial Accounting 7. Paresh Shah; Basics of Financial accounting for Management 		
Note: Latest edition of text books may be used.		

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 3.6 (OEC)		
Name of the Course: Rural Tourism		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate:		
<ul style="list-style-type: none"> • An understanding of the nature, objectives of rural tourism. • An ability to describe the concept of rural tourism. • An understanding of the basic principles of rural tourism. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO RURAL TOURISM		10
Meaning, Nature and Scope; Principles of Rural Tourism, Characteristics of Rural Tourism, Importance and Benefits of Rural Tourism, Rural Tourism Issues and Challenges, Rural Tourism in Karnataka.		
Module No. 2: TYPES AND FORMS OF RURAL TOURISM		12
Ecotourism, Agri Tourism, Geo Tourism, Eno Tourism, Vine Tourism, Adventure Tourism, Cultural Tourism, Farm Tourism, Wilderness and Forest Tourism and Green Tourism.		
Module No. 3: RURAL TOURISM DEVELOPMENT		08
Rural Tourism demand Factors, Rural Tourism Motivational Factors, Role of Public Sectors in Developing Rural Tourism, Role of Rural Tourism in Development of Remote Rural Area.		
Module No. 4: RURAL TOURISM MARKETING		08
Service Marketing – Meaning and Definition, Service Marketing Triangle, Distribution System in Service Marketing, Rural Tourism Promotion and Entrepreneurship.		
Module No 5: SUSTAINABLE TOURISM		07
Sustainable Development- Meaning and Principles, Evolution, Major Dimensions of Sustainability, Sustainable Tourism Planning.		
Skill Developments Activities:		
<ol style="list-style-type: none"> 1. Preparation of partnership deed 2. Draw a business tree 3. Make a list of 10 PSUs 4. Prepare a list of different types of business combinations 		
Text Books:		
<ol style="list-style-type: none"> 1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons. 2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan. 3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd. 4. S.A Sherlekar - Business Organization, Himalaya Publishing House. 5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons. 6. R.K. Sharma, Business Organisation& Management Kalyani Publishers 7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation& Administration', Sahitya Bhawan Publications Agra. 		
Note: Latest edition of text books may be used.		

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

Course Code: BTA 4.1

Name of the Course: Entrepreneurship Development

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

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

Course Outcomes: On Successful Completion of the Course, the Students will be able to Demonstrate

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

Syllabus:	Hours
Module No. 1: Introduction	10
The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.	
Module No. 2: Pro motion of a Venture	14
Promotion of a Venture: Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.	
Module No. 3: Entrepreneurial Behaviour	10
Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.	
Module No. 4: Role of Entrepreneur	14
Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.	
Module No. 5: SMALL SCALE ENTERPRISES	08
Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Management performance, assessment and control in tourism enterprises. Women Entrepreneurship- Characteristics, Importance, Types an Various Schemes.	

Textbooks:

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

Note: Latest edition of textbooks may be used.

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 4.2		
Name of the Course: World Geography for Tourism - II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Marking.		
Course Outcomes: On successful completion of the course, the Students will Demonstrate		
CO1: Students should be able to remember and locate countries, cities and other geographic features.		
CO2: Students will develop physical and political perspective of world geography		
CO3: Study the climate, whether and tourism resources of the world in a regional approach.		
CO4: Gain knowledge on physical and human geography and tourism characteristics of North America		
CO5: Understand the physical and human geography and tourism characteristics of South America.		
Syllabus:		Hours
Module No. 1: EUROPE		12
Countries and Capital cities of North-Atlantic Region; Tourism Geography and Travel Formalities; Northern Europe: United Kingdom, Scandinavian countries, Benelux Countries, the Alpine Countries, the Iberian Peninsula: France, Germany, Italy, Greece, Switzerland, Turkey, Independent Islands- Iceland and Malta; Eastern Europe- Belarus, Bulgaria, Czech Republic, Hungary, Moldova, Poland, Romania and Russia,		
Module No. 2: MIDDLE EAST COUNTRIES		10
Countries and Capital cities; Tourism Geography and Travel Formalities of Bahrain, Jordan, Kuwait, Cyprus, Egypt, Iran, Iraq, Israel, Lebanon, Oman, Qatar, Saudi Arabia, Syria, The UAE and Yemen.		
Module No. 3: ASIA (South Asia and East Asia)		12
Countries and Capital cities; Tourism Geography and Travel Formalities of South Asia - Bangladesh, Bhutan, India, Maldives Republic, Nepal, Pakistan, Sri Lanka and Tibet; East Asia - Japan, South Korea, North Korea, Taiwan, China, Hong Kong, Mongolia and Philippines		
Module No. 4: ASIA SOUTH EAST ASIA (South East Asia)		12
Countries and Capital cities; Tourism Geography and Travel Formalities of Brunei, Myanmar (Burma), Cambodia, Indonesia, Laos, Malaysia, Singapore, Thailand and Vietnam.		
Module No. 5: OCEANIA COUNTRIES		10
Countries and Capital cities; Tourism Geography and Travel Formalities of Australia, New Zealand, Fiji, French Polynesia, Vanuatu and New Caledonia.		
Skill Developments Activities:		
<ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. • Draft tourism circuits. • Draft tour itineraries for domestic tourism circuits. 		
Text Books:		
<ol style="list-style-type: none"> 1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective" 2. I.C.Gupta and S. Kasbekar – Tourism Products of India. 3. S.P. Gupta – Cultural Tourism in India. 4. A.L. Bhasham – Wonder that was India. 5. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India. 6. Guptha & Krishnalal, S.P. - Tourism Resources and Monuments in India. 7. Lajpathi Rai - Development of Tourism in India 8. Banerjee, J.N. - The development of Hindu Iconography 9. Hamayan Khan - Indian Heritage 10. Percy Braven - Indian Architecture 11. Ragini Devi - Dance Dialects of India 		
Note: Latest edition of text books may be used.		

