

गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

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(Accredited by NAAC)

GU/Acad –PG/BoS -NEP/2024/482

Date: 02.09.2024

CIRCULAR

Ref. No.: GU/Acad –PG/BoS -NEP/2023/202/1 dated 13.07.2023

In supersession to the above referred Circular, the Syllabus of Semester III to VIII Syllabus of the **Bachelor of Business Administration (Travel and Tourism)** Programme approved by the Standing Committee of the Academic Council in its meeting held on 02nd July 2024 is enclosed. The Syllabus of Semester I and II approved earlier is also attached.

The Dean/ Vice-Deans of the Goa Business School and Principals of affiliated Colleges offering the **Bachelor of Business Administration (Travel and Tourism)** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)

Deputy Registrar – Academic

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Business Administration (Travel and Tourism) Programme.

Copy to,

1. The Director, Directorate of Higher Education, Govt. of India.
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BoS in Hospitality, Travel and Tourism Studies.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Bachelor of Business Administration in Travel and Tourism

w.e.f. AY 2023-24

Objective of the Programme:

1. Prepare students to take up entry-level managerial positions in the tourism industry.
2. Enhance students' knowledge and skills in the field of tourism and management.
3. Encourage ethical and value-based behavior among students.
4. Provide students with exposure to service-based organizations.

Programme specific Outcomes:

Students will be able to

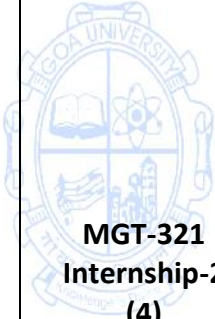
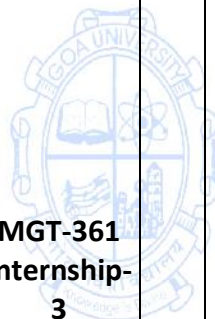
1. Work in tourism and business organizations.
2. Communicate and provide solutions to problems in the field of tourism and management.
3. Exhibit ethical and moral behavior in their conduct.
4. Handle service-based processes in organizations.

Programme Structure for Semester I to VIII Under Graduate Programme

BBA (Travel and Tourism)

Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	MGT-100 Fundamentals of Tourism (4)	COM -111 Principles and Practice of Management (4)	MGT-131 Introduction to Tourism (3) OR MGT-132 Tourism Entrepreneurship (3)		MGT-141 Soft Skills and Personality Development (1T+2P)				20	
II	MGH-100 Hospitality Management (4)	MGF-111 Business Ethics and Sustainability (4)	MGT-133 Tourism Products of Goa (3) OR MGT-134 Tourism Marketing (3)		MGT-142 Innovation and Start-ups (3 (1T+2P))				20	* MGT-161 Travel Operations (4 (1T+3P))

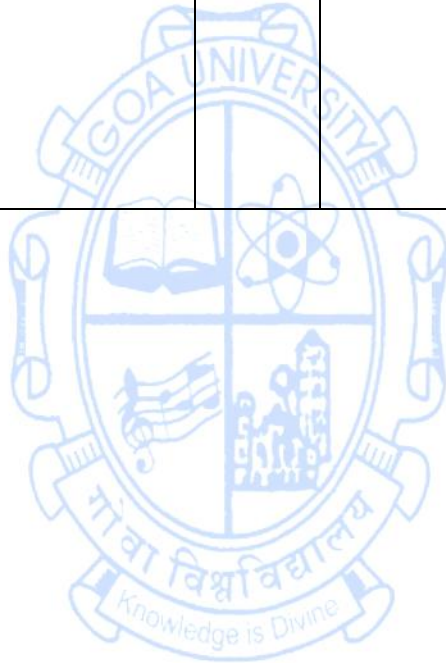
III	<p>MGT-200 Human Resource and Organizational Behavior (4)</p> <p>MGT-201 Economics of Tourism (4)</p>	<p>MGT-211 Strategic Management (4)</p>	<p>MGT-231 Principles of Accounting (3)</p> <p>OR</p> <p>MGT-232 Computer Applications in Business (3)</p>	<p>MGT-241 Interview Facing Skills (1T+2P)</p>				
IV	<p>MGT-202 Marketing for Hospitality and Tourism (4)</p> <p>MGT-203 Tourism Products of India (4)</p> <p>MGT-204 Entrepreneurship in Tourism (4)</p>	<p>MGT-221 Internship-1 (4)</p>						<p>* MGT- 261 Ecotourism Management (4 (1T+3P))</p>

	MGT-205 Travel Agency and Tour Operations (2)								
V	MGT-300 Event Management (4) MGT-301 Sustainable Tourism (4) MGT-302 Destination Management (4) MGT-303 Airline Management (2)	 MGT-321 Internship-2 (4)			 MGT-361 Internship- 3 (2)				

VI	<p>MGT-304 Tourism Planning and Policies (4)</p> <p>MGT-305 International Tourism Management (4)</p> <p>MGT-306 Global Distribution System (4)</p> <p>MGT-307 Project (4)</p>	<p>MGT-322 Internship-4 (4)</p>							
VII	<p>MGT-400 Management of Transport Operations (4)</p>	<p>MGT-411 Case Writing and Analysis (3T +1P)</p>							


	<p>MGT-401 Emerging Trends in Tourism (4)</p> <p>MGT-402 Business Research Methods (4)</p> <p>MGT-403 Sales Management (4)</p>								
VIII	<p>MGT-404 Product Management in Tourism (4)</p> <p>MGT-405 Performance Management (4)</p>	<p>MGT-412 Ethical, Legal and Regulatory Aspects of Tourism (4)</p>							

	<p>MGT-406 Customer Relationship Management (4)</p> <p>MGT-407 Learning and Development (4)</p>								
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SEMESTER I

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-100
Title of the Course : Fundamentals of Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	At the end of the subject, the student will be able to deal with Tourism as a System rather than as a set of separate entities or processes.	
 Content:	<p>Unit I: Overview of Tourism Tourism: Definition, Concept of Tourists/ Visitors / Travelers /Excursionist, Forms and Types of Tourism: Inter- regional and intra – regional tourism, inbound and outbound tourism, domestic, international tourism. Components of Tourism and Tourism Management, Basic Approach to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism. Tourism through the Ages: Early Beginnings, Early tourist attractions, The first travel agents, Historic Transportations and accommodations.</p>	15 Hours
	<p>Unit II: Organization of Tourism International Organizations (WTO, WTTC, IATA), Regional Organization (PATA). Passenger Transportation: Airline Industry, Rail Industry, Motor Coach Industry, Automobile, Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners, Organizations in the Distribution Process: Travel Agents, the Internet, Consolidators, The Tour Wholesaler, Specialty Channelers, Attractions, Entertainment, Recreation: Introduction Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and publicity organizations.</p>	15 Hours
	<p>UNIT III: Tourism Supply and Demand Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand. Measuring and Forecasting Demand: Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology Tourism’s Economic Impact, Optimization, Economic Multipliers.</p>	15 Hours
	<p>UNIT IV: Understanding Travel Behavior and Tourism Policy, Planning and Development Cultural and International Tourism for Life’s Enrichment: Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals,</p>	15 Hours

	<p>Travel experiences 15 hours Sociology of Tourism: Effects on the Individual, Effects on the Family, Effects on Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Summary of the Principal Social Effects of Tourism, Barriers to Travel Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination, The Major Parameters of Tourism Destination Management, Tourism Policy: Structure, Content, and Process, The Process of Tourism Policy Formulation Tourism Planning, Development, and Social Considerations: Planning for a Competitive/Sustainable Destination, The Nature of Tourism Planning, Relating Tourism Planning to Tourism Policy, Why Tourism Planning Is Necessary, The Planning Process, Goals of Tourism Development, Political Aspects of Tourism Development.</p>	
<p>Pedagogy:</p>	<p>Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.</p>	
<p>References/ Readings:</p>	<ol style="list-style-type: none"> 1. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013. 2. C. Cooper, Essentials of Tourism, SAGE Publication, 2020 3. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, JohnWiley and Sons, 2017. 4. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020 5. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011. 	
<p>Course Outcomes:</p>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand and identify the evolution and importance of travel and tourism for the economy. 2. Analyze various sectors and their role in the growth of the tourism industry. 3. Identify the reasons for the growth of famous tourist attractions and analyze their impact on the tourism industry. 4. Analyze the importance of tourism planning and policy formulation for competitive and sustainable development of destinations. 5. Evaluate the importance of the tourism industry as a system. 	

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : COM-111
Title of the Course : Principles and Practice of Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	<ol style="list-style-type: none"> 1. To enable the learners to describe the competitive landscape of a company using Porter's five force model. 2. To acquaint the learners with skills to interpret the relevance of delegation and decentralization of authority in an organization. 3. To acquaint the learners to recognize the various needs of an individual using Maslow's Need-Hierarchy Theory. 4. To elucidate the principles and major techniques of control and apply the principles and techniques of coordination. 	
Content	Unit I: Introduction to Management Management: Concept and Need, Managerial Functions, An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, Neo Classical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Re- engineering, Porter's Five-forces' Model.	15 Hours
	Unit II: Planning and Organising Types of Plan; Strategic planning - Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) - Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Network Organization Structure. Emerging types.	15 Hours
	Unit III: Staffing and Leading Staffing: Concept of staffing, staffing process. Motivation and Leadership: Concept, Importance, extrinsic and intrinsic motivation, Major Motivation theories-Maslow's Need Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and importance; Leadership styles. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.	15 Hours

	<p>Unit IV: Control and Coordination Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.</p>	<p>15 Hours</p>
<p>Pedagogy:</p>	<p>Lectures/ tutorials/ field work/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.</p>	
<p>References/ Readings:</p>	<ol style="list-style-type: none"> 1. Barton, G., and Thakur, H. Management Today, Principle and Practice (Firsted.). Tata Mc Graw Hill Publishing Co. Ltd., New Delhi. 1997 2. Chandan, J. S Management, Theory and Practice (Second ed.). Vikas Publishing House, New Delhi. 2004 3. Jain, V. Management Theory and Practice (First ed.). International Book House, New Delhi. 2010 4. Moshal, B. S. Principles of Mangement (First ed.).Ane Books Pvt. Ltd., New Delhi. 2009 5. Prasad, L. M. Principles and Practice of Management (Fifth ed.). Soutlan Chand and Sons. 2000 6. Prasad, M. Management Concepts and Practices. (Fourth ed.). Himalaya Publishing House, Mumbai. 2008 7. Subba Rao, P., and Venkatram T. K. Management Theory and Practice (First ed.). Himalaya Publishing House, Mumbai. 2010 8. Tripathi, P. C. and Reddy, P.N. Principles of Management (Fourth ed.). TataMc Graw Hill Education Pvt. Ltd., New Delhi. 2010 	
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Describe the competitive landscape of a company using Porter's five forcemodel. 2. Interpret the relevance of delegation and decentralization of authority in anorganization. 3. Recognize the various needs of an individual using Maslow's Need HierarchyTheory. 4. Elucidate the principles and major techniques of control and apply the principles and techniques of coordination. 	

Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-131

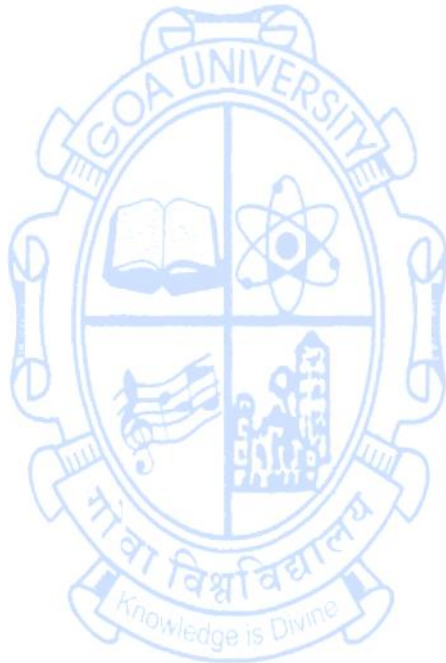
Title of the Course : Introduction to Tourism

Number of Credits : 03

Effective from AY : 2023-24

Pre-requisites for the Course	NIL	
Course Objective:	This course aims at giving a comprehensive introduction of the tourism industry to encourage further study and stimulate interest in the subject area, employability and vocational competencies.	
Contents:	Unit I: Introduction to Tourism Introduction to Tourism, Historical development of Tourism, Nature and Significance of Tourism Industry, Concept of Tourists/Visitors/Travelers/Excursionist, Forms and Types of Tourism: Inter- regional and intra – regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism- Religious Tourism, Medical Tourism, Historical Tourism, Social Tourism, MICE Tourism.	15 Hours
	Unit II: Components of Tourism Passenger Transportation: Airline Industry, Rail Industry, Motor coach Industry, The Automobile, The Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners. Organizations in the Distribution Process: Travel Agents, The Internet, Consolidators, The Tour Wholesaler, Specialty Channelers Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.	15 Hours
	Unit III: Impact of Tourism Economical Impact of Tourism, Social Impact of Tourism, and Environmental Impact of Tourism, Political Impact of Tourism, Cultural Impact of Tourism, Impact of Technology in Tourism, Impact of Tourism on Job Opportunities, Strategies to overcome the negative impact of Tourism, Tourism and International Understanding.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ assignments/ presentations/ self- study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013.2. C. Cooper, Essentials of Tourism, SAGE Publication, 20203. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017.4. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 20205. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford	

	UniversityPress, 2011.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Identify evolution and importance of travel and tourism for the economy. 2. Analyze various sectors and their role in the growth of the tourism industry. 3. Identify the reasons for the growth of famous tourist attractions and analyze their impact on the tourism industry. 4. Analyze the importance of tourism planning and tourism policy formulation for the competitive and sustainable development of destinations.



