Curriculum Framework for Undergraduate Program

Bachelor of Business Administration (T&T)

For 5th & 6th Semester from the Academic Year 2023-24

First Semester							
Course Code	**Course Category**	**Tittle of the Course**	**Teaching Hours/week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
Lang1.1	AECC	Language I	3+1+0	60	40	100	3
Lang 1.2	AECC	Language II	3+1+0	60	40	100	3
BBATT 1.1	DSC	Tourism Principles & Practices	4+0+0	60	40	100	4
BBATT 1.2	DSC	Tourism Products & Resources	3+0+2	60	40	100	4
BBATT 1.3	DSC	Principles of Management	4+0+0	60	40	100	4
BBATT 1.4	SEC	Digital Fluency	1+0+2	30	20	50	2
BBATT 1.5	OEC	Tourism & Travel Industry	3+0+0	60	40	100	3
BBATT 1.6	SEC-VB	Health & Wellness	0+0+2	--	25	25	1
		Physical Education &Yoga	0+0+2	-	25	25	1
	TOTAL			390	310	700	25
SECOND SEMESTER							
Lang2.1	AECC	Language I	3+1+0	60	40	100	3
Lang 2.2	AECC	Language II	3+1+0	60	40	100	3
BBATT 2.1	DSCC	Hospitality Management	3+0+2	60	40	100	4
BBATT 2.2	DSCC	Tourism & Hospitality Marketing	4+0+0	60	40	100	4
BBATT 2.3	DSCC	Travel Agency & Tour Operation Management	4+0+0	60	40	100	4
BBATT 2.4	SEC	Environmental Studies	2+0+0	60	40	100	3
BBATT 2.5	OEC	Airport operations Management	3+0+0	60	40	100	3
BBATT 2.6	SEC-VB	Physical Education	0+0+2	-	25	25	1
		NCC/NSS/RR/SG/Cultural etc	0+0+2	-	25	25	1
		TOTAL		390	310	700	26
THIRD SEMESTER							
Lang3.1	AECC	Language I	3+1+0	60	40	100	3
Lang 3.2	AECC	Language II	3+1+0	60	40	100	3
BBATT	DSCC	Air Transportation &	4+0+0	60	40	100	4

3.1		Airport Operations					
BBATT 3.2	DSCC	World Geography for Tourism – I	3+0+2	60	40	100	4
BBATT 3.3	DSCC	Basics of Financial Accounting	4+0+0	60	40	100	4
BBATT 3.4	SEC	Cyber security/Financial Education & Investment Awareness	1+0+2	30	20	50	2
BBATT 3.5	OEC	Travel Agency & Tour Operations/ India & Indian Constitution	3+0+0	60	40	100	3
BBATT 3.6	SEC-VB	Physical Education	0+0+2	-	25	25	1
		NCC/NSS/RR/SG/Cultural etc	0+0+2	-	25	25	1
	TOTAL			**390**	**310**	**700**	**25**
FOURTH SEMESTER							
Lang4.1	AECC	Language I	3+1+0	60	40	100	3
Lang 4.2	AECC	Language II	3+1+0	60	40	100	3
BBATT 4.1	DSCC	Sustainable Tourism	3+0+2	60	40	100	4
BBATT 4.2	DSCC	World Geography for Tourism – II	3+0+2	60	40	100	4
BBATT 4.3	DSCC	Entrepreneurship Development	4+0+0	60	40	100	4
BBATT 4.4	AECC	India & Indian Constitution /Travel Agency & Tour Operations	3+0+0	60	40	100	3
BBATT 4.5	SEC	Financial Education & Inv. Awareness /Cyber Security	3+0+0	30	20	50	2
BBATT 4.6	SEC-VB	Physical Education	0+0+2	-	25	25	1
		NCC/NSS/RR/SG/Cultural etc	0+0+2	-	25	25	1
	Total			**390**	**310**	**700**	**25**
FIFTH SEMESTER							
Course Code	**Course Category**	**Tittle of the Course**	**Teaching Hours/week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
BBATT5.1	DSC	Leisure and Recreation Management	3+0+2	60	40	100	4
BBATT5.2	DSC	Tourism Business Environment	4+0+0	60	40	100	4
BBATT5.3	DSC	Destination Management	4+0+0	60	40	100	4
BBATT5.4	DSE – 1	Elective – 1 AM1/HM1/EM1/TOM1	3+0+0	60	40	100	3
BBATT5.5	DSE – 2	Elective – 2	3+0+0	60	40	100	3

		AM1/HM1/EM1/TOM1					
BBATT5.6	Vocational -1 Anyone to be chosen	**A –** Tour Guiding and Interpretation **B** – Customer Relation Management	3+0+0	60	40	100	3
BBATT5.7	SEC-VB	Employability Skill	3+0+0	60	40	100	3
SUB TOTAL				**420**	**280**	**700**	**24**

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

Note: Students must choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester.