Name of the Program: BBA (Tourism and Travel Management)		
Course Code: BTA 4.3		
Name of the Course: Basics of Cost Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
a) An understanding the concept of Cost and costing in travel industry		
b) An ability to describe the Materials management and materials issues.		
c) An understanding of the labour and overhead costs in Tourism.		
d) An understanding the marginal and budgeting in Tourism		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO COST ACCOUNTING		12
Concept of Cost and Costing: Meaning, Concept and Classification. Elements of Cost, Nature & Importance, functions ,advantages and disadvantages- preparation of cost sheet and estimation with special reference to Hotels and Tourism.		
Module No. 2: MATERIALS MANAGEMENT		16
Functions of purchase and store departments, stores records – Bin card – Stores ledger,- periodic and perpetual system of Stock taking, Materials issues –Problems on FIFO & LIFO only.		
Module No. 3: LABOUR COST		13
Labour Cost: Meanings of Time Keeping, Time Booking, Idle Time and Labour Turnover. Methods of Wage Payments-Time Rate System, Piece Rate System; Incentive Plans- Halsey Plan, Rowan Plan and Taylor`s Differential Piece Rate System and Practical Problems on above methods. Overhead Costs: Definition of Overheads, Importance of Overhead, Classifications of Overheads, Methods of Determination of Overhead Rate.		
Module No. 4: MARGINAL COSTING		10
Concepts, definition, assumptions and marginal cost statement, simple problems on contribution, P/V. ratio, B.E.P, Margin of safety and profit planning; make or buy decisions.		
Module No. 5: BUDGETARY CONTROL		05
Meaning and significance, Budgeting Functions, Advantages and Limitations of Budgetary control, Budget Manual, Problems on Flexible budget – cash budget – sales budget.		
Skill Developments Activities:		
a) Preparation of tour itineraries and costing them.		
b) Practicing Costing of hospitality services.		
Text Books:		
1. Cost Accounting – Theory and Problems, Maheshwari, S.N and Mittal, S. N. (2009)		
2. Cost Accounting, Rajasekaran, (2010), 1st ed, Pearson Education.		
3. Cost Accounting Principles and Practice, Jain, I. C & Nigam, B.M.L		
4. Cost Accounting Text and Problems by M. C. Shukla, T. S .Grewal and M. P. Gupta – S Chand		
Note: Latest edition of text books may be used.		

Name of the Program: BBA (Tourism and Travel Management) Course Code: BTA 4.6 (OEC) Name of the Course: Karnataka Tourism		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate: <ul style="list-style-type: none"> • An understanding of the nature, objectives of tourism in Karnataka. • An ability to describe the tourism resources of Karnataka. • An ability to create Karnataka tour packages. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION		10
History of Karnataka, District information population, Demographic study, Natural resources climatic conditions, Current Tourism trends in Karnataka.		
Module No. 2: TOURISM DEVELOPMENT IN KARNATAKA		12
Role of state government in promoting tourism; K.S.T.D.C.- Role, Master Plan and Functions.		
Module No. 3: MAJOR HISTORICAL PLACES		08
Important tourism places of Karnataka Belur, Halebid, Hampi, Badami, Aihole, Pattadakal etc.		
Module No. 4: TOURIST ATTRACTIONS OF KARNATAKA		08
Fairs and Festivals; Natural Tourism Attractions – Hill Station Tourism, Adventure Tourism Destinations.		
Module No 5: WILDLIFE SANTUARIES AND NATIONAL PARKS		07
Introduction important wild life sanctuaries and National Parks of Karnataka. Importance of wild life sanctuaries and National parks in promoting tourism.		
Skill Developments Activities: <ol style="list-style-type: none"> 1. Preparation of partnership deed 2. Draw a business tree 3. Make a list of 10 PSUs 4. Prepare a list of different types of business combinations 		
Text Books: <ol style="list-style-type: none"> 1. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan. 2. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd. 3. S.A Sherlekar - Business Organization, Himalaya Publishing House. 4. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons. 5. R.K. Sharma, Business Organisation & Management Kalyani Publishers 6. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organization & Administration ', Sahitya Bhawan Publications Agra. 7. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons. 		
Note: Latest edition of text books may be used.		