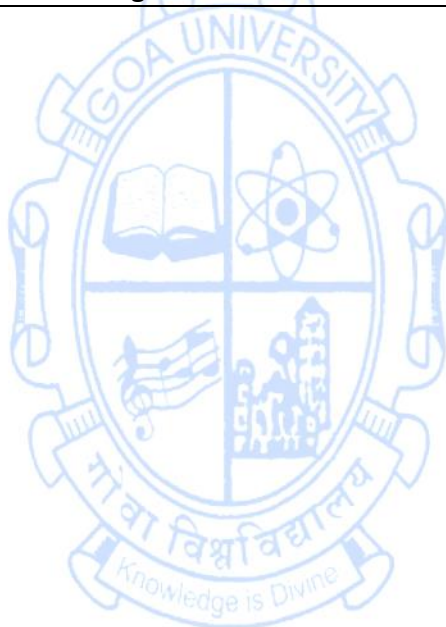
Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-132
Title of the Course : Tourism Entrepreneurship
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To acquire knowledge to develop an ability to create a business plan.	
Contents:	Unit I: Idea Generation Recognizing opportunities in the tourism sector and generating ideas: What is an opportunity, difference between idea and opportunity, and ways to identify opportunity? Analysis of the Business Environment in the tourism sector.	15 Hours
	Unit II: Planning and Feasibility Analysis Procedures for registering a business, Government schemes and incentives, and sources of Finance. Feasibility Analysis: what a feasibility analysis is and why it is important? Product/Service Feasibility, Tourism Industry, Target Market feasibility, Organizational feasibility, Financial feasibility.	15 Hours
	Unit III: Business Plan Guidelines and Components of the business plan. Create the business plan.	15 Hours
Pedagogy:	Lectures/ tutorials/ field work/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Bruce Barringer and R. Duane Ireland, 'Entrepreneurship: Successfully Launching New Ventures', Pearson Education, 2020 2. Haywantee Ramkissoon, Felix Mavondo, 2023 "Gender and Entrepreneurship in Tourism", Edward Elgar Publishing, 1 Jul 2023 3. Maureen Brookes, Levent Altinay, "Entrepreneurship in Hospitality and Tourism: a global perspective" Goodfellow Publishers Limited, 2015 4. Rob Hallak, Craig Lee, "Handbook of Tourism Entrepreneurship Research Handbooks in Tourism Series" Edward Elgar Publishing, Incorporated, 2024 5. Tim Berry, 'Hurdle: The book on Business Planning', Palo Alto Software Inc, 2003	
Course Outcomes:	After completion of this course, the learners will be able to: 1. Create new business Ideas. 2. Interpret and evaluate tourism as a phenomenon and business system. 3. Evaluate the feasibility study on the applicability of these ideas. 4. Create a business Plan for their ideas.	

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-141
Title of the Course : Soft Skills and Personality Development
Number of Credits : 03 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	<ol style="list-style-type: none"> 1. To provide soft skills training and practical orientation. 2. To acquaint learners with the personality traits and self-development 3. To enable learners to place emphasis on goal setting and self-development. 	
Contents:	Unit I: Introduction to Soft Skills and Personality Development Soft Skills: Meaning, Importance; Types: Self-Management Skills, Communication Skills; Leadership Skills, Negotiation Skills, Presentation Skills; Life Skills, Time Management Skills, Social Skills; Stress Management and Creative Thinking. Body Language- Personality Traits; Postures and Gestures; Importance of Listening; Value of Time; Team Work and Team Building- Importance of Team Work/ Group Discussion; Social and Corporate Etiquettes: Types, Importance and Impact of Social and Corporate Etiquettes; Interviews and CV Writing; Developing trust and Integrity in Humans.	15 Hours
	Unit II: Soft Skills Individual and Group presentations on different types of soft skills, role plays – social skills and life skills, live negotiation demonstrations, stress management, time management grid analysis, Establishment of SMART Goals, Maslow hierarchy of Needs, Oral Communication Skills, Time Management Activities	30 Hours
	Unit III: Personality Development, Self-Development and Goal Setting Body Language, Listening Skills, Resume and Cover Letter drafting, Personality Development and Grooming, Team Building Exercises, Leadership Skill Exercises, Trust building activities. Development of SWOC Analysis (Individual Analysis), Goal Setting- Short term Goals and Long-term Goals, Conflict Resolution Techniques, Seeking a Win-Win Solution, Emotional Intelligences Activities.	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

References/ Readings:	<ol style="list-style-type: none"> 1. Dorch, P. ,What Are Soft Skills? New York: Execu Dress Publisher,2013. 2. Kamin, M., Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders. Washington, DC: Pfeiffer and Company, 2013. 3. Klaus, P., Jane R., and Molly, H.,The Hard Truth about Soft Skills. London: Harper Collins E-books, 2007. 5. Petes, S. J., and Francis., Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education,2011. 6. Stein, S. J. and Howard, E. B., The EQ Edge: Emotional Intelligence andYour Success. Canada: Wiley and Sons,2011.
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the different soft skills and their importance. 2. Identify the different personality traits and their implications. 3. Understand SWOC analysis, planning and goal setting. 4. Illustrate the significance of soft skills in the working environment.



SEMESTER II

Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGH-100

Title of the Course : Hospitality Management

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course aims to familiarize students with the core operational departments of hospitality industry.	
Contents:	UNIT I: Introduction Introduction to the hospitality industry, evolution, origin, and importance. Introduction to all major hotel chains of the world. Classification of hotels and room types. Qualities and attributes of Front Office and Housekeeping personnel.	15 Hours
	UNIT II: Introduction to Front Office and Housekeeping Importance, Organizational Structure, Layout, Coordination with other departments. (F&B Service, F&B Production, Kitchen Stewarding, Engineering, Accounts, Human Resources, Security, Sales and Marketing, Purchase). Stages of guest cycle: pre-arrival stage, arrival stage, during stay and departure. Guest services: handling guest mail, message handling, custody and control of key cards, guest paging, safe deposit lockers, guest room change, left luggage handling and wake up calls. Guest complaints: types of complaints, handling guest complaints.	15 Hours
	UNIT III: Introduction to Food and Beverage Service Food Service Industry: Development of food service industry in India. Classification of the food service sectors with examples, features of each sector. Types of restaurants and its features. F&B department: importance, functions and organization. Duties, responsibilities and qualities of staff.	15 Hours
	UNIT IV: Introduction to Food and Beverage Production Organization of a professional kitchen, guidelines and requirements of personal hygiene and food safety standards, avoiding food contamination, uniform and protective clothing. Usage of knives, hand tools, heavy equipment in the kitchen. Duties, responsibilities and qualities of staff. Intra and inter department coordination.	15 Hours
Pedagogy:	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, role plays, videos (including online videos) and case studies.	

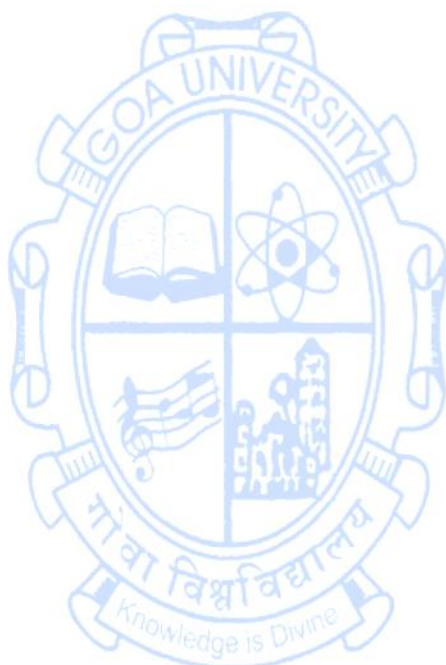
<p>References/ Readings:</p>	<ol style="list-style-type: none"> 1. B. George, S. Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, 2016. 2. D. Lillicrap and J. Cousins, Food and Beverage Service, Book Power, Eight Edition, 2014. 3. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, 3rd Edition 2015. 4. J. R. Tewari. Hotel Front Office Operations and Management, 2nd Edition, 2016. 5. K.C.K. R. Kadam, Housekeeping operations and Management for Hospitality. UDH Publishers, 2013. 6. M. Singh, and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011. 7. P. Singh. Bali, Food Production Operations, Oxford Publication, 2016. 8. R., Food and Beverage Service, Oxford University press, 2016. 9. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. Mc Graw Hill Education, 2020. 10. S. Andrews. Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition, 2005. 11. S. K. Bhatnagar. Front Office Management, 2002. 12. T. E. Philip, Modern cookery, Vol.1, Orient Black swan Private Limited, 2010. 13. T. E. Philip, Modern cookery, Vol.2, Orient Black swan Private Limited, 2010.
<p>Course Outcomes:</p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Recall the classification of Hotels. 2. Analyze the operations of the rooms division in the hospitality industry. 3. Identify the Food Production department organization and equipment used. 4. Describe the Foodservice industry, identify the duties and responsibilities of the F&B department and envisage the use of equipment in the food service areas.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGF-111
Title of the Course : Business Ethics and Sustainability
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	1. The course seeks to bridge the gap between the ethical behavior of the individual and the ethical challenges posed by organized business activity in the global marketplace. 2. It further seeks to educate students about the importance of sustainability and its implications with respect to survival of the planet, community and organization.	
Contents:	Unit I: Conceptual Framework Ethical considerations in business and the costs of being unethical; the purpose of business: profit maximization versus corporate social responsibility; Philosophical frameworks for ethical decisions: Indian ethics.	10 Hours
	Unit II: Workplace Ethics Workplace ethics in human resources management: hiring, promotions, discipline, discharge and discrimination related to gender; POSH; Case studies on unethical Labor and unions tactics practiced by organizations frequently. Corporate ethics: Price, Packaging and Labeling problems; Financial issues: Insider trading, Transparent Financial statements and Ethical issues related to disclosures.	20 Hours
	Unit III: Environmental Management Meaning of sustainability in relation to business organizations. Issues related to saving the environment, conserving resources, pollution and carbon emission and safeguarding communities and biodiversity when engaged in commercial activities.	10 Hours
	Unit IV: Sustainable Development Introduction to Sustainable Development Goals (SDGs); The concept of Carbon footprints of corporations. Methods of sustainability audit–Triple Bottom Line and Corporate Environment Responsibility (CER), Environmental, Social and Governance (ESG)-Framework and Standards; ESG Integration in Investment Strategies.	20 Hours
Pedagogy:	The methodology used in the class will combine lectures, case studies, group discussions and presentations.	
References/ Readings:	1. Blowfield, M., and Murray, A. Corporate Responsibility, Oxford University press, 2019. 2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson. 2015 3. Griseri, P., and Seppala, N. Business Ethics and Corporate Social 2018 4. Mohapatra, S. Case Studies in Business Ethics and Corporate	

	<p>Governance.</p> <p>5. Pearson, 2015</p> <p>6. Robertson, M. Sustainability Principles and Practice. Routledge, 2017</p> <p>7. University Press, 2014</p>
<p>Course Outcomes:</p>	<p>On completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the ethical considerations in business. 2. Analyze organizational operations in the context of business ethics. 3. Evaluate the environmental implications of organizational operations. 4. Apply suitable practices of sustainability in relation to the functioning of business organizations.



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-133

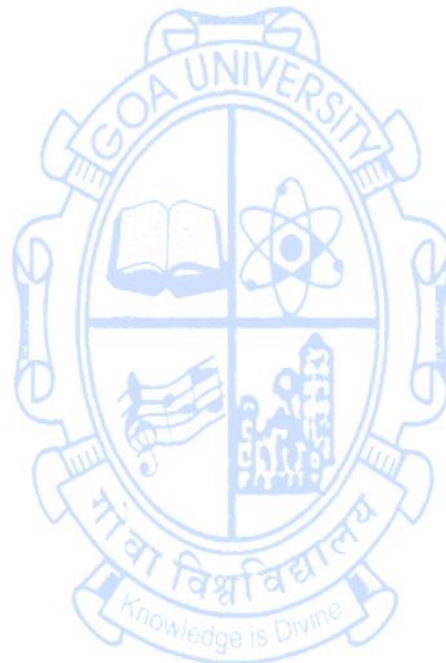
Title of the Course : Tourism Products of Goa

Number of Credits : 03

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To develop the competence in students to identify and analyse various tourism products of Goa. Students will also be able to reason how to establish a tourism product keeping in mind international standards.	
Contents:	Unit I: Introduction to tourism products of Goa and Architectural Heritage of Goa Definition, Types and unique features - Tourism resources of Goa, Differentiate tourism product from other manufactured products from a marketing view point. Identify Architectural Heritage of Goa, Gather detailed knowledge on Architectural Heritage of Goa, Design Architectural Heritage as Tourism Products.	15 Hours
	Unit II: Nature based Tourism Products of Goa Identify Nature Based Tourism Resources of Goa, Gather detailed knowledge on Nature Based Tourism Resources of Goa, Understand concept such as Eco Tourism and Sustainable Tourism, Design Nature Based Tourism Resources of Goa as Tourism products.	15 Hours
	Unit III: MICE Tourism in Goa and Rural Tourism Products of Goa Identify MICE Tourism Market of Goa, In Depth understanding of functioning of MICE Tourism market of Goa, Plan various strategies to promote MICE Tourism market of Goa in the International Market In Depth understanding of the concept Rural Tourism, Identify Rural Tourism Products of Goa, Gather detailed knowledge on Rural Tourism Products of Goa.	15 Hours
Pedagogy:	Lectures/tutorials/field work/project work/ seminars/assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Dixit, Manoj and Yadav, Charu Sheela, Tourism Products of India, Lucknow: Royal Publishers, 2006.2. Manoj Dixit, "Tourism Products" New Royal Book Company, Tourism, 2001.3. N.K. Sharma, "Tourism Products of India", Laxmi Publications Pvt Ltd, e-book, 20224. S.P. Gupta, Krishna Lal and Mahua Bhattacharya, Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi, and D.K. Printworld (P) Ltd., New Delhi, 20025. Thandavan, R. Girish, Revathy., "Tourism Product", Delhi Dominant	

	Pub. 2006
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept "Tourism Products". 2. Identify Various Tourism Products of Goa. 3. Comprehend significance of Tourism Products. 4. Analyse, Plan and Promote Tourism Products of Goa through an Itinerary.




Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-134

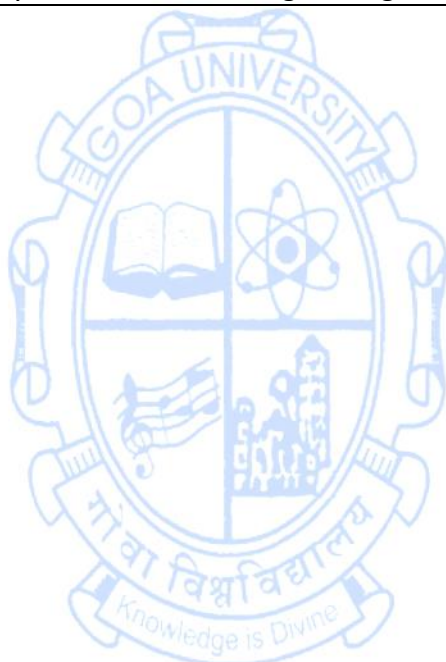
Title of the Course : Tourism Marketing

Number of Credits : 03

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To acquire knowledge on different marketing tools used by tourism and hospitality organizations for implementing marketing decisions.	
Contents: 	Unit I: Introduction to Tourism marketing Meaning, Significance for the tourism industry, the basic concept of need and want; demand, product, service, market, and sales. Service Characteristics of Hospitality and Tourism, Defining marketing mix: the 7 Ps of Marketing, The Marketing Environment: Internal and external factors affecting marketing.	15 Hours
	Unit II: Marketing Mix Decisions Product: Meaning and classification of product. Product life cycle. Branding: concept, functions and qualities of good brand name. Packaging and Labelling: concept and functions; Place; Pricing: Concept, Factors affecting price of a product, Pricing strategies; Promotion: Advertising, Personal selling, sales promotion, Public relation, direct marketing, Distribution channel: Meaning, types and strategies.	15 Hours
	Unit III: Recent Trends in Tourism Marketing Digital marketing: Meaning, types, Benefits. Traditional marketing v/s Digital marketing. Marketing for services: Meaning, scope and importance. Green marketing, social marketing, Rural marketing, Relationship marketing, Influencer marketing. Legal Issues in Tourism Marketing: The Consumer Protection Act, 1986; Ethical issues in marketing, Consumerism and need for consumer protection.	15 Hours
Pedagogy:	Lectures/ tutorials/ field work/ project work/ seminars/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Etzel, M. J., Walker, B. J., Stanton, W. J., and Pandit, A. Marketing (14th ed.). Mc Graw Hill. 20102. Gandhi, J.C. Marketing a Managerial Introduction. Tata McGraw Hill. 19873. Kotler, P., Armstrong, G. and Agnihotri, P. Principles of Marketing (17th edition) Pearson Education. Indian edition. 20184. Kotler, P., Keller, K.L. Koshy, A. and Jha. M. Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi. 2009	

	<ol style="list-style-type: none"> 5. Kotler, Philip. Marketing Management. Prentice Hall 2003 6. Maheshwari, R.P., Jindal, Lokesh, Marketing Management Theory and Practice. 2011 7. P. Kotler, R. John and J. Makens, Marketing for Hospitality and Tourism, Pearson, 2018 8. P. Kotler, R. John, J. Makens and S. Balogu, Marketing for Hospitality and Tourism, Pearson, 2016 9. Patni, M. Digital Marketing (1st ed.). Literature house. 2018
<p>Course Outcomes:</p>	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the concepts of marketing and its role in the promotion of tourism products. 2. Develop the skills to analyze the marketing mix. 3. Familiarize yourself with the current trends in marketing and discuss ethical and legal issues in marketing. 4. Analyse various marketing strategies.




Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-142

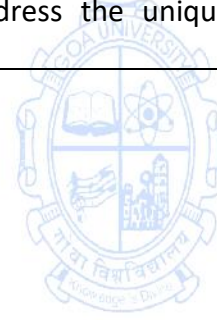
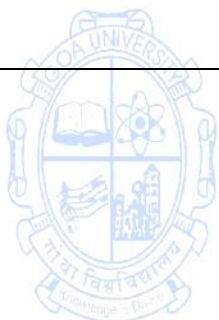
Title of the Course : Innovation and Start-ups

Number of Credits : 03 (1T+2P)

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	1. To develop an entrepreneurial mindset. 2. To acquaint learners with skills to develop a business model. 3. To enable learners to explore funding and growth opportunities.	
Contents: 	Unit I: Introduction to Startups and Entrepreneurship Introduction to Entrepreneurship, Factors influencing Entrepreneurship, Characteristic of Entrepreneur; Process and Phases of Entrepreneurship, Types of Entrepreneurs, Barriers to entrepreneurship, Entrepreneurship Motivation Theories, Entrepreneurship Models - Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company); Skills of an Entrepreneur, Ethics and Entrepreneurship.	15 Hours
	Unit II: Exploring Business Opportunity, Developing a Business Model and Starting up Exploring Business Opportunity: Self-Discovery, Environment Scanning for idea generation, Problem Identification and Idea Generation, Spotting Trends, Creativity and Innovation, Idea Evaluation; Developing a Business Model: Team, Market Understanding, Product/ Market Fit, Customer Validation, Business Model Canvas Preparation, Preparation of Business model and Business Plan; Translating Business Model into Startup: Business Planning (Finance, HR, Marketing, Distribution, Production Plan, Networking), Obtaining Business Licenses, Applicability of Regulations.	30 Hours
	Unit III: Startup Growth and Expansion Growth Opportunities, Funding Aspects of Entrepreneurship for Growth, Retention and Expansion Strategies, Expansion model, Maximizing Profits, Exit strategies for entrepreneurs; Funding Agencies both private and government aided, types of fundings: Debt Funding, Bootstrap, Seed, Series A; Organizational Assistance by government for startup and various policies; Incubation Centres – role, support and mentorship, prototyping and stakeholder connects, startup scaling.	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ projectwork/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

References/ Readings:	<ol style="list-style-type: none"> 1. Byrd, M. J., and Megginson, L. C. Small Business Management an Entrepreneur's Guidebook (7th Ed.), McGraw Hill 2012 2. Dana, L. World Encyclopedia of Entrepreneurship, Edward Elgar. 2013 3. Fayolle, A., and Lyon, E. M. Entrepreneurship and new value creation: The Dynamic of the Entrepreneurial Process. Cambridge University Press. 2007 4. Hougard S. The Business Idea: The Early Stages of Entrepreneurship. Springer 2005 5. Katz, J., and Green, R. Entrepreneurial Small Business (6th Ed.), McGraw Hill 2020 6. Lowe, R., and Mariott, S. Enterprise: Entrepreneurship and Innovation. Butterworth Heinemann 2006 7. Ramachandran, K. Entrepreneurship Development, McGraw Hill 2008
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Develop an entrepreneurial mindset by learning key skills. 2. Create and validate a business model and business plan. 3. Explore funding and growth opportunities. 4. Design comprehensive business plans and address the unique challenges associated with starting new ventures.



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT- 161

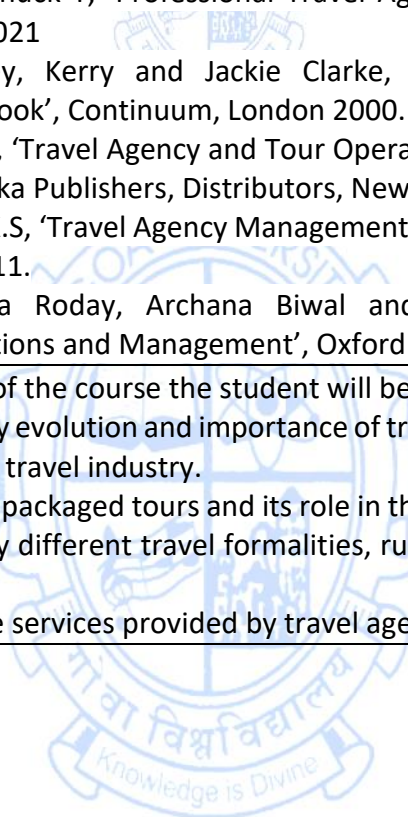
Title of the Course : Travel Operations

Number of Credits : 04 (1T+3P)

Effective from AY : 2024-25

Pre-requisites for the Course:	The student must have completed first year BBA.	
Course Objective:	At the end of the course, the students will have the ability to use management processes to effectively manage travel agency operations.	
Contents:	Unit I: Introduction to Travel Operations Travel Agency Meaning, History, Management, Functions and Operations. Difference between Travel Agency and Tour Operator. Types of travel agency -- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, -and types of tour operators- Inbound, Outbound, Domestic, Ground and Specialized. Various services provided by travel agencies. The role of travel agencies in development of tourism industry. Indian travel agents and tour operators- an overview. - The Changing Scenario of Travel Trade The meaning of tourism from the operations standpoint and the 5As of tourism. The evolution of inclusive holiday industry. Marketing holidays: Systems, network and stakeholder perspectives on the inclusive holiday industry.	15 Hours
	Unit II: Working of Travel Agency How to set up a travel agency: Procedures for approval of a travel agency and tour operator - IATA & DOT Approval - Approval from various government bodies - Organization structure of a travel agency or tour operation and staffing. Various services provided by travel Agencies. Role of travel agency in the industry - travel information, documentation, tour counselling, ticketing, reservation and itinerary, immigration related services. Recent industry developments, emergence of travel portals and future issues.	30 Hours
	Unit III: Tour Operations Identify and analyze different types of package tours and how they are used to create holidays for individual customers as well as groups. Creating the market for inclusive holidays, distributing inclusive holidays, outbound tour management. Tourism Geography: the various countries on the world map, physical geography, airline geography and comprehend their importance to creating and operating a successful tour. Types of itineraries – importance of itineraries – development of an efficient itinerary – Tour costing- Components of a tour cost- factors affecting a tour cost.	30 Hours


	<p>Unit IV: Travel Documentation</p> <p>Passports - various types and requirements - Procedure to apply for passport, Guidelines for obtaining a Passport. VISA - various types and requirements, FOREX-Travel insurance- Customs Requirement- Health Documents- Immigration -Baggage Allowance. Documents required for foreigners to visit India.</p>	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Gee, Chuck Y, 'Professional Travel Agency Management', Prentice Hall, 2021 2. Godfrey, Kerry and Jackie Clarke, 'The Tourism Development Handbook', Continuum, London 2000. 3. Negi J., 'Travel Agency and Tour Operation, Concept and Principles', Kanishka Publishers, Distributors, New Delhi – 02, 2011 4. Negi, K.S, 'Travel Agency Management', Wisdom Press, New Delhi – 02, 2011. 5. Sunetra Roday, Archana Biwal and Vandana Joshi, 'Tourism: Operations and Management', Oxford University Press, 2022 	
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Identify evolution and importance of travel agency and tour operator for the travel industry. 2. Define packaged tours and its role in the growth of tourism industry. 3. Identify different travel formalities, rules and regulations related to tour. 4. List the services provided by travel agencies and their management. 	



SEMESTER III

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-200
Title of the Course : Human Resource and Organizational Behavior
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To equip students with the necessary skills and techniques for effective Human Resource Management, and understand individual behaviour within an organization.	
Contents:	Unit I: Introduction to Human Resource Management Functions and Objective, organisation of HR department, skills of HR professionals, Importance HR Planning, factors affecting HRP, HR demand forecasting, HR supply forecasting, Job Analysis- Job description and Job Specification.	15 Hours
	Unit II: Recruitment and Selection, Training and Development and Performance Management Factors influencing recruitment, recruitment process- planning, strategy development- internal and external sources of recruitment, Selection process, Types of Selection Tests, Interviews. Training process, Training Need Analysis, Training Design- Types of Training, Methods of Training, Training evaluation. Appraisal process- Objective, Issues in appraisal design, raters, 360-degree appraisal, problems in rating, methods of appraisals.	15 Hours
	Unit III: Compensation, Employee Benefits and Industrial Relations Concept of job evaluation, components of remuneration, factors influencing remuneration, concept of wages (minimum, fair, living), advantages and disadvantages of incentives, employee benefits and services, types of benefits and services. Importance of IR, parties to IR, trade unions, strategic choices before union, union tactics, resolving disputes- methods of dispute settlement.	15 Hours
	Unit IV: Organizational Behaviour Introduction to OB- Field of OB, contributing disciplines, challenges and opportunities for OB, personality, big-five personality model, other traits relevant to OB, factors that influence perception, shortcuts in judging others, common biases and errors in decision making, major job attitudes, early theories of motivation, equity theory.	15 Hours

Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Fred Luthans, 'Organizational Behavior'; McGraw–Hill Inc, 2015 2. Gary Dessler, 'Human Resource Management', Pearson publication, 2023 3. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 2023. 4. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 2023. 5. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Pearson Education India, 20211. 6. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage Learning, 2012 7. Stephen Robbins, Timothy A Judge, Neharika Vohra, 'Organizational Behavior', Pearson Education 2019 8. Stephen Robbins, Timothy A Judge, Seema Sanghi, 'Organizational Behavior', Pearson Education, 2019
 Course Outcomes:	At the end of the course students will be able to: <ol style="list-style-type: none"> 1. Integrate HR functions with the organizational goals and identify the importance of manpower planning and job analysis for the organization. 2. Understand the importance of recruitment, training and development, and performance appraisals and its applicability in the organization. 3. Analyze different components of employee remuneration and comprehend the need for peaceful employer and employee relations. 4. Elucidate the functions of human resource management and individual behavior within an organization.



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-201

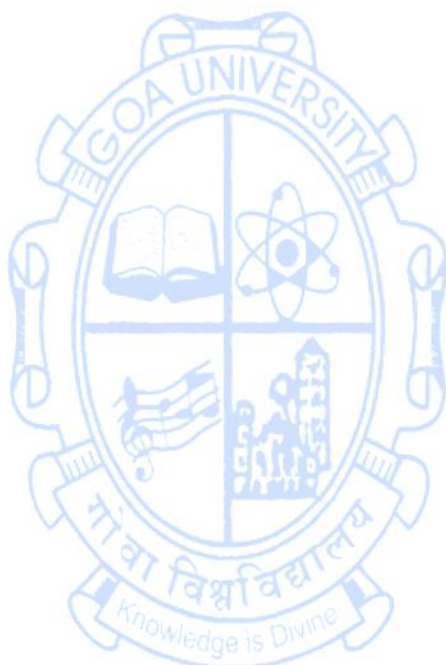
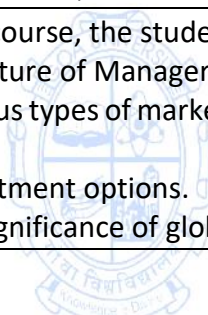
Title of the Course : Economics of Tourism

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To apply the principles of economics toward effective decision-making in tourism.	
Contents:	Unit I: Recreation, Leisure and Tourism Recreation, Leisure and Tourism – Definition and Scope, Definition Scope and Methodology of Economics, Economics of recreation leisure and tourism, public sector organizations, private sector organizations, non-profit organizations, Demand – law, definition, assumptions, Supply – law, definition, assumptions, Equilibrium – Changes (demand and supply), Elasticity of demand and Elasticity of Supply.	15 Hours
	Unit II: Markets in Practice and External Operating Environment Market structure and pricing – Perfect competition, Monopolistic Competition, Oligopoly, and Monopoly, Competitive Environment – Porter’s 5 force model, Technological Environment, Political Environment, Sociocultural Environment, Economic Environment.	15 Hours
	Unit III: Investment and Economic Impacts Definition, Factors Affecting Investment, Public Sector Investment – Sources and Types, Sources of funds, Macroeconomics, Employment, Taxation, Inflation, Economic Growth – Meaning, measurement and causes.	15 Hours
	Unit IV: Global Economy and Environmental Economics Globalization, Motives of going international Multinational Enterprise in Leisure and Tourism, effects of Multinationals on the host country- benefits and problems, Externalities and Environment, Economic growth, the environment and well-being, Open access resources, Local Environmental impacts, Global impacts, Sustainable Development – Meaning, Sustainable Tourism Policy.	15 Hours
Pedagogy:	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Bull, A. The Economics of Travel and Tourism. Harlow: Longman. 1995. 2. Cullen, Peter, ‘Economics for Hospitality Management’, Thomson Business Press, UK, 2021.	

	<ol style="list-style-type: none"> 3. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017. 4. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013. 5. Tribe, John, 'Economics of Leisure and Tourism', Butterworth Heinemann, Oxford, Indian edition 2011.
<p>Course Outcomes:</p>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Define the nature of Managerial Economics. 2. Analyse various types of market structures and its importance to the economy. 3. Identify investment options. 4. Explain the significance of global economy.