SIXTH SEMESTER							
Course code	**Category**	**Tittle of the Course**	**Teaching Hours/week (L+T+P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
BBATT6.1	DSC	Strategic Management	3+0+2	60	40	100	4
BBATT6.2	DSC	Cost Accounting	4+0+0	60	40	100	4
BBATT6.3	DSC	Tourism Policies & Regulations	4+0+0	60	40	100	4
BBATT6.4	DSE – 1	Elective – 1 AM2/HM2/EM2/TOM2	3+0+0	60	40	100	3
BBATT6.5	DSE – 2	Elective – 2 AM2/HM2/EM2/TOM2	3+0+0	60	40	100	3
BBATT6.6	Vocational -1 Anyone to be chosen	**A** – Information Technology for Business **B** – Export Import Documentation	2+0+2	60	40	100	**3**
BBATT6.7	**I-1**	**Mini project ***	0+0+4	**30**	**20**	50	2
SUB TOTAL				**390**	**260**	**650**	**23**

***MINI PROJECT IN TRAVEL, TOURISM AND HOSPITALITY ORGANIZATIONS**

Objectives:

- To enhance the classroom learning with report writing and presentation skills.
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to a professional context.

Guidelines to the institution:

1. Each student will have to submit a mini project on any selected issues pertaining to travel, tourism, and hospitality industry.
2. The entire batch of students is to be divided equally among the department faculty members.
3. The faculty members should be the mentors and guide the students during mini projects.
4. The students must submit the mini project to the college of not less than 50 pages.

Marks Allocation:

- 30 Marks for the Report and 20 Marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

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

SYLLABUS

SEMESTER – V

Name of the program: Bachelor of Business Administration (Tourism &Travel) Course Code: BBATT5.1 Name of the Course: Leisure and Recreation Management		
Course Credits	**No. of Hours/week**	**Total number of teaching hours**
4	**4**	**56**
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Objectives: This subject intends to distinguish between the history of recreational use of natural resources as well as the current issues related to the subject. The course recognizes the principles of natural resource-based planning and management, and demonstrates an awareness of architectural designs related to outdoor facilities		
Course Outcomes: From the course, the student will receive a fundamental awareness and understanding about the field of Recreation, including developing an understanding on tourist recreation behaviour. That is, the student will be able to describe, demonstrate, and illustrate the definitions of recreation and the specialized areas within recreation, the historical antecedents leading up to the current recreational trends in the society, the different types of recreation, and the trends and issues concerning the recreation profession and how the recreational needs of the society are met.		
UNIT I: **Foundation for Recreation and Leisure:** Introduction to Recreation and Leisure. Understanding of the nature and scope of leisure & recreation. Sociology of Leisure and Recreation. Definitions, concepts, and assumptions of classical, recent, and modern theories of recreation and leisure. History and Philosophy of Sports, Leisure, and Well- being		
UNIT II: Global and Local Contexts of Recreation: Outdoor Recreation Systems. Global and local contexts of leisure and recreation. Geography, leisure and recreation in Asia perspective, Sport's role in leisure. Leisure trend: Popular sport, leisure, and recreation. Social, economic, and administrative aspects of professional, amateur, commercial, and public recreation. sports organizations and services.		
UNIT III: Attractions and Entertainment: Introduction to the World of Opportunities, Foundation for understanding Attractions and Entertainment, Heritage and Commercial Attractions, Emerging Gaming Segments, Shopping and Live Entertainment.		
UNIT IV: Recreation in the Destination: Introduction to Resort and Urban Destinations, Classifying Destinations, Seasonal Delights, Spotlights on Sporting Activities, Snow Holiday Resorts, Golf Resorts, Year Around Play Grounds, Spas, Cruise Ships and Casino Resorts.		
UNIT V: Management and Marketing of Leisure: Exploration of marketing concepts and methods available to public, commercial, and private leisure & recreation service organizations. Marketing and its role in the Recreation and Leisure Industry. Sponsorship: Growth of sponsorship, current developments and future directions in sponsorship, types of Sponsorship, planning and evaluating sponsorship programmes, key benefits of sponsorship, the growing importance of broadcast sponsorship as an alternative to television advertising.		
Unit VI: Recreation & Community: Expectations and opportunities in recreation services. Introduction to Commercial Recreation and Tourism, Leisure, and recreation in modern era. Outdoor recreation pursuits. Aging and Leisure Development, theoretical aspects of aging and their implications for leisure and on the practical aspects of recreation and leisure program development, delivery, and facilitation for all older adults.		

Text Book & References:

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

Name of the program: Bachelor of Business Administration (Tourism &Travel)
Course Code: BBATT 5.2
Name of the Course: Tourism Business Environment

Course credits	No of Hours/week	Total number of teaching Hours
4	4	56

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..

Course Objectives:

- To understand the theoretical and practical aspects of business environment.
- To identify the elements of environment affecting tourism business and their integration.
- To assess the issues and challenges faced by the tourism business environment.
- To propose initiatives to enhance sustainability in tourism in the international arena.

Course Outcomes:

- Demonstrate a basic understanding of the theoretical and practical aspects of business environment.
- Identify the primary elements of business environment and its influence on the tourism industry.
- Analyse and evaluate the business issues and challenges in economic, technological, political, natural, and social cultural environment, from a tourism perspective.
- Develop strategies to enhance sustainable tourism in the international business environment.

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

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

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

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

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

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

UNIT VII: International Environment: International business environment, MNCs concepts, structures, and functions - WTO and trading blocks, international finance, foreign exchange, convertibility of Rupee basics, FOREX market structure and functions – importance of international environment related to tourism industry

Text Books and References:

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

Name of the program: Bachelor of Business Administration (Tourism &Travel)
Course Code: BBATT 5.3
Name of the Course: Destination Management

Course credits	No of Hours/week	Total number of teaching Hours
4	4	56

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..

Course Objectives:

- To understand the relevance of destination planning among tourism planners for successful destination development
- To formulate the tourism development and planning process towards destination development.
- To describe the policy guidelines for effective tourism development and planning.
- To evaluate the applied dimensions of tourism planning and development from a global

perspective.

Course Outcomes:

- Explain basic concepts in destination management and its relation and linkage between tourism and development
- Identify destination development concept and its applicability for destination performance and growth in tourism sector
- Identify the challenges that prompted to adopt tourism planning approach and various measures to be adopted to overcome the negative implications of tourism Importance of destination development in tourism and promoting tourism opportunities among host communities
- Discuss on issues and challenges associated with tourism planning and various indicators that move tourism future towards tourism development

Unit I: Destination Management: Concept and Meaning, Types and Characteristics of Tourism Destination – Destination Development, Destination Lifecycle - Destinations and Products – Destination Management Systems – Destination Planning Guidelines - Destination Zone, Planning Model.

UNIT II: Fundamentals of Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning, Stages in Tourism Planning Process - Roles of Public and Private Sectors - Developing Tourism Plans: Goals – components - Designing Plan Documents- Techniques, Surveys & Area Characteristics - Stages of Formulation, Environment Impact Assessment (EIA), WTO Guidelines for Planners, Town Planning - Characteristics of Rural Tourism Planning - Environmental Management Systems (EMS) – Destination Vision, Competitive Sustainable Destination - Destination Mapping

UNIT III: Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges - Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding - Case Study of Karnataka – "One State Many World" brand.

UNIT IV: Destination Promotion and Publicity - Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study of Incredible India and One State Many world, Vibrant Gujarat

UNIT V: Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development - Role of urban civic bodies – NGOs and tourism organization in destination development.

References

1. Butler, R.W. (2006). Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
2. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Crouch, D.I. J.R. Ritchie, B.&Kossatz, H.G. (2003). Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing,
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), the Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.
6. Inskeep, E. (1991). Tourism Planning: An Integrated and Sustainable Development

Approach. Van Nostrand Reinhold, New York.
7. Morgan, N, Pritchard, A & Pride, R. (2011). Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
8. Murphy, P. E. (1986). Tourism: A Community Approach. Methuen, New York.
9. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
10. Richard Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
11. Shalini Singh, Dallen Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
12. Singh,S. Timothy, D.J. & Dowling, R.K. (2003). Tourism in Destination Communities, CABI Publishing,
13. Tang, C.H. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing,

Name of the Program: Bachelor of Business Administration (T&T)
Airline Management Elective
Course Code: AM1
Name of the Course: Airline Geography

Course Credits	No. of hours per week	Total No. of Teaching hours
3	3 hours	45 hours

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Objectives:

1. To explain the connection between geography and tourism,
2. To classify the different branches of geography,
3. To describe the physical features in world geography Basic,
4. To differentiate between the different Hemisphere,
5. To explain the linkage between Geography and IATA Geography;
6. To state the IATA Traffic Conference Areas and Sub areas / regions

Course Outcomes:

1. Understand the relation between geography and tourism
2. Identify the Hemispheres
3. Study the IATA Airline geography, Areas, Sub areas
4. IATA Traffic conferences and their role in aviation management
5. Know worldwide geography in relation to airline routeing
6. Understand the importance of providing accurate and relevant air travel information using aviation terminology
7. Understand how climate and health factors impact on air passengers and crew

Unit I: Introduction - Basics of geography - Continents – Oceans – Hemispheres-Western and Eastern Hemisphere - Northern and Southers Hemispheres - IATA World geography- Linkage between IATA and world geography. Global indicators - routeing and impact on mileage and fare, potential stopovers. Political features on maps -boundaries, countries, capital cities, major gateway airports.

UNIT II: IATA Areas and Sub Areas: IATA Traffic Conference Area1 (TC1) – Sub area - Region and countries; IATA Traffic Conference Area 2 (TC2) - Sub area - Region and countries; IATA Traffic Conference Area 3 (TC3), - Sub area- Region and countries.

UNIT III: Air Travel information and terminology - Flying times using reference sources - travel, atlas, Official Airline Guides (OAG): 24-hour clock -Local time -International Date Line -

Time zones, (USA – Eastern Time, Pacific Time, Mountain Time; Australia – Western Standard Time, Eastern Standard Time Etc). Greenwich Mean Time (GMT), Universal Time Coordinated (UTC), Daylight Saving Time (DST) Elapsed flying time (Problem Solving on Elapsed flying time). Effects of crossing time zones in an easterly or westerly direction.