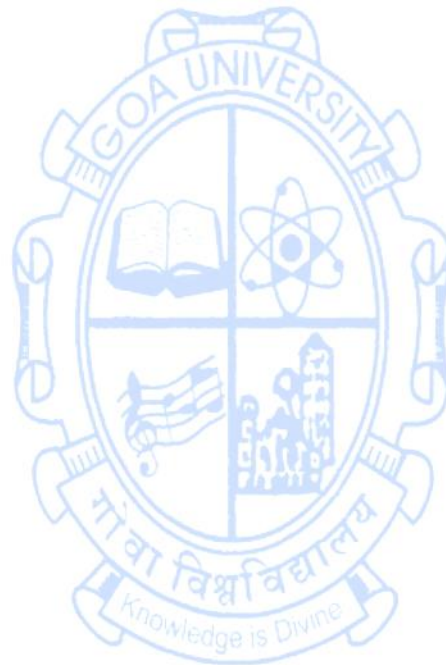
Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-211
Title of the Course : Strategic Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To understand the fundamentals of strategic management.	
Contents:	Unit I: Overview of Strategic Management Nature of strategic management: key terms benefits and pitfalls, Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objective Development and analysis of vision and mission and its importance and characteristics; Strategy and Corporate Governance.	15 Hours
	Unit II: Strategy Formulation Concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.	15 Hours
	Unit III: Corporate Level Strategies Analysis of various strategic choices: Strategy formulation framework, impact of culture and the politics of strategic choice, Resource planning and operational issues.	15 Hours
	Unit IV: Strategy implementation Resources allocation, conflicts and challenges review: Evaluation and control, Characteristics of an evaluation system and contingency planning.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Azhar Kazmi, 'Strategic Management and Business Policy', McGraw Hill, 2020 2. Fred R. David; 'Strategic Management cases and concepts'; Pearson Education New Delhi, 2015 3. Hitt, Hoskisson , Ireland; 'Management of Strategy Concepts and Cases' , Cengage learning, 2019 4. La Pearce, J.A., Robinson, R.B. and Mittal Amita, 'Strategic Management: Formulation, Implementation and Control' , Tata McGraw-Hill Publishing Company, 2012 5. Lawrence, Gupta and Glueck; 'Business Policy and Strategic Management' ; Frank Brothers, 2007 	

**Course
Outcomes:**

At the end of the course the student will be able to:

1. Analyse vision and mission and its importance and characteristics of organizations.
2. Describe the concept of environment in the context of strategic management.
3. Understand corporate level strategies.
4. Evaluate New forms of Strategic Management.



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-231

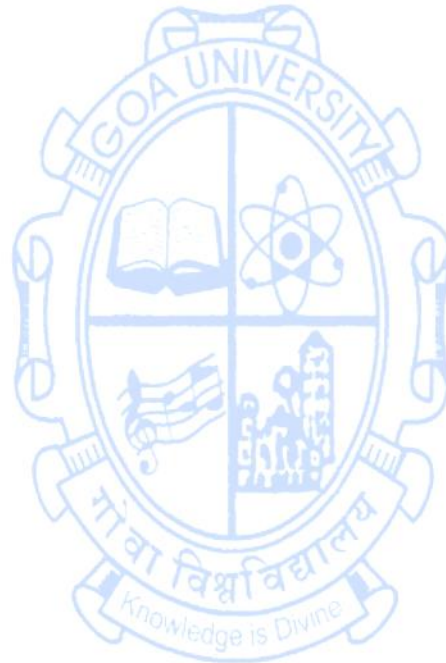
Title of the Course : Principles of Accounting

Number of Credits : 03

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To introduce students to the basics of accounting.	
Contents:	Unit I: Basics of Accounting and Book Keeping Definition, Objective and Functions, Book Keeping vs. Accounting, Accounting Concepts and Conventions, Accounting Principles, Basic Terms in Accounting, and Accounting Equations. Elements of Subsidiary Books: Cash Book, Petty Cash Book, Three Column Cash Book, and Exercises.	15 Hours
	Unit II: Journal Entries, Ledger and Trial Balance Journal Entries- Meaning, Importance, Rulings of Journal (Problems), Double Entry System of Accounting, Classification of Accounts, Types of Journals. Ledger and Trial Balance - Meaning, Posting, Balance and Balancing of Account, Trial Balance and Problems.	15 Hours
	Unit III: Preparation of Final Accounts and Types of Accounting Preparation of Final Accounts- Meaning, Profit and Loss Account, And Balance sheet, Advantages, Disadvantages, and Illustrations. Types of Accounting: Cost Accounting, Managerial Accounting, Financial Accounting, Human Resource Accounting.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Maheshwari S. N., Maheshwari Suneel K., Maheshwari Sharad K., 'A Textbook of Accounting for Management', 5th Edition, Vikas Publishing House Pvt. Ltd. 20222. Piper Mike, 'Accounting Made Simple: Accounting Explained in 100 Pages or Less', Simple Subjects. 20133. Warren Piper Ruell 'Accounting for Beginners: A Simple and Updated Guide to Learning Basic Accounting Concepts and Principles Quickly and Easily, Including Financial Statements and Adjusting Entries for Small Businesses', Charlie Creative Lab, Kindle edition. 20194. WEYGANDT, Jerry J., KIESO, Donald E., KIMMEL, Paul D. Accounting Principles Twelfth Edition (Twelfth). New York: John Wiley and Sons, Inc. 20165. Wild John, Shaw Ken, Larson Kermit., 'Fundamental Accounting Principles', 25th Edition, McGraw Hill Publication. 2021	
Course Outcomes:	At the end of the course the students will be able: <ol style="list-style-type: none">1. Apprehend the basics of accounting systems, along with different accounting terminology, rules, and principles.	

	<ol style="list-style-type: none">2. Classify, record, and summarize business transactions as they relate to service and merchandising operations.3. Apply the theoretical foundation of accounting for the preparation of final accounts and ascertain the financial performance of the company.4. Compare between different types of accounting and relate these uses to the needs of different groups of users.
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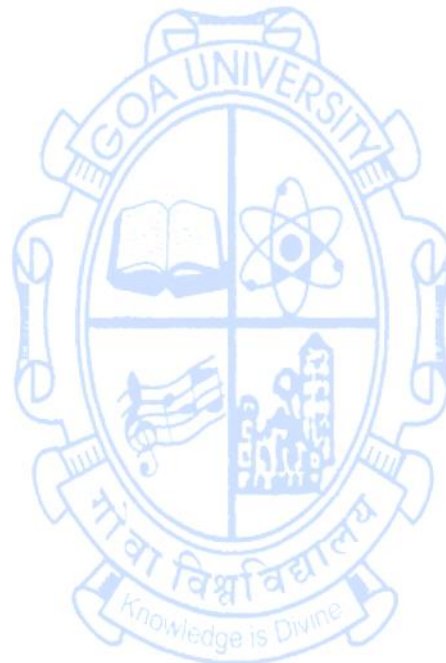


Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-232
Title of the Course : Computer Applications in Business
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To impart a basic level of understanding of E-Office and IT.	
Contents:	Unit I: Introduction to Office and Word Learning the top office applications, navigating through the office, Mastering fundamental office operations, Making a document, Font/Character formatting, Paragraph Formatting, Styles, Page setup and sections, tables and graphics, mail merge, and document security.	15 Hours
	Unit II: Excel Using Excel worksheets and workbooks, Entering and editing worksheet data, essential worksheets and cell range operations, Introducing formulas and functions, Creating formulas that Count and Sum, Getting Started making charts, and Working with database tables in Excel.	15 Hours
	Unit III: PowerPoint and Internet Communication A first look at Microsoft PowerPoint, creating a presentation, Slides, and Texts, Working with layout themes and Masters, Working with tables and charts, Using SmartArt Diagrams, Clipart, and Pictures, Building animation effects, transitions, and support materials and Delivering a Live Presentation. Basics of Computer Networks, Internet, World Wide Web, Web Browsing Software, Search Engine, Understanding URL, and Surfing the Web. Basics of E-mail, Using Emails, Document Collaboration, Instant Messaging, and Collaboration.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self- study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Bucki Lisa A., Walkenbach John, Wempen Faithe, Alexander Michael, Kusleika Dick, Microsoft Office 2013 Bible, Wiley India Pvt Ltd. 2013 2. Lambert Joan, Frye Curtis., Microsoft Office Step by Step (Office 2021 and Microsoft 365), Pearson, 1st edition. 2022 3. Ledger Leonard J., Microsoft Office 365 For Beginners 2023 4. Shepard Ken, Microsoft 365 Bible [9 in 1], independently published. 2023 5. Walkenbach John, Tyson Herb, Wempen Faithe, Prague Cary N., Groh Michael R., Aitken Peter G., Irwin Michael R., Powell Gavin, Bucki Lisa A., Office 2007 Bible, Wiley India Pvt. Ltd. 2007 	
Course	At the end of the course the students will be able to:	

Outcomes:

1. Demonstrate Microsoft Word program to create and format text-based documents.
2. Apply the learned knowledge of Microsoft Office Excel program to organize and calculate data.
3. Design and deliver presentations effectively and efficiently using Microsoft Office Powerpoint.
4. Apply E-Office management tools with the basics of the internet and communication channels.



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-241

Title of the Course : Interview Facing Skills

Number of Credits : 03 (1T+2P)

Effective from AY : 2023-24

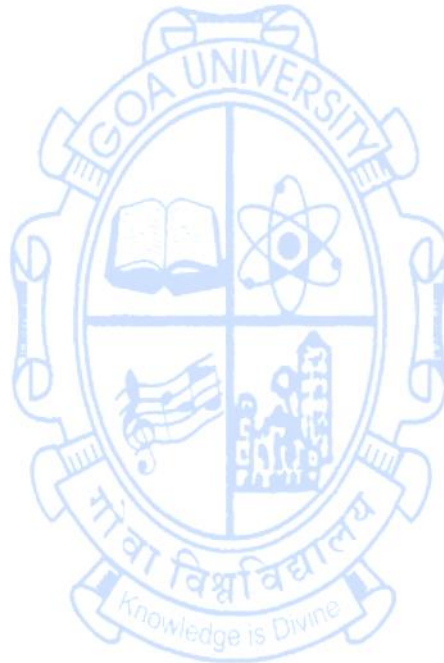
Pre-requisites for the Course:	NIL	
Course Objective:	To ability to face entry level selection processes of organizations.	
Contents:	Unit I: Introduction to Interviews What is an interview, Importance and types of interviews, Grooming- Attire, Personal Image, Posture and Body Language, Pre- Interview Preparation- Research on company, job description, Analysis of self through SWOC, Facing Interviews- How to prepare for the day and make lasting impression and graceful exit, Resume: What is a resume, importance, types, parts, resume mistakes to avoid, Cover Letter- purpose, types, parts of a cover letter, Personal profiles on job portals, Introduction to psychometric tests, Post interview follow ups.	15 Hours
	Unit II: Body Language and Grooming Workshop on Body Language, Grooming Workshop, SWOC Analysis, Resume and Cover Letter Drafting.	30 Hours
	Unit III: Psychometric test and Creation of Personal Taking the psychometric tests, Follow up calls and emails, Creation and optimization of personal profiles on job portals.	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Ebook- Interview Skills guidebook, Mercy College-Career and Professional Development, 2019-2020.2. Ebook- Interview Skills-Rebecca Corfield (Kogam Page) 5th Edition, 20093. Miriam Firth, Employability and Skills Handbook for Tourism, Hospitality and Events Students, Routledge,20204. Raghu Palat, How to face an interview, Jain Book Agency, 2010.5. Shavon Cartee, Job interview prep guide: how to make a great impression, 2021	
Course Outcomes:	At the end of the course the student will be able to: <ol style="list-style-type: none">1. Identify different interview styles.2. List the essential skills needed to enhance their confidence and positive body language.3. Analyse self-skills to match the job description.4. Define the process of interviews.	

SEMESTER IV

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-202
Title of the Course : Marketing for Hospitality and Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To learn the concepts of marketing and its uses in tourism sector.	
Contents:	Unit I: Introduction to Marketing Marketing- Meaning- Concept- Definition- Importance of Marketing- Characteristics of Marketing- Travel Market- Meaning- Features- Commodity Market- Meaning and Features- Services Marketing- Meaning- Salient Features of Services Marketing- Services Triangle.	15 Hours
	Unit II: Segmentation, Targeting and Positioning Strategy Market Segmentation- Meaning- Need and Importance- Bases of Segmentation (S)- Target Marketing (T) - Meaning and Advantages- Market Positioning (P) - Meaning and Benefits- Marketing Mix- Meaning, Internal Marketing.	15 Hours
	Unit III: Product and Pricing Tourism Product- Meaning- Nature- Types- New Product Development- Branding- Product Designing- Packaging- Destination Life cycle. Pricing Products: Definition Considerations, Approaches, Strategies, and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC). Distribution Channel, importance of choice of channel.	15 Hours
	Unit IV: Promoting Products Communication and promotion policy and advertising, Public Relations and Sales Promotion, Professional Sales, Online and direct Marketing, Extended Marketing Mix- Physical Evidence, People- Importance and Managing People, Process Destination Management and Emerging Trends in Marketing Hospitality and Tourism.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Manjula Chaudhary, Tourism Marketing, New Delhi: Oxford University Press, 2010 2. Philip Kotler, Bowens and James Makens – Marketing for Tourism and Hospitality, 2006 3. Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu, Marketing for Hospitality and Tourism, 2017	

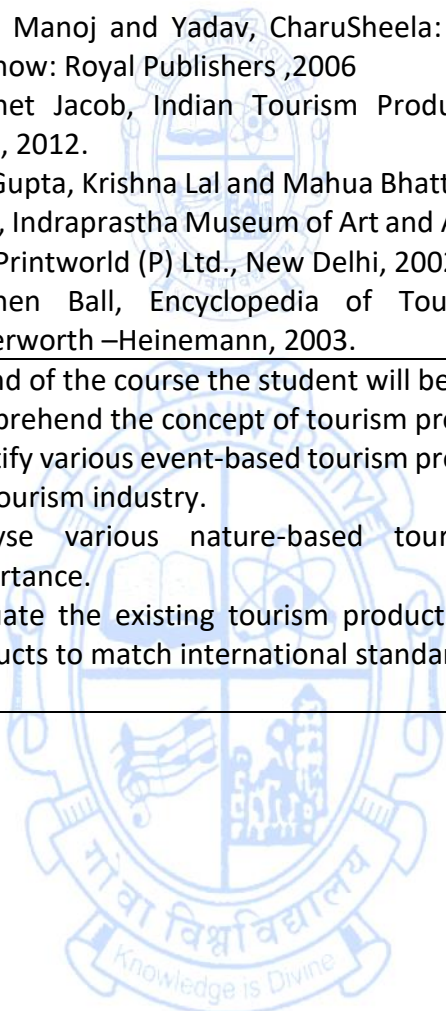
	<p>4. Philip Kotler, Marketing Management, Pearson, 2021</p> <p>5. Prasanna Kumar, Marketing for Hospitality and Tourism-, McGraw Hill Education, 2023</p>
<p>Course Outcomes:</p>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Recall to marketing concepts and appreciate its importance 2. Differentiate the customer specific marketing strategies. 3. Illustrate the effectiveness of tourism product, price, distribution, promotion 4. Describe the marketing process for a tourist destination