UNIT IV: Airline Market – Open skies – Deregulation and Liberalisation of the airline Industry - survival of the fittest- network carriers – Low-cost carriers – Crisis management in airline operations – case studies.

Unit V: Airline Business and Marketing Strategies – Porter's Five forces and their application to the airline industry – Rivalry among existing firms - substitution – New entry -Power of customer - Power of suppliers - Cost leadership – Differentiation in the airline industry -Airline Alliances – airline industry consolidation

References:

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

Name of the Program: Bachelor of Business Administration (T&T)
Hospitality Management Elective
Course Code: HM1
Name of the Course: Front Office Management

No. of credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 Hours	45 Hours

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

Course Objectives:

1. To understand the essentials of front office.
2. To familiarize with operations of front office.
3. To educate the students about operations of Front office of a hotel.
4. To understand the basics of hotel operations

5. To acquire the skill to professionally fit into Front Office Techniques- Front office lay out and front office activities in hotels.
6. To enhance the skill level of students to perform various duties and responsibilities in a hotel environment.
7. To know types of Equipment, Rooms and Rates used in Front Office Department.

Course Outcomes:

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

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

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

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

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

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

References

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

Name of the Program: Bachelor of Business Administration (T&T)
Event Management Elective

Course Code: EM1
Name of the Course: Event Planning and Management

No. of Credits	No. of Hours per week	Total No. of teaching Hours
3	**3**	**45**

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

Course Objectives

1. To acquire an in-depth knowledge about the specialized field of "Event Management"
2. To become familiar with management techniques and strategies required for successful planning, promotion, implementation, and evaluation of special events
3. To help the students with the skills necessary for interacting with the various players involved in the Management of Events.
4. To understand the role of events and concept of MICE in the tourism industry
5. To know about role of suppliers and their coordination in the successful management of an event
6. To understand the significance of the food and beverage in the successful events
7. To understand the need for the study of risk management in the event industry

Course Outcomes

1. Motivate them to plan events and execute the event professionally
2. Train the students to plan, manage and run an event.
3. Familiarise with management techniques and strategies required for successful events.
4. Familiarize the concept of MICE, its role in the tourism development in the country and accordingly they can prepare by themselves.
5. Plan for the food and beverage by concentrating on various events.
6. Train them to analyse the changing trends accordingly plan and set strategies.
7. Able to learn the process of negotiation with the suppliers.

UNIT I Concept of Events - Definition, Scope of Event Management, Advantages of events - to the Organizer, Event Planners, Participants, Economy, and Society; Broad classification of Events. Major characteristics of event, Five Cs of Event Management.

UNIT II MICE Tourism - Evolution of MICE (Meeting, Incentives, Conferences and Exhibitions) industry; Components of MICE, Trade shows exhibitions/expositions: types of shows, benefits of exhibitions, Economic and social significance of MICE. Introduction to professional meeting, planning- definition, types, and roles; associate, corporate & independent meeting planners; F& B management – services provided at meetings-meeting space- seating style. Agenda – developing agenda.

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

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

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

making.

Practical Skill Development:

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

References:

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

Name of the Program: Bachelor of Business Administration (T&T)
Tour Operation Management Elective
Course Code: TOM1
Name of the Course: Itinerary Preparation and Tour Packaging

No. of Credits	No. of hours/week	Total No. of Teaching Hours
3	**3**	**45**

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

Course Objectives

1. To help the students prepare tour itinerary and design package tour independently.
2. To understand travel documentation
3. To understand the concept of costing
4. To study the pricing strategies
5. To provide practical knowledge on tour packaging and costing

Course Outcomes

1. An understanding of Tour Itinerary and Tour Package
2. An ability to describe the different types of Tour Itinerary and Tour Packages
3. An understanding of different aspects in Tour Itinerary
4. Will be able to design sample itineraries and packages to different

tourism regions.

5. An understanding of Tour Cost and Pricing

Unit I Itinerary Planning & Development: Meaning, Importance and Types of Itineraries – readymade itineraries, custom made itineraries, tourist itineraries, tour managers itineraries - E-brochures. Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation.

Unit II Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.

Unit III The concept of Costing: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit IV Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

Unit V Travel Documentation: Familiarisation with TIM (Travel Information Manual), Passport & VISA Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, and E-payments.

Skill Developments Activities:

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

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

Name of the Program: Bachelor of Business Administration (T&T)
Course Code: BBATT 5.6 Vocational (A)
Name of the Course: Tour Guiding and Interpretation

No of Credits	No. of Hours per Week	Total No. of Teaching Hours

3	3	45

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Objectives

1. To orient the students about the scope of tour guiding as a career option.
2. To help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations.
3. Orient student to the nitty-gritty of this profession.
4. Intends to deliver key skills for tour guiding and interpretation

Course Outcomes

1. Brings up professional tour guiding skills
2. Enables students to gain practical exposure

UNIT I Tour Guiding: Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

UNIT II Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade

UNIT III Practical Guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing, and conducting heritage walks.