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-203
Title of the Course : Tourism Products of India
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To develop an understanding of tourism products of India.	
Contents:	Unit I: Introduction to Tourism Product Definition and concept of tourism products (multilevel approach). Elements and characteristics of tourism products. Classification/forms of tourism products. Tourism product development process-UNWTO, product life cycle-Stages. Architectural Heritage of India: glimpses on the prominent architecture styles, Popular Religious shrines of India. World Heritage Sites in India Destinations with rich Historical/Architectural Heritage. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP).	15 Hours
	Unit II: Event based tourism products International Flower Festival in Sikkim, Hornbill Festival in Nagaland, Kite Flying Festival in Ahmedabad, Snake Boat Race in Kerala, Rann Utsav in Gujarat, Goa Carnival, Goa. Fairs and Festivals: Social, religious and commercial fairs of tourist significance Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP).	15 Hours
	Unit III: Nature based Tourism Products Wildlife Sanctuaries, Hill Stations, Beaches and Islands, Deserts, Adventure activities. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP).	15 Hours
	Unit IV: Culture and Heritage Based Tourism Products Important Museum, Art Galleries and Libraries of India, Performing art of India: classical dances, dance and music festivals, folk dances and folk culture, Indian cuisine, regional variation. Handicrafts and paintings of India. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP).	15 Hours

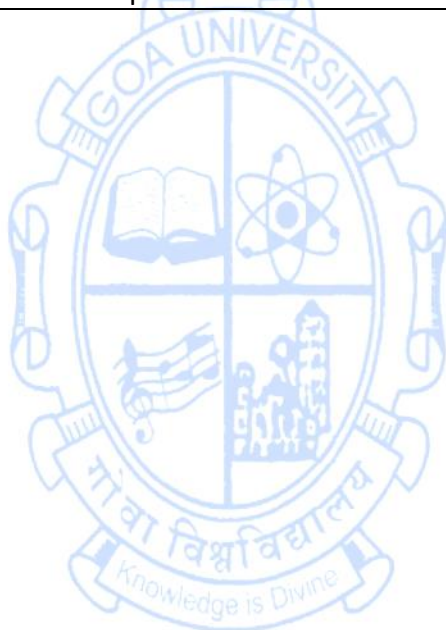
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Basham, A.L., A Cultural History of India. Oxford University Press, USA, 2017 2. Dixit, Manoj and Yadav, CharuSheela: Tourism Products of India, Lucknow: Royal Publishers ,2006 3. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi, 2012. 4. S.P. Gupta, Krishna Lal and Mahua Bhattacharya, Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi, and D.K. Printworld (P) Ltd., New Delhi, 2002. 5. Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth –Heinemann, 2003.
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the concept of tourism products and its elements. 2. Identify various event-based tourism products and its importance to the tourism industry. 3. Analyse various nature-based tourism products and their importance. 4. Evaluate the existing tourism products of India and develop the products to match international standards.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-204
Title of the Course : Entrepreneurship in Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To gain basic knowledge of entrepreneurship and entrepreneurial skills.	
Contents:	Unit I: Introduction to Entrepreneurship Enterprise, Entrepreneur and Entrepreneurship - Meaning, Definition, concept and evolution; Theories of entrepreneurship, Role of Entrepreneurship in economic development, Tourism Entrepreneurship in India - Institutional framework, Scope and Deterrents. Recognizing opportunities in the tourism sector and generating ideas: What is an opportunity, difference between idea and opportunity, ways to identify opportunity.	15 Hours
	Unit II: Scope for Entrepreneurship in Tourism Sector Relationship between small and large tourism enterprises; Problems of small-scale industries in general and small-scale tourism enterprises in particular; Growth of SSI's and Entrepreneurial motivation; policy support to small scale industries and entrepreneurship tourism. Analysis of Business environment in tourism sector, Procedures for registering a business, Government schemes and incentives, sources of Finance.	15 Hours
	Unit III: Forms of Ownership Structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment in tourism. Issues relating to small tourism business; financial, marketing channels; technological challenges in small business. Feasibility Analysis and its importance. Product/Service Feasibility, Tourism Industry/Target Market feasibility, Organizational feasibility, Financial feasibility.	15 Hours
	Unit IV: Tourism Entrepreneurship Trends and patterns in tourism entrepreneurship. Motivation for women entrepreneurship in the tourism industry. Incentives for tourism entrepreneurship. Problems and remedies of tourism entrepreneurship in India. Writing a Business Plan: Guidelines and Components.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

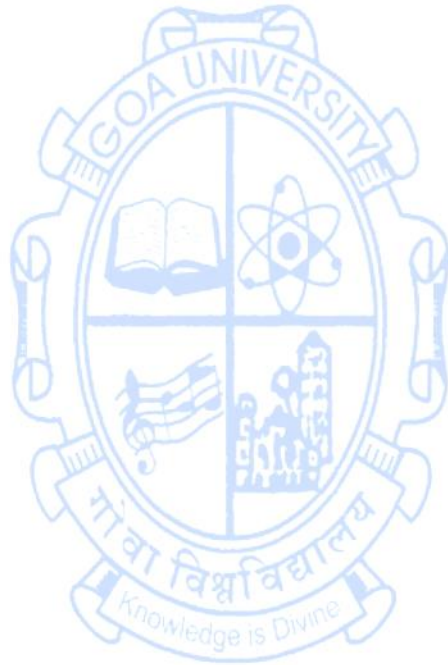
References/ Readings:	<ol style="list-style-type: none"> 1. Bruce Barringer and R. Duane Ireland, 'Entrepreneurship: Successfully Launching New Ventures', Pearson Education, 2020 2. David H Holt Entrepreneurship: New Venture Creation- Prentice Hall of India Pvt Ltd.,2001 3. Madhurima Lall and Shikha Sahai, Entrepreneurship- EB Excel Books, 2008 4. Rajeev Roy, Entrepreneurship: 2"d Edition - Oxford University press, 2009 5. Tim Berry, 'Hurdle: The book on Business Planning', Palo Alto Software Inc, 2006
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. List various elements and skills needed to be an Entrepreneur 2. Discuss scope and opportunities for entrepreneurship in tourism sector. 3. Create and Criticize a Business plan. 4. Appraise entrepreneurial skills in Travel and Tourism



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-205
Title of the Course : Travel Agency and Tour Operations
Number of Credits : 02
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	At the end of the course, the students will have the ability to use management processes to effectively manage travel agency operations.	
Contents:	Unit I: Introduction to Travel Agency Management Travel Agency Meaning, History, Management, Functions and Operations. Difference between Travel Agency and Tour Operator. Various services provided by travel agencies. The role of travel agencies in development of tourism industry. Setting up a Travel Agency, Itinerary, Travel and Transport. Procedure and minimum requirements to open a TA, govt. approvals. Economics of Travel Agency Business.	15 Hours
	Unit II: Introduction to Tour Operations Management The meaning of tourism from the operations standpoint and the 5As of tourism. The evolution of inclusive holiday industry. Marketing holidays: Systems, network and stakeholder perspectives on the inclusive holiday industry. Tourism Geography: the various countries on the world map, physical geography, airline geography and comprehend their importance to creating and operating a successful tour. Identify and analyse different types of package tours and how they are used to create holidays for individual customers as well as groups. Creating the market for inclusive holidays, distributing inclusive holidays, outbound tour management.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> Gee, Chuck Y, 'Professional Travel Agency Management', Prentice Hall, 2021 Godfrey, Kerry and Jackie Clarke, 'The Tourism Development Handbook', Continuum, London 2000. Negi J., 'Travel Agency and Tour Operation, Concept and Principles', Kanishka Publishers, 2011 Negi, K.S, 'Travel Agency Management', Wisdom Press, 2011. Sunetra Roday, Archana Biwal and Vandana Joshi, 'Tourism: Operations and Management', Oxford University Press, 2022 	
Course Outcomes:	At the end of the course the student will be able to: <ol style="list-style-type: none"> Identify evolution and importance of travel agency and tour operator for the travel industry. Define packaged tours and its role in the growth of tourism industry. 	

	<p>3. Identify different travel formalities, rules and regulations related to tour.</p> <p>4. List the services provided by travel agencies and their management.</p>
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Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT- 261

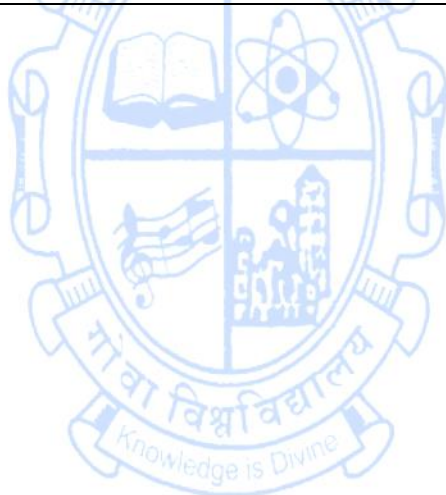
Title of the Course : Ecotourism Management

Number of Credits : 04 (1T+3P)

Effective from AY : 2024-25

Pre-requisites for the Course:	The student must have completed second year BBA.	
Course Objective:	At the end of the course, the student will be able to apply techniques for the planning, management, regulation of eco-tourism and learn how eco-tourism can benefit local people.	
 Contents:	Unit I: Introduction to Ecotourism History and scope of ecotourism; Definition of ecotourism and eco-tourist. Components of ecotourism; Principles and characteristics of ecotourism; Ecotourism planning: Site diagnostics, Target groups; Ecotourism industry and its stakeholders; Resources and products of ecotourism; Commercialization of ecotourism. Types: Agro-ecotourism, Geo- ecotourism, Cultural ecotourism – tangible and intangible heritages and tourism, Sensitive areas of ecotourism; Ecotourism management plans.	15 Hours
	Unit II: Profiling the eco-tourist Profiling the ecotourist- Age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc. Trends in Ecotourism- Cultural tourism, Pilgrimage tourism, Ethnic and Rural tourism, Farm tourism, Adventure sports tourism, Health tourism Wildlife tourism, Backwater tourism, Island and beach tourism, Mountain tourism, Mangrove Tourism, Wetland Tourism	30 Hours
	Unit III: Stakeholders in eco-tourism Role of community in eco-tourism, eco-tourism and NGO's and Eco-tourism and tourism industry, the role of the government in eco-tourism. Role of the hospitality industry in promoting eco-tourism, eco-friendly practices, ecotels.	30 Hours
	Unit IV: Case Studies Ecotourism Projects - Case Studies on Periyar National Park, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Rann of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be	

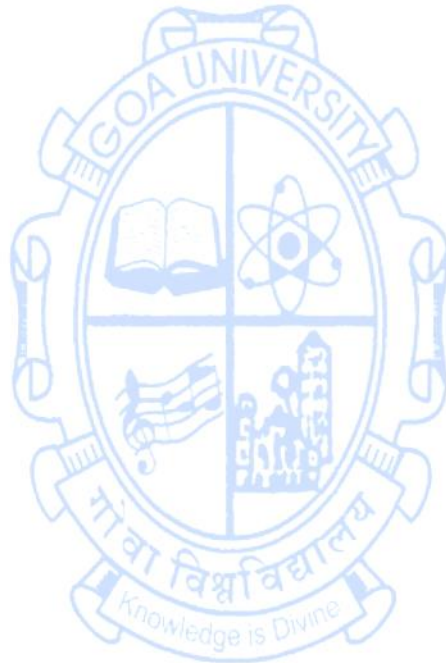
	interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Newsome, D Moore, S.A.-Dowling,R.K., Natural Area Tourism. Ecology, Impacts and Management, Channel View Publications, Bristol-Buffalo-Toronto,2012. 2. Practical Guide for the Development of Biodiversity-based Tourism Products, UNWTO, Madrid,2010 3. R Chawla, 'Eco tourism and Development', Sonali Publication, 2010 4. Romila Chawla, 'Eco-tourism Planning and Management', Sonali Publications, 2006. 5. Tourism and Biodiversity. Achieving Common Goals Towards Sustainability, UNWTO, Madrid,2010.
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Analyze the scope of ecotourism, various types of ecotourism practices and its commercialization. 2. Identify trends in ecotourism and conduct profiles of ecotourists. 3. Analyze the role of various stakeholders in ecotourism viz: community, NGO's, tourism industry and government. 4. Apply techniques for the planning, management, regulation of ecotourism and learn how eco-tourism can benefit local people.



SEMESTER V**Name of the Programme : B.B.A. (Travel & Tourism)****Course Code : MGT-300****Title of the Course : Event Management****Number of Credits : 04****Effective from AY : 2023-24**

Pre-requisites for the Course:	NIL	
Course Objective:	To have a basic understanding of managing an event.	
Contents:	Unit I: Introduction, Concept and Design Introduction to event management - Size of events, types of events, the event team, code of ethics, Concept and design- Developing the concept, analyzing the concept, designing the event, logistics of the concept Feasibility- keys to success, the swot analysis, Legal compliance-relevant legislation, liquor licensing, stakeholders and official bodies, contracts.	15 Hours
	Unit II: Managing Events Marketing- marketing mix, sponsorship, Promotion- image/branding, advertising, publicity, public relations Financial management- budget, break-even point, cash-flow analysis, profit and loss account, balance sheet, Risk management- emergency response plans. Management functions: Planning, Objective, Planning tools, Staffing, Leadership.	15 Hours
	Unit III: Event Protocols and Staging Protocol- Titles, Dress for formal occasions, protocol for speakers, religious and cultural protocol, protocol for sporting ceremonies, preparing for dignitaries, rules of Flag flying, Staging- choosing the event site, developing the theme, conducting rehearsals, providing services, arranging catering, organizing accommodations.	15 Hours
	Unit IV: Logistics and Crowd Management Operations and logistics, Safety and security, Crowd management and evacuation, emergency planning, Monitoring, control, evaluation.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Beech John, Kaiser Sebastian, Kaspar Robert , "The Business of Events Management" Pearson Education, 2019. 2. Gera Vineet, 'Art of Event Management: A complete guide to plan and execute the event', Kindle Edition, 2012. 3. Glenn A. J. Bowdin, Johnny Allen, Rob Harris, Leo Jago, William O'Toole, Ian McDonnell. 'Events Management' Routledge, 2023. 	

	<ol style="list-style-type: none"> 4. Shannon Kilkenny; 'Event Planning', Atlantic Publishing Group, 2011. 5. Wagen Lynn Van Der; Carlos Brenda R., 'Event Management for Tourism, Cultural, Business, and Sporting events' Pearson Prentice Hall, 2005
<p>Course Outcomes:</p>	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify different types of events, purpose, theme, concept and design, and analyze the factors contributing to feasibility of the event. 2. Analyse risk management 3. Create a plan and execute an event by considering all the elements of event management. 4. Interpret the concepts of event management.