UNIT IV Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks

UNIT V Managing Guiding Business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

References:

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

Name of the Program: Bachelor of Business Administration (T&T)
Course Code: BBATT 5.6 Vocational (B)
Name of the Course: Customer Relationship Management

No of Credits	No. of Hours per Week	Total no of Teaching Hours
3	3	45

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions, and industry training

Course Objectives

1. To understand the nuances of customer relationship management
2. To familiarise with the issues of service management and global context
3. To be able to manage a market-oriented service organization.
4. To familiarise the role of customer relationship management in the tourism industry
5. To study the information database, ethics, and legalities of tourist database
6. To understand the role of technologies in the customer relationship management

7. To study CRM and its contribution to the hospitality industry

Course Outcomes

1. Cultivate the effective and efficient customer relationship ability.
2. Able to manage CRM marketing in order to leverage CRM technology.
3. Understand the needs in adoption of CRM in the tourism industry
4. Students can analyse how to develop customer relationship based on the customer expectations
5. Students are trained in of communication in the successful handling of customers
6. Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services
7. Familiarizes the students on different classification of services and how to improve the service quality

UNIT I Customer Relationship Management in Tourism – Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery

UNIT II Analytics of CRM - Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT III CRM in Marketing – Tourism as a Service industry - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development – Technology as an enabler of Service. Technology based customer relationship management.

UNIT IV CRM Implementation – Managing Customer relationships: resetting the CRM strategy; Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

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

References

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

SEMESTER VI

Name of the Program: Bachelor of Business Administration (T&T)
Course Code: BBATT 6.1
Name of the Course: Strategic Management

Course Credits	No. of Hours per week	Total No. of Teaching hours
4	4	56

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

UNIT I: **Overview of Strategic Management** - Meaning of strategy - An architecture of strategy - Nature and value of strategic management - Responsibility towards multiple stakeholders - strategic management process.

UNIT II: Strategic Analysis - Environmental Forecasting - Importance of forecasting techniques. Analysis of internal Environment - internal environmental factors - Resource based view of the firm- assessing internal strength and weaknesses- (SWOT Analysis) Analysis of external Environment - Factors in external environment-structural analysis of industries - Generic competitive strategies- Frame work for competitive analysis.

UNIT III: Strategy Formulation - Hierarchy of static intent, vision, mission, goals, plans - strategic programming - organisational appraisal.

UNIT IV: Operational Level Strategy - Approaches to managing at operational level - Role of TQM and CPR - Three primary care processes.

UNIT V: Business Level Strategy - Elements of competitive strategy - types of tactics - defining the business - competitive advantage across market life cycle.

UNIT VI: Strategy implementation – Activating the strategy, structural implementation, behavioural implementation, functional and operational implementation. Strategic evaluation and control

References:

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

Name of the Program: Bachelor of Business Administration (T&T)
Course Code: BBATT 6.2
Name of the Course: Cost Accounting

Course Credits	No. of Hours per week	Total No. of Teaching hours
4	4	56

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Objectives:

- To Understand cost and develop cost sheet
- To Manage inventory of an organization
- To understand the distribution and apportionment of cost
- To Create cost structure for transportation division of the organization
- To Assist in Planning and Formulation of Future Policies.

Course Outcomes:

- Demonstrate a basic understanding of the relationship between cost accounting-financial accounting and managerial accounting
- Differentiate methods of calculating stock consumption
- Analysis of Cost-Volume-Profit

UNIT I: Introduction to Cost Accounting: Introduction – Definition – Objectives – Advantages – Comparison between Financial Accounting and Cost Accounting -Application of Cost Accounting.

UNIT II: Analysis and Classification of Cost: Cost Concepts - Classification of Cost – Cost Unit - Cost Center, Installation of Costing system Elements of Cost. Preparation of Cost Sheets (Problems on above).

UNIT III: Materials: Meaning, Types of Material - Direct & Indirect. Material Control – Purchase Procedure, Stores Control, Techniques of Stock Control- Different levels of stock -Fixation of Levels - Inventory Control - Periodical and Perpetual Inventory, ABC Analysis, EOQ, Just-in-time. Stores issue - Methods of Pricing of Issue – FIFO – LIFO - Simple and Weighted Average Methods. (Problems on above)

Unit IV: Overhead: Meaning - Classification of Overheads - Allocation & Apportionment - Basis of apportionment of overheads– Primary Distribution - Secondary Distribution. Reapportionment of Service Department Costs to Production Departments (Direct Method - Reciprocal Methods - Repeated Distribution Method and Simultaneous Equation Method).

UNIT V Operating Cost: Meaning – Classification – Features - Cost unit – Simple – Combined - Format of Operating Costing and Problems on Transport Costing.

References:

1. Jain, S.P., & Narang, K.L. (2015). Cost Accounting & Management Accounting. New Delhi: Kalyani Publishers.
2. Agarwal, N.K. (2015). Cost Accounting Text & Problems, New Delhi: Asian Books Pvt.Ltd.
3. Arora M.N. (2015). Cost and Management Accounting. Mumbai: Himalayan Publishing House.
4. Shashi Gupta, R.K Sharma, Neeti Gupta Cost and Management Accounting

Kalyani Publishers.
5. Lal, J. (2015). Cost Accounting. New Delhi: Tata Mcgraw Hill Education.

.

Name of the Program: Bachelor of Business Administration (T&T)
Course Code: BBATT 6.3
Name of the Course: Tourism Policies and Regulations

Course Credits	No. of Hours per week	Total No. of Teaching hours
4	4	56

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

Course Objectives:

- To understand details about the legislations applicable to travel and tourism industry.
- To know the importance of tourism policy for the better development of the industry.
- To understand the Environmental Law, FERA and Foreigners Registration Act

Course Outcomes:

- Able to understand and recollect various policies and legislation and existing in the tourism industry.
- Take managerial and legal decisions when implementing a tourism project.

UNIT I: Tourism Policy – Concept, need, objective, institutional framework of public tourism policy. The role of government and private sector in formulation of Tourism Policy. Policy making body and its process at National level. An outline of L.K Jha Committee of 1963. National Tourism Policy 1982, National Committee Report 2002. National Action Plan on Tourism-1992. The latest policy document on tourism.

UNIT II: Tourism Bill of Rights - Tourism Code - Manila Declaration - Acapulco Document - Travel Insurance -Passport – Visa - Health Regulations - Customs and Currency Regulations- DGCA formalities for business and recreational flying in India.

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

Unit IV The Passport Act- Foreigners Act - Foreigner's Registration Act - Indian Contract Act 1872, Laws Relating to Environmental Protection - FERA 1973 - The Arms Act - Narcotics Drugs Act - Psychotropic Substances Act1985 - The Explosives Act - Citizenship Act - Pollution Control Act.

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

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

References:

1. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications.
2. 2. Halloway J.C., Business of Tourism
3. JD Ninemeier, Discovering Hospitality and Tourism: The World's Greatest Industry, Pearson.
4. L. Foster, The Business of Travel Agency Operations and Administration.
5. Lundberg, The Business of Tour Operations.

6. M. S Negi, Travel Agency, and Tour Operators: Concept and Principles New Delhi.
7. R. K. Mal2hotra (2005) Socio – Environmental and Legal Issues in Tourism.
8. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.

AIRLINE MANAGEMNET ELECTIVE
Course code: AM2
Course Name: Air Cargo and Logistic Management

No of Credits	No of hours /week	Total number of hours
3	3	45

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

Course Objectives

1. To provide the students an opportunity to learn the fundamentals of Air cargo
2. To study Aircraft and Cargo Terminal Facilities
3. To understand basics of logistics management
4. To understand air cargo rates and charges and process of loading and unloading
5. To relate the concepts to real life business and to become efficient suppliers

Course Outcomes

1. Able to identify types and nature of air cargo
2. Capable of handling documents of Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails
3. Exposure to aircraft and cargo terminal facilities
4. Ability to make decision and design logistic management strategy

UNIT I: Introduction to Air Cargo: Types and nature of air cargo - General and precious cargo-Cargo with special attention - Dangerous goods, Live Animals, Human organs, Human remains, Arms and ammunitions, Wet cargo, Mails

UNIT II: Air Cargo Rates and Charges: Weight of the cargo - Normal rate, Minimum rate, Quantity rate, Class cargo rate, Specific commodity rate, Valuation charge, Volumetric charge, ULD rate, Demurrage charge, Express cargo rate, Add on rates - Surcharges - Cargo capacity of Airlines.

UNIT III: Aircraft and Cargo Terminal Facilities: Cargo booking procedures - Packing, marking, and labelling - Acceptance of cargo - Unit Load Devices - Claims and complaints.

UNIT IV: Loading of Cargo: Arrival and off-loading - Cargo documentation - Airway bill, Charges collection advice, Irregularity report, Cargo Manifesto, Cargo transfer manifesto - Import and export of cargo - Prohibited articles-Cargo insurances - Selected case study of popular cargo companies.

UNIT V: Concept of Logistics: - Introduction, Definition, Objectives, Importance and Evolution of Logistic, Marketing of Logistic, Elements of logistic, Logistics Mix, Logistics in organised Retail in India-Forms of Logistic management.

Unit VI Integrated Logistics and Supply Chain Management - Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers, Logistical Competency, Network design inventory, Ware Housing Material Handling and Packaging, Barriers to Internal Logistic, Third-party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third-party logistics providers.