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-301

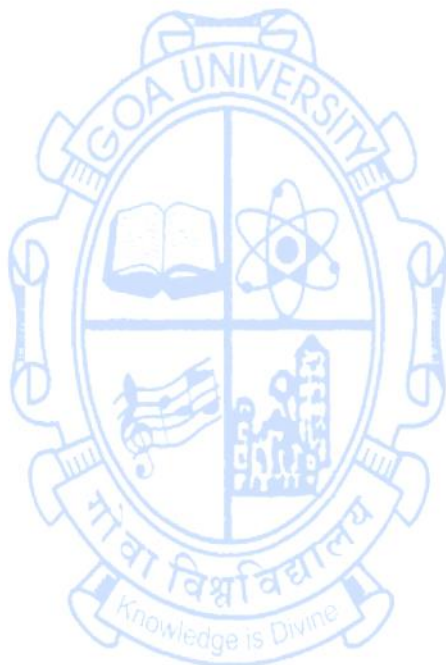
Title of the Course : Sustainable Tourism

Number of Credits : 04


Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	At the end of the course, the student will be able to assess and appreciate sustainable tourism practices.	
Contents:	Unit I: Introduction to Sustainable Tourism Historical Background, The nature and scope of sustainable tourism, Critique of current thinking in sustainable tourism management, New Approach to sustainable tourism Management. The three dimensions of sustainable tourism: The environment, economic and social dimensions.	15 Hours
	Unit II: Stakeholders and Geographical Milieu The key actors in sustainable tourism: The public sector, the industry, the voluntary sector, the host community, the government, media and the tourist. Sustainable tourism in different geographical milieu: Coastal areas and the sea, rural areas, urban areas, mountainous regions, islands, developing countries.	15 Hours
	Unit III: Sustainable Tourism and Management Sustainable tourism and functional management: Marketing, Human Resource, Operations and Financial Management. Sustainable tourism and the different sectors and types of tourism: Tourist destinations, visitor attraction, tour operations, transport, Hospitality, Cultural Tourism, Ecotourism, All-inclusive self-contained resorts, Business Tourism.	15 Hours
	Unit IV: Future of Sustainable Tourism Organizations associated with certification and measures implemented by the hospitality industry towards sustainability, Importance of responsible tourism, creating awareness in tourists towards 'green and clean' tourism. Sustainable Development Goals.	15 Hours
Pedagogy:	Lectures/ tutorials/field work/ outreach activities/ project work / seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017 2. David Weaver, 'Sustainable Tourism', Routledge, 2007 3. Fennell, D. A., and Cooper, C. Sustainable tourism: Principles, contexts and practices (Vol. 6). Channel View Publications, 2020	

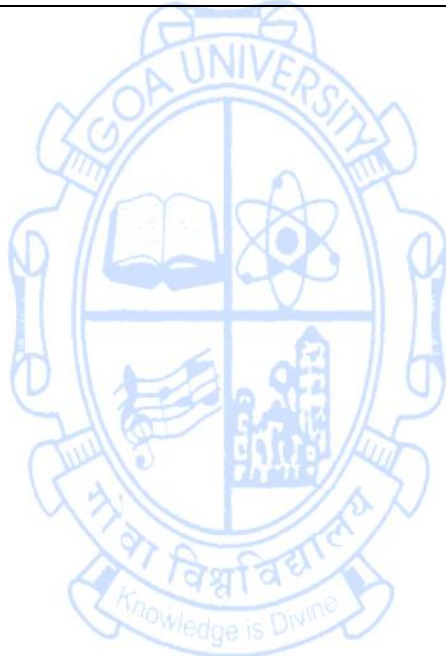
	<p>4. Harris, R., Williams, P., and Griffin, T. (Eds.). Sustainable tourism. Routledge, 2012</p> <p>5. J. Swarbrooke, 'Sustainable Tourism', Rawat Publications, 2010 J. Swarbrooke, 'Sustainable Tourism', Rawat Publications, 2010</p>
<p>Course Outcomes:</p>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain sustainability and institutional policy frameworks in tourism. 2. Discuss sustainable tourism issues and provide feasible solutions. 3. Analyze sustainable tourism practices, plans and policies critically. 4. Evaluate sustainable tourism practices in real-life situations.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT -302
Title of the Course : Destination Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To understand the fundamentals of destination management.	
 Contents:	Unit I: Introduction to Destination Management and Marketing Concepts and Roles The concepts of destination management and marketing, destination management and marketing, destination management roles, destination product, 10 A's of successful destination, stakeholders in destination management, DMOs, Destination Planning, time frame for Tourism Planning, Tourism Planning Process, Destination Visioning, Destination Marketing Principles, Destination Marketing Planning, DMS and PRICE Model, Destination Product Development, Destination Product Lifecycle, DMO involvement in product development, Destination quality, Product development strategy model, Experience Design.	15 Hours
	Unit II: Destination Communications and Promotions Destination Branding, Positioning-Image-Branding (PIB) approach, Importance and benefits of destination branding, Challenges of Destination Branding, Steps in Destination Branding, Destination Integrated Marketing Communications-Components, Benefits, Storytelling model.	15 Hours
	Unit III: Destination Markets Consumer behaviour, segmentation and market trends, Motivations for travel, tourism destination selection, travel purchase behaviour, tourism market segmentation, Domestic tourism: benefits and challenges, Various market segments with growth potential, Business travel.	15 Hours
	Unit IV: Future of Destination Management Current and future issues in destination management and marketing – 15 C's framework, DMAI Future Study, The PhoCus Wright destination marketing study, Anna Pollock: The future of destination marketing, Expected future trends and potential challenges for destinations and DMOs, The DMO of the future.	15 Hours
Pedagogy:	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	

References/ Readings:	<ol style="list-style-type: none"> 1. A.K. Raina, J. Zhao, D. Gupta, Tourism Destination Management: Principles and Practices, Kanishka Publishers, 2010 2. Alastair M. Morrison, Marketing and Managing Tourism Destinations, Routledge, 2023. 3. Dr. Sanjay Nibhoria, Tourism Destination Marketing – A tool for destination management, the hospitality press. 2005 4. Philip Kotler, John T. Bowen, James C Makens; ‘Marketing for Hospitality and Tourism’ Pearsons, 2017 5. Tourism Destination Management- The George Washington University (DC) Online tool kit. 2011
Course Outcomes	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Explain destination management. 2. Discuss the significance of Positioning-Image-Branding Approach 3. Identify the destination market segments. 4. Examine the significance of the future of destination marketing.



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-303

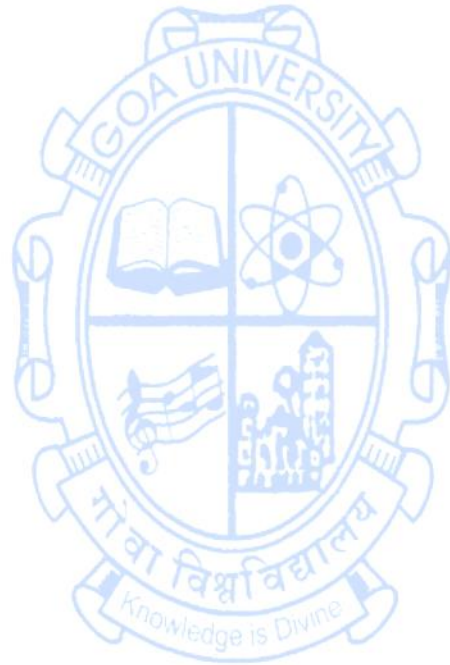
Title of the Course : Airline Management

Number of Credits : 02

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To understand the relevance of airline industry for travel and tourism management.	
Contents:	Unit I: Airline Industry Overview History, types of aircrafts and challenges faced, origin of aviation, meaning and types of different aircrafts. Regulations and travel organization: IATA Traffic Conference Areas, IATA codes: India and worldwide airports. Airline geography, air connectivity and airports: Terminal operations and procedures.	15 Hours
	Unit II: Air Itinerary Planning and Travel Documents Air travel itinerary: meaning, basic planning of an air itinerary, auxiliary elements and components that make up an itinerary. Air travel documents: passport – meaning, types; visa – meaning, types; health certificate, travel information manual, passenger ticket. Passenger service and baggage handling: customer service, passenger handling procedure, special passenger handling, baggage handling procedures.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Bulent I. Kastarlak, Brian Barber 'Fundamentals of planning and developing tourism. Pearson New International Edition, 2013.2. C. R. Goeldner, and J. B. Ritchie, 'Tourism principles, practices, philosophies'. John Wiley and Sons, 20173. Cooper, Chris; 'Essentials of Tourism'; SAGE Publication, 20204. P.N Acha-Anyi, 'Fundamentals of Tourism' Van Schaik Publishers, 20205. Sampad Kumar Swain and Jitendra Mohan Mishra, 'Tourism: Principles and Practices', Oxford University Press, 2011.	
Course Outcomes:	At the end of the course the student will be able to: <ol style="list-style-type: none">1. Identify evolution and importance of travel and tourism for the economy.2. Analyze various sectors and its role in the growth of tourism industry.3. Identify the reasons for the growth of famous tourist attractions and analyze its impact on tourism industry.4. Analyze the importance of tourism planning, and tourism policy	

	formulation for competitive and sustainable development of destinations.
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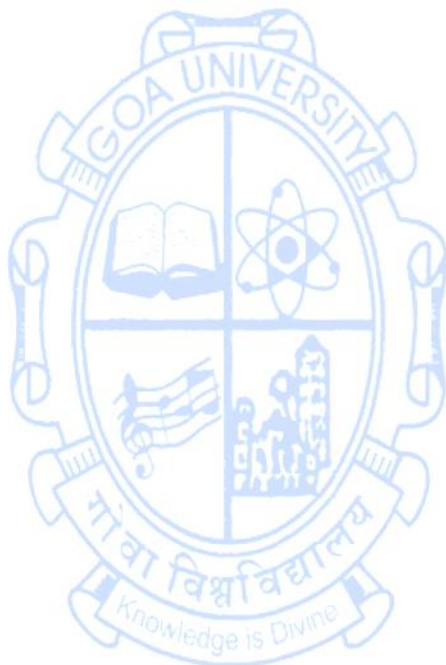
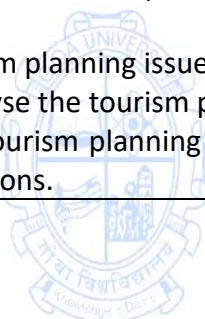


SEMESTER VI

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-304
Title of the Course : Tourism Planning and Policies
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To comprehend the institutional policy framework and tourism planning.	
Contents:	Unit I: Basics of Tourism Planning Purpose of Tourism Planning: Concept of Planning, Goals of Development, Tourism Planning Scales. Tourism as a System: The Tourism System, Demand and Supply Match, Components of Demand and Supply, Attractions, Factors for Planning, Growth, Sustainability and Ecotourism.	15 Hours
	Unit II: Concepts of Tourism Planning Tourism Policy: Public and Private Sector Policy, National Tourism Policies, Goa Tourism Policy, Organizations involved in planning and implementation, Private Sector Policy.	15 Hours
	Unit III: Regional Tourism Planning Regional Planning Concepts and Cases: Regional Development Hierarchy, Regional Tourism Planning Concepts, Planning Concept, Spatial Patterns, Discovery of Tourism Potential, National Planning Policy, WTO Guide to Planners, Competitive Position Concept. Carrying Capacity: meaning, importance, relevance and applications to destinations.	15 Hours
	Unit IV: Destination and Site Planning Destination Planning Concepts and Cases: Destination Planning Issues, Destination Planning Guides, Destination Zone Planning Model, Scenic Highways, Destination Zone Planners. Site Planning Concepts and Cases: Design/ Planning Integration, Site Design Influencers, Places and Planning, Design Criteria, Site sustainability, Special Site Interests, Model Site Design Process.	15 Hours
Pedagogy:	Lectures/ tutorials/field work/project work/viva/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017 2. Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 10th Edition, Wiley, 2006. 3. Hall, C. M. Tourism planning: Policies, processes and relationships.	

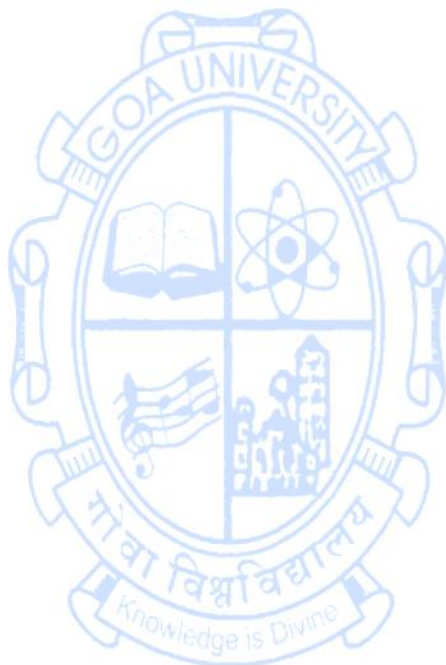
	<p>Pearson education., 2008</p> <p>4. J. Swarbrooke, 'Sustainable Tourism', Rawat Publications, 2010</p> <p>5. Var, T., and Gunn, C. Tourism planning: Basics, concepts, cases. Routledge. 2020</p>
<p>Course Outcomes:</p>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain the core tourism planning concepts and institutional policy frameworks. 2. Discuss tourism planning issues and provide feasible solutions. 3. Critically analyse the tourism plans and policies. 4. Analyse the tourism planning and policy concepts and relate it to real life situations.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-305
Title of the Course : International Tourism Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	At the end of the course, the student will be able to identify factors affecting International Tourism and measures taken to promote International tourism.	
Contents:	Unit I: Introduction to International Tourism Management Components of tourism and its economic importance. Understand the benefits and Costs of Tourism. Travel motivations, Global Issues relating to Travel and Tourism. Travel Business Management: International tourism sales and marketing, the role of the state in tourism. International Tourism Organizations, managing and developing MICE destinations.	15 Hours
	Unit II: Tourism, Society and Culture: Diversity and Tourism Types and functions of tourism organizations. How national, regional and trade organizations are structured and operated. Comprehend the importance of the transport industry in tourism. Understand the Airline Industry and its role in travel. Understand the gaming Industry. Attraction sphere. Public and Commercial Recreation facilities. Understand the role of shopping and theme parks.	15 Hours
	Unit III: Niche Tourism Destination Niche Tourism. Niche Tourism Destination in India. Niche Tourism Products. Role of Niche Tourism Products in Destination Development. Conceptual approach to tourist motivation and recognising the improvement in the field. Cultural factors of tourism and being aware of the most effective promotional methods. Concept of social tourism and its importance in various countries.	15 Hours
	Unit IV: Tourism Products Around the World Architectural Heritage around the world. Nature-Based Tourism Resources. MICE Tourism Market	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 10th Edition, Wiley, 2006 2. Lanfant, Marine-Francoise et al (ed), 'International Travel and Tourism: Identify and Change; Sage, 2023	

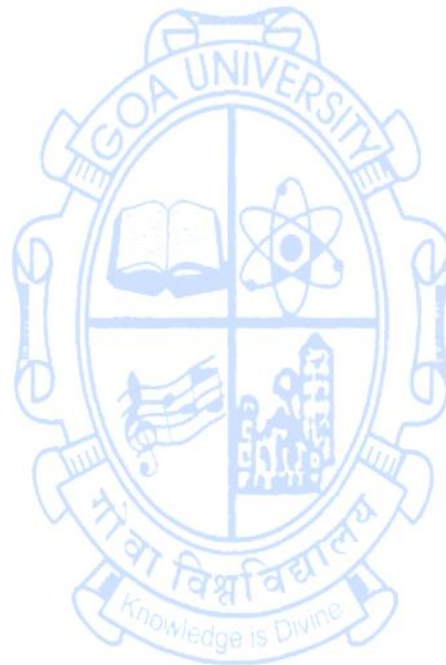
	<ol style="list-style-type: none"> 3. Peter Mason, Tourism Impacts, Planning and Management, 4th Edition, 2018 4. Trent Powell, International Tourism: Planning and Management, 2016 5. WTO, 'International Tourism: A global perspective', 2023.WTO, 'International Tourism: A global perspective', 2023.
<p>Course Outcomes:</p>	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the components of "International Tourism" 2. Discuss the diversity of social and cultural impact on tourism markets. 3. Identify the significance of Tourism Products around the world. 4. Design niche tourism destination.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-306
Title of the Course : Global Distribution System
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To use computer reservations for travel bookings.	
Contents:	Unit I: Introduction to Air Reservation Introduction to PC Hardware and Terminology, Important keys, uses of control keys, printability, Focal-point- features, sign-on, password, sign-off, work areas. Encoding and Decoding of cities, countries, airlines, aircraft types. Time-Table: Timetable qualifiers, Availability- Alpha and Numeric availability, follow-up entries, Sell agreements.	15 Hours
	Unit II: Creating Booking File Create Booking Files with the mandatory fields – Phone Field, Received Field, Itinerary, Direct sell, Open Segment, Segment Change, Segment Cancel, Name field, Add Group Name, Ticketing Arrangement, Passing Ticket numbers, Redisplay Record/ End Transact/ Ignore Transact, Retrieve Booking File. Special Service Requirement (SSR), Meal request, Other Special requests, Seat request, Mileage Membership, Advance Passenger Information, Note Pad, Vendor Remark, Address Field – Written Address, Delivery Address, Review Booking file field, Change segment status, Action/Advice codes, Itinerary Remarks Field, Booking File listing	15 Hours
	Unit III: Queues and Fares Queue, Dividing a Booking File, Global Information System, Stand Alone Entries. Fares- 360 degrees Fares, Fare display, Fare Quote Itinerary, Cancel Filed Fares, Focal-point Shopping, Travel Industry Phonetics	15 Hours
	Unit IV: Room and Car Reservation Room reservation system - Introduction, benefits and application, Car reservation system- Introduction, benefits and application.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Jasir Alavi, The Complete Amadeus Manual, [PDF] The Complete Amadeus Manual PDF Amadeus Guide.pdf (pdfprof.com) 2. Quick Reference Guide Galileo by Travelport. Quick Reference Guide (travelport.com) 3. The Galileo Pocket Guide, 2015 4. Travelport Galileo Basic GDS Module by Inter Globe Technology Quotient. 2020	

	5. Welcome to Galileo, Quick Reference, 2015
Course Outcomes:	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Explain an airline timetable 2. Analyse and check availability of flights 3. Create booking file using mandatory fields. 4. Use computer reservation systems for booking Trains, Hotels and Cars.

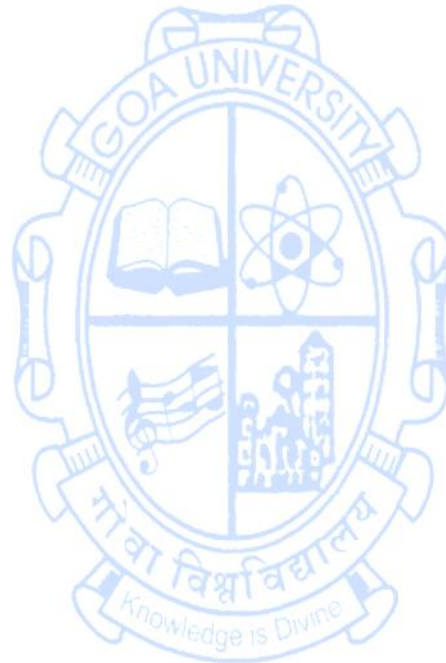


SEMESTER VII

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-400
Title of the Course : Management of Transport Operations
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To develop competence in taking decisions related to transport operations in the tourism industry.	
Contents:	Unit I: Introduction to Transport Management Role of transport in economic development, Implications of Development in Transport sector. Transportation Planning: Important consideration. Transport: Tourism System, Elements of Transport. Tourist Transports: Means, Sustainable Transport, Demand and Supply.	15 Hours
	Unit II: Modes of Transportation Road, Air, Water, Rail and other modes with reference to the Global scenario and special emphasis in India. Transport Infrastructure Importance of Intermodal Transport, Type of transport worldwide Latest technology and inventions in the transportation sector.	15 Hours
	Unit III: Transport Demand Management Transport, Transportation Planning and Management: Transportation Demand Management and Case Studies, Commute Trip Reduction Programmes and Implementation, TDM Marketing Programmes, Transportation Market Reforms: Policy Planning.	15 Hours
	Unit IV: Transport Operations Passenger Transportation Management. Operational decisions, strategies and traffic management. Latest transport development worldwide. Opening a transport organization: Requirements, Regulations, Finances, Policies, Impact on Tourism, Stakeholders.	15 Hours
Pedagogy:	Lectures/ tutorials/field work/project work/viva/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 10th Edition, Wiley, 2006. Gubbins, E. J., Managing transport operations. Kogan Page Publishers, 2003 J. Swarbrooke, 'Sustainable Tourism', Rawat Publications, 2010. Ratnadeep Singh, 'Tourism and Transport Management: Practice and Procedures', Kanishka Publishers, Distributors, New Delhi, 2008. Stephen Page, 'Transport and Tourism, Global Perspectives', Pearson Prentice Hall, 3rd Edition, 2009 	

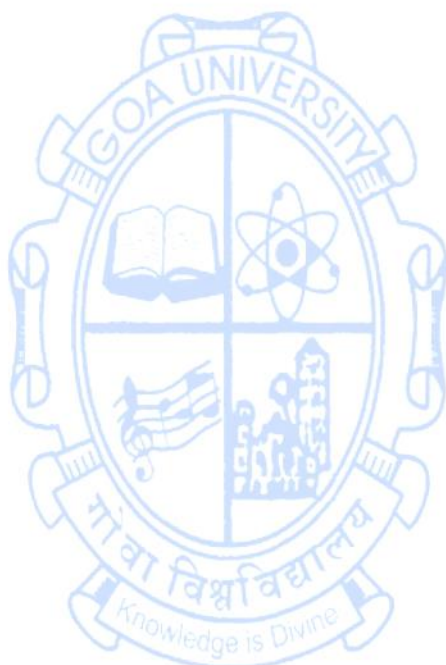
Course Outcomes:	At the end of the course the student will be able to: <ol style="list-style-type: none">1. Describe the transport infrastructure.2. Appraise the infrastructure requirements for tourist and implications of development.3. Evaluate the importance of transportation demand management.4. Apply the learnings of transportation demand management to real life situations.
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Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-401
Title of the Course : Emerging Trends in Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To familiarize the emerging trends in tourism and the new tourism products.	
Contents:	Unit I: Introduction to Emerging Trends Factors Responsible for Changing Tourism Concepts and Tourist Demand Patterns: Impact of Cultural, Economic, Political, Technological, Environmental and Ecological Perspectives on International Tourism. Tourism Measurement: measurement of tourist traffic and receipt, measurement techniques and their limitations.	15 Hours
	Unit II: Tourism Trends Eco-tourism, National Eco-tourism Policy, Rural Tourism, Adventure Tourism, Various forms of Adventure Tourism. Natural Resources as potential tourist destinations, Wildlife Sanctuaries, National Parks, Bio-Sphere Reserves, Hill Stations and Beaches as Potential Tourist Destinations.	15 Hours
	Unit III: New Trends in Tourism Medical Tourism, Hydel Tourism, Tea Tourism, Health Tourism, Voluntary Tourism, MICE, Sustainable Development: Prospects, Problems and Challenges, Carrying Capacity, Destination Development.	15 Hours
	Unit IV: Domestic and International Tourism in Future Perspective Future projections, new upcoming destinations. Emerging trends in Tourist Motivations. Recent Trends in Domestic and International Tourism in India. Impact of information technologies on tourism.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. ANIL Verma, Emerging Trends in Tourism, SBS Publishers, 2010 2. Chand, M, Opportunities and Challenges for Tourism and Hospitality in the Bric Nations, Information Science Reference, India,2016 3. Charles R. Goeldner, 'Tourism Principles, Practices, Philosophies', Wiley, 2006 4. Dixit, M, Tourism Products, Royal Publishers, New Delhi. 2001 5. Hall, C.M. and Duval T Safety and Security in Tourism Relationship 	

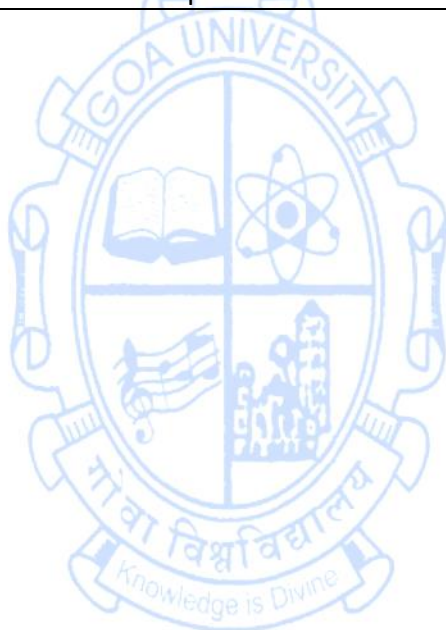
	<p>Management and Marketing, Victoria University, Australia,2003</p> <p>6. Mohammad Saleem Mir, 'Emerging Trends of International Tourism in India', Lambert Publishing, 2012</p> <p>7. Pearce D.G. and Butler R.W Contemporary issues in Tourism Development, Routledge, New York.1999</p>
<p>Course Outcomes:</p>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Discuss the changing tourism concepts and demand patterns. 2. Discuss the pros and cons of sustainable tourism. 3. Identify emerging trends in the tourism Industry 4. Analyze the issues related to emerging tourism trends in the Industry.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-402
Title of the Course : Business Research Method
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To understand the fundamentals of business research.	
Contents:	Unit I: Introduction to Business Research Research – Why research, Business strategy, What research is not, Methods and methodology, Features of good research, fallacy in research, important terms in research, types of research. Development of Research Methodology – Induction and deduction, Scientific methods, objectivity in research, Ethics in Research Defining Research Problem – Literature review and concept mapping. Generalization in Research – Issue of validity, Conclusion validity and threats, Internal validity, construct validity, external validity and threats to these. Research Plan – Research design, classification of research design, features of good design, experimental research.	15 Hours
	Unit II: Sampling Techniques Sampling terminology, sampling methods, calculation of sample size. Qualitative Research – The process of qualitative research, interviews, secondary data analysis, experience survey, focus groups, descriptive studies, case study, observation method, qualitative verses quantitative research, merging of qualitative and quantitative research.	15 Hours
	Unit III: Data Collection Sources of data: Primary and Secondary source, Pros and Cons of sources, question issue, issue of measurement and scale, types of question, survey, Data mining and Data Cleaning.	15 Hours
	Unit IV: Quantitative Analysis and Report Writing Testing of hypothesis, statistical techniques for analysis. Use of Computer software in data analysis. Report Writing – Writing a good report, critical elements of report, stylistic elements, formatting.	15 Hours
Pedagogy:	Lectures/ tutorials/ field work/ outreach activities/ project work/ / seminars/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

References/ Readings:	<ol style="list-style-type: none"> 1. Cooper D R and Schindler, 'Business Research Methods', Tata McGraw-Hill, New Delhi, 2013 2. Naresh Malhotra, Marketing Research, Pearson Education. Green E. Paul, Tull S. Donald and Albaum, Gerald, Research for Marketing decisions, 6th Ed, PHI, 2006. 3. Pamela S. Schindler, Business Research Methods, 2021 4. Sachdeva J.K., 'Business Research Methodology' Himalaya Publishing House, 2009. 5. Zikmund W G, 'Business Research Methods'; Thomson Learning, Indian Reprint, 2013 Sachdeva J.K., 'Business Research Methodology' Himalaya Publishing House, 2009.
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Identify Research Problems. 2. Develop research methodology 3. Experiment different Quantitative and Qualitative analysis 4. Write a research report



Name of the Programme : B.B.A. (Travel & Tourism)

Course Code : MGT-403

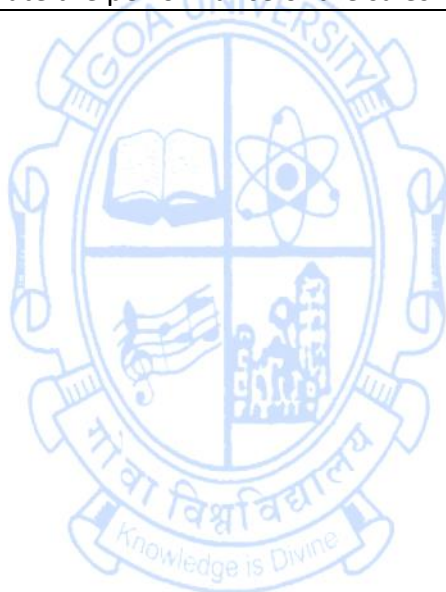
Title of the Course : Sales Management

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To develop competency in Sales Management.	
Contents:	Unit I: Introduction to Sales Management Relationship between Sales and Marketing, Elements of Sales Management, Functions of Sales Manager, Sales Ethics in dealing with customers. Territory Management, Sales Forecasting, Sales Quota, Quantitative Methods and Qualitative Methods. Devices for directing and controlling sales operations within a specific time frame. How to break down total markets to smaller units. The process of estimating future sales under a particular marketing program.	15 Hours
	Unit II: Personal Selling Personal Selling vs Salesmanship, Importance of Personal Selling, Personal Selling Process, AIDA Model in Personal Selling, Merits and Limitations of Personal Selling, Understand the problems sales personnel meet and learn ways to handle problems.	15 Hours
	Unit III: Closing Techniques Closing Techniques I – Approach Close , Demo Close, Closing Techniques II- Hot Botton Close, Trail Close, Closing Techniques III- Invitation Close , Price Close, Ben Franklin close, Recruitment and Selection of sales personnel, Training Compensation Management - how to compensate sales personnel, How to measure and improve the performance of employees and increase their future potential and value to the company.	15 Hours
	Unit IV: Sales Force Evaluation The sales force evaluation process, setting standards of performance, gathering information, measures of performance. Sales operations – sales budgets, sales territories, sales quota's, control of sales, sales meeting and sales contest, organising display, showrooms and exhibitions. Issues and development in sales – social, ethical and legal aspects of selling, sales ethics, serve don't sell method.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

References/ Readings:	<ol style="list-style-type: none"> 1. Charles M Futrell, Sales Management, Thomas South Western Publication 2001 2. Richard R Still, Edward W Cundiff, Norman A.P Govoni, Sales Management Decisions, Strategies and Cases, Pearson Education, 2007 3. David Jobber and Geoffrey Lancaster, Selling and sales management, Pearson, 2021 4. Chris Lytle, The Accidental Sales Manager: How to Take Control and Lead Your Sales Team to Record Profits, 2011 5. Jason Jordan and Michelle Vazzana, Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance, 2011
Course Outcomes:	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify territory management methods. 2. Explain how personal selling helps build relationships. 3. Illustrate the best ways to close a prospective sale 4. Evaluate the performance of the sales force.



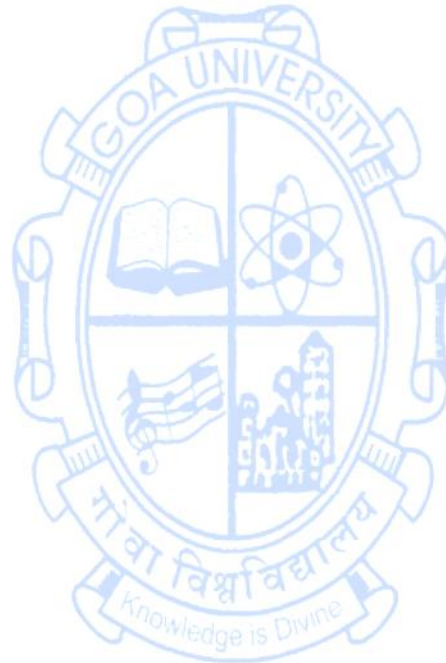
Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-411
Title of the Course : Case Writing and Analysis
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To develop a basic understanding of case writing and analysis.	
Contents:	Unit I: Problem Identification Case Analysis Identification of problems/decision areas in the case-major and minor problems, Identification of protagonists, Analysis with reference to the long-term and short-term Objective of the organization.	15 Hours
	Unit II: Theoretical Concepts Identification of theoretical concepts applicable in the given situation, Evaluation of alternative solutions, Selection of optimum solution with justification, understanding different tools to solve a case.	15 Hours
	Unit III: Protocol Developing Case Writing Developing a Protocol, obtaining necessary permissions, Collecting the data/information, preparing a draft with a view to capture the protagonist posed with a business problem, writing the case.	15 Hours
	Unit IV: Analyzing Cases Analyzing case studies in the areas of: -Tourism Product Development -Tourism Destination Management -Travelogues -Tour Operation Management	30 Hours
Pedagogy:	Lectures/ tutorials/field work/project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> Gina Vega, The Case Writing Workbook: A Self-guided Workbook, Gina Vega, 2013 John Heath, Teaching and Writing Cases: A Practical Guide, John Heath (Published by The Case Centre), 2015 Michiel R Leenders; James A Erskine; Louise A Mauffette-Leenders, Writing Cases, Michiel R Leenders; James A Erskine; Louise A Mauffette-Leenders, 2001 Rebecca J Morris, The Ultimate Guide to Compact Cases: Case Research, Writing, and Teaching, Rebecca J Morris, 2022 Scott Andrews, The Case Study Companion: Teaching, Learning and Writing Business Case Studies, Scott Andrews, 2021 	

Course Outcomes:

At the end of the course the student will be able to:

1. List different types of Business Case Studies.
2. Identify problems associated with business a case.
3. Apply theoretical concepts to the respective case study.
4. Write or develop a case for a business research.

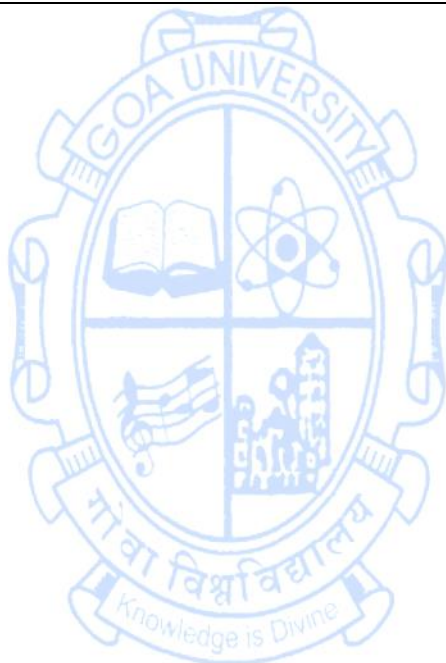


SEMESTER VIII

Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-404
Title of the Course : Product Management in Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To understand the fundamentals of product management process in tourism.	
Contents:	Unit I: Market Analysis for Tourism Meaning and importance of market analysis in the tourism market. Market Analysis and the tools used for the same. Methods for obtaining and integrating market feedback to drive corporate and product decisions. Competitor Analysis: Competition from Industry and Individual point of view for a tourism product.	15 Hours
	Unit II: Product Life Cycle (Destination life cycle) Product Life Cycle and its stages, when a product needs support, redesign, reinvigorating, withdrawal etc. Product Differentiation and Positioning of the new product concept: creating differentiable and sustainable value propositions and the role of positioning. The importance of product benefits in guiding marketing mix decision making. Product Portfolio and Decisions related to it: Identifying the range of products a destination has to offers to the customers and the decisions related to managing a product portfolio.	15 Hours
	Unit III: Tourism Product Development Developing Product Strategy, New Product Development, Designing the Offer. Market and Sales Potential, Pricing Decisions, Advertising and Promotion decisions. Concept and Product Testing, Financial Analysis for Product Management. Product Strategy and Planning, Product and Market. Focused Organisations, Product and Market Evolution.	15 Hours
	Unit IV: Marketing of the Tourism Product Role of Marketing, Core Concepts of Needs, Wants and Demands, Marketing Orientation of Companies, Strategic Planning and Marketing. Consumer markets, Theories of Consumption Behaviour, Buying Process and decision-making process. Segmentation, Targeting and Positioning, Basis and Types of Segmentation.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

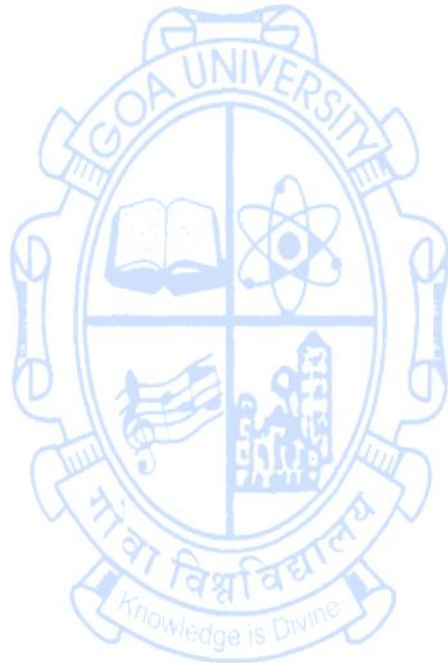
References/ Readings:	<ol style="list-style-type: none"> 1. Donald R. Lehmann and Russell S. Winer; Product Management; Tata McGraw Hill; 2002 2. Majumdar R; Product Management in India; Prentice Hall India; 2007 3. Merle Crawford, Anthony Benedetto; New Products Management; Tata McGraw Hill; 2020 4. Michael Baker and Susan Hart; Product Strategy and Management; FT Publishing International; 2008 5. Paul Trott; Innovation Management and New Product Development; Pearson; 2009
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Describe tourism products and product lines. 2. Identify product opportunities for developing new products. 3. Create new product development strategies. 4. Develop a new product independently.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-405
Title of the Course : Performance Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To use performance management skills in tourism related organizations.	
Contents:	Unit I: Introduction to Performance Management Meaning of Performance Management, Performance management process; Objective of performance management system; Linkage of performance management system with other HR practices. Components of Performance Management System: Performance planning; Ongoing support and coaching.	15 Hours
	Unit II: Framework for Performance Management Performance management and appraisal; Methods of performance appraisal; Appraisal Communication; Role of Appraisers. Counseling, Identifying potential for development; Linking pay with performance, Pay for Performance Plans, Balancing of Internal and External Equity.	15 Hours
	Unit III: Implementation, Issues and Practices Implementation and Issues in Performance Management: Implementing performance management system, Strategies and challenges; Characteristics of effective performance metrics; Role of HR professionals in performance management; Performance management as an aid to learning and employee empowerment; Ethical and legal issues in performance management; Performance management practices in Indian organizations.	15 Hours
	Unit IV: Talent Management Concept and approaches, Framework of talent management, Talent identification, integration, and retention. Key factors and different aspects of talent management, Using talent management processes to drive culture of excellence; Talent management in India.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Armstrong, M. and Baron, A., Performance management and development, Jaico Publishing House, Mumbai, 2006. 2. Armstrong, M., Performance management: Key strategies and practical guidelines, 2nd ed, Kogan Page, London, 2000 3. Bagchi, S. N., Performance management, 2nd ed, Cengage Learning India, 2013	

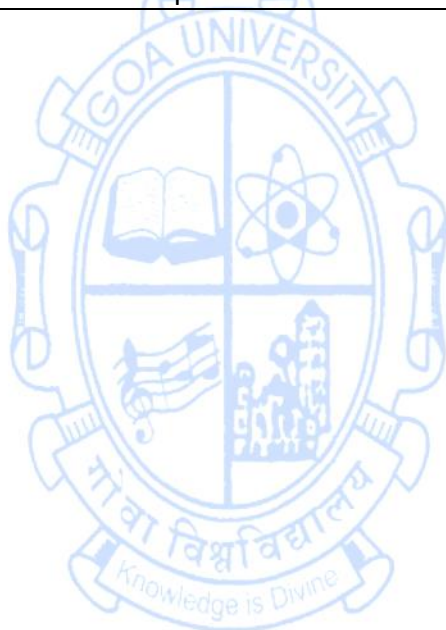
	<ol style="list-style-type: none"> 4. Bhattacharyya, D.K., Performance management systems and strategies, 1st ed, Pearson Education, 2011 5. Larry Isrealite, ASTD, Talent management: Strategies for success from six leading companies, 1st ed, Cengage Learning, 2010 6. Robert B., Performance management, 2nd ed, McGraw-Hill Education India, 2012 7. T.V Rao, Performance Management: Toward Organizational Excellence, 2nd ed, Sage Publications, 2015.
<p>Course Outcomes:</p>	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the importance of performance management systems. 2. Define performance management in tourism. 3. Explain the performance appraisal methods. 4. Employ performance management systems in organizations



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-406
Title of the Course : Customer Relationship Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To understand the importance of customer relationship management.	
Contents:	Unit I: Fundamentals of Customer Relationship Management (CRM) Introduction to CRM, Criticality of Customer Relationships, Conceptual Foundations of CRM: Evolution of CRM, Benefits of CRM, CRM Cycle, Literary perspective of CRM, Building Customer Relationships process, Bonding for Customer Relationships, Zero Customer Defections, CRM Framework, Market Share vs Share of Customers, Share of wallet.	15 Hours
	Unit II: Dimensions of Relationship Management Customer Satisfaction: Meaning, components, models, rationale, scales Customer Loyalty: Loyalty ladder, principles, rationale, Advantages, dimensions, categories, customer loyalty grid, loyalty programs Service Quality: Dimensions, Types, Gaps, Bridging the gap, Scales.	15 Hours
	Unit III: Information Technology and CRM in B2B Sector Technological developments in CRM, Technology implementation of CRM, Tools of Technology, Components of e-CRM: Data Warehousing, Data Mining and CRM, Campaign Management, Role of Contact Centres in Building Relationships. CRM in B2C and B2B markets: CRM in Services, Service Recovery, CRM in Products Market, CRM in B2B Markets: Characteristics of Business Markets, Importance of CRM in B2B Markets, Key Accounts Management, Customer Value Management in Business Markets.	15 Hours
	Unit IV: Emerging Dynamics of CRM Customer Retention, Customer Recall and Customer experience management, Customer Complaints and Service Recovery, Employees in CRM, Internal Marketing. Emerging concepts and perspective: customer profitability, customer lifetime value, customer centric organizations, Enterprise marketing management.	15 Hours
Pedagogy:	Lectures/ tutorials/field work/project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

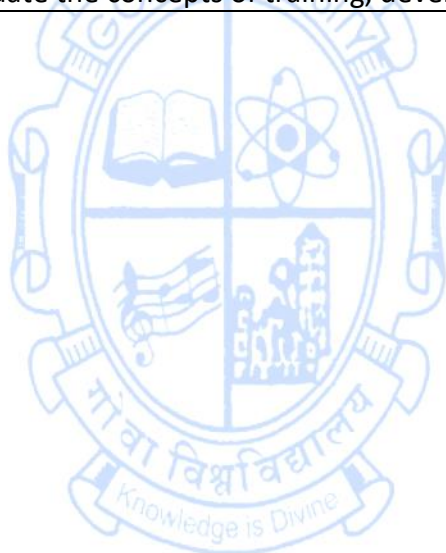
References/ Readings:	<ol style="list-style-type: none"> 1. Dyche, J. The CRM handbook: A business guide to customer relationship management. Addison-Wesley Professional, 2002 2. G, Shainesh and Sheth, Jagdish, "Customer Relationship Management: A Strategic perspective", Macmillan Publishers India Limited, 2006 3. Kostojohn, S., Paulen, B., and Johnson, M. CRM fundamentals. Apress.2011 4. Kumar, V., and Reinartz, W. Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature, 2018. 5. Rai, Alok Kumar, "Customer Relationship Management: Concept and Cases", PHI learning private limited, 2013
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Identify the CRM framework and concepts. 2. Analyze the CRM dimensions. 3. Evaluate the CRM processes and strategies 4. Explain the CRM operations and trends.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-407
Title of the Course : Learning and Development
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objective:	To orient the students to the process of learning and development in an organization.	
Contents:	Unit I: Introduction to Training Rationale for Training. Culture and Other Contexts. Training Process, Training Needs Assessment, Components of Training Needs Analysis. Sources of Data for Training Needs Analysis, Needs Assessment Process, Competency Models, Scope of Needs