References:

1. K.M. Unnikrishnan (2013). Air Cargo Management and Airport Handling, Gemini printers, Bangalore. Prem Nath Dhar (2008).
2. Global Cargo Management –Concepts, Typology, law, and policy, Kanishka Publishers, New

Delhi
3. Camille Allaz (2004). History of Air Cargo and Airmails from the 18th century, Christopher Foyle Publishing, Paris.
4. Michael Sales (2013). The Air Logistics Handbook, Routledge, Abingdon.
5. IATA Live Animals Regulation Manual. 6. FIATA Training manual
6. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert,
7. James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
8. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited. David J. Bloomberg, Stephen LeMay&: Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004 Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005 Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah: Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.
9. David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition
10. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert,
11. James R Stock, Lisa M. Ellram, McGrawhill/Irwin, First Edition, 1998.
12. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
13. Logistics Management for International Business: Text And Cases, Sudalaimuthu & S. Anthony Raj, PHI Learning, First Edition, 2009.
14. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
15. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008

Hospitality Management Elective
Course code: HM2
Course Name: Food and Beverage Management

No of Credits	No of hours /week	**Total number of hours**
3	3	**45**

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions, Industry Training

Course Objectives

1. To get an overall idea of food and beverage department and its functions
2. To familiarize the various outlets and strategies behind the planning of menu in the different categories of hotels.
3. To orient students towards Kitchen stewarding activities
4. To understand food and beverages departmental hierarchy
5. To learn the various equipment classifications and handling of equipment in the department
6. To understand the various types of services and their role in the hotel
7. To understand the managerial responsibilities and the planning for restaurant and room services

Course Outcomes

1. Gain detailed knowledge about food and beverage service by giving a practical exposure.
2. Students are grounded in various concepts and classifications of F&B services.

3. Students get to know about the hygiene factors to be followed in the kitchen area and in the serving area
4. Understand the personal attributes required in the kitchen and f & b staff
5. Able to figure out the departmental structure and food establishments of various types
6. Helps to know the care and maintenance required in handling the kitchen equipment
7. Opportunity to analyze the standard purchase specifications of various food commodities

UNIT I Introduction to Food and Beverages - Middle Ages to modern cookery; Menu terms; Kitchen hierarchy / brigade; Methods of cooking – Aims and Objectives of Cooking Food - Importance; Classifications-Principles - Equipment required; Methods of cooking – boiling – roasting – poaching – braising – grilling - baking-roasting - broiling stewing – sautéing – blanching - steaming – micro - waving etc.; Food preservation methods.

UNIT II Food and Beverage Department - Departmental Hierarchy- F&B Manager, Assistant Manager, Supervisor, Banquet Manager, Restaurant Manager, Room Service Manager, Bar Manager, Sous Chef, Chef, Steward Etc. Types of services in hotel

UNIT III Kitchen Stewarding - Still room, Spare linen room, silver room or plate room, Hot Plate; kitchen hygiene; Food Commodities; Classification with examples and uses in cookery - Cereals, pulses, vegetables, mushrooms, fruits, eggs, oils, fats, herbs and spices, foundation ingredients - their characteristics and their uses in cookery; beverages – alcoholic and non-alcoholic

UNIT IV Food and Beverage Outlets - Introduction to the food and beverage industry; Outlet Planning - Preliminary Planning process - Planning various food and beverage outlets; Restaurant, Coffee shop, Room service, bars, banquets, Discotheques, Snack bar, Lounges, Business centers, Clubs, Ancillary areas; Buffet, Banquet, room service etc.; Food and Beverage service equipment, Introduction - Types of table ware (Flatware, Cutlery and Hollow-ware), Disposables, and Criteria for selection – Requirements, Food and Beverage service personnel; KOT and BOT.

UNIT V Menu – History, Classical French menu sequence, Types of menus – table d' hotel, a la'- carte, Food and Beverage terminologies - History, characteristics; Accompaniments and service - Menu design and Menu costing; Types of meals – Introduction - Types – Breakfast, Brunch, Hi-tea, Dinner, Elevenses etc.; Indian regional dishes – examples for major cuisine from North India and South India.

References:

1. Andrew Sudhir, Hotel front Office Management, Tata McGraw Hill, New Delhi.
2. Andrews Sudhir, Introduction to Tourism and Hospitality Industry
3. Cheryl Lewis, The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs. Publisher: Atlantic Publishing Group Inc.
4. Dr. R.K. Singh, Athithi devo bhavah (Guest management), Global Media, New Delhi (2009)
5. Jag Mohan Negi, Hotels for Tourism Development, Metropolitan Pub, New Delhi.
6. Lea R. Dopson & David K. Hayes Food and Beverage Cost Control, 6th Edition 6th Publisher: Wiley
7. Malhotra RK, Fundamentals of Hotel Management and Operations, Anmol Publications.
8. Paul R. Dittmer & J. Desmond Keefe III Principles of Food, Beverage, and Labor Cost Controls, 9th Edition. Publisher: Wiley,
9. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

Event Management Elective
Course code: EM2
Course Name: Event Logistics

No of Credits	No of hours /week	Total Number of hours
3	3	45

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

Course Objectives

1. **To study various techniques of event planning**
2. **To explain the managerial aspects of event**
3. **To explain the physical setting requirements of a event planning**

Course Outcomes

1. Understand the techniques and strategies required to plan an event.
2. Understand the technical aspects of event logistics.
3. Identify and develop event resources.

UNIT I Event Staffing - Forming event team, recruitment and selection, training of staff and volunteers, staff briefing, event rehearsal. Event networks & supply chain: Importance, handling vendors & service contractors, negotiating with vendors & service contractors. Bidding for events

UNIT II Event Venues and physical settings - Determinants of site and venue selection. Types of venues. Site Inspection, Site layout and plans. Seating Plans. Protocol and VIP services, Event venue signage. Event Technology: LED displays, e-podiums, e-posters, webinar, Virtual Reality, Gamification, Apps, i-beacons, Near Field Communication, Cloud Computing.

UNIT III Event Registration - Importance and process; pre-registration – Introduction, benefits, and methods. Onsite registration - the concurrence of participant list with master file, Registration layout, payments, distribution of kits and badges etc. Events planning checklists: Determinants and importance. Types of checklists

UNIT IV F&B Services - Importance; major considerations- audience, price/cost, type and duration of the event, changing approaches (hygiene, vegetarianism, environment etc.); types of food functions; food plan; control plan. Beverage services- common practices and emerging trends; beverage control functions

UNIT V Events Theme - Color, Décor, Focal Points, Fabrics, Furnishing, Lighting, Audio-visual. Event Logistics: Security, Transport, Parking, Accommodation, Special needs and disabled requirements

Skill Development Activities:

1. Organise various types of events in the college/university campus
2. Visit a professional event organising company in your area and study the types and

range of events organised by them

References

1. Robinson, P., Wale, D. & Dickson, G. (2010). Events Management 'Ed'. London: CABI
2. Shone, A. and Parry, B. (2008). Successful Event management (2e). Canada: Cengage learning
3. Silvers, J. R. (2012). Professional Event Coordinator (2e). Wiley
4. Wagen, L.V.D. and Carlos, B.R. (2008). Event Management. Delhi: Dorling Kindersley Pvt. Ltd

Tour Operation Management Elective
Course code: TOM2
Course Name: International Travel Formalities

No of Credits	No of hours /week	Total number of hours
3	3	45

Pedagogy: Assignment, Cases Studies, Seminars, Lecture-cum-discussions, Industry Training

Course Objectives

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

Course Outcomes

1. An understanding of International Travel Formalities
2. An ability to understand various Travel Documents required in International Travel
3. An understanding of different Regulations associated with international travel
4. An understanding of Airline and Baggage Regulations

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

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

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

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

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

Skill Developments Activities:

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

References:

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

Name of the Program: Bachelor of Business Administration (T&T)
Course Code: BBATT 6.6 Vocational (A)
Name of the Course: Information Technology for Business

No of Credits	No of Hours per week	Total no of Teaching Hours
3	3	45

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate;

1. Understand the fundamentals of information technology
2. Understand usage of information technology in business.
3. Learn core concepts of computing and modern systems
4. Applications of Excel and SQL.
5. Awareness about latest information.

UNIT I Information Technology and Information System - Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy. building, Information systems and subsystems.

UNIT II Subsystems of Information System - Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.

UNIT III Database Management System - Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.

UNIT IV Microsoft Excel in Business - Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, what if Analysis (Goal Seek,

Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. **Logical Functions:** IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.

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

Skill Developments Activities:

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

Reference:

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

Name of the Program: Bachelor of Business Administration (T&T)

Course Code: BBATT 6.6 Vocational (B)

Name of the Course: Export Import Documentation

No of Credits	No of hours per week	No of total Teaching Hours
3	3	45

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Objectives

The role of proposed learning in managing businesses is to give Basic Understanding of export and import procedure and Documentation

Course outcomes

Unit I Export procedures and documentation: Types of Exports, Types of Exporters, Institutional framework for the promotion of exports, Legal Framework governing exports, Need for export Procedure and Documentation.

Unit II Export procedures: Pre-shipment, shipment, and Post shipment Procedures. Foreign Trade Policy

Unit III Export documentation: Mandatory Documents for Export- Commercial and regulatory Documents, Multimodal Transport Documentation

Unit IV Export incentives: Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation for availing incentives; Trading Houses-Export and trading houses schemes – criteria, procedures, and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units, Incoterms and its usage.

Unit V Import procedure and documentation: Types of Imports, Need for Licensing, Types of Licensing, Import Procedures and Documentation

References

a) Rama Gopal, Export-Import Procedures: Documentation and Logistics, New Age International
b) Francis Cherunilam, International Trade and Export management
c) Mahajan, A Guide on Export Policy Procedure & Documentation, Snow White Publications Pvt. Ltd
d) Kapoor, D. C., Export Management, Jain Book Depot
e) EXIM Policy & Handbook of EXIM Procedure – VOL I & II
f) Desai, H.B. Indian shipping Perspectives, Delhi: Anupam Publications

The students exiting the programme after 3-years will be awarded UG degree BBA (T&T) in Disciplines or Inter-disciplines upon securing 136 credits and satisfying the minimum credit requirements under each category of courses prescribed.

Note: Only those students who secure 75% marks or CGPA of 7.5 and above in the first six semesters may choose to undertake research in the fourth year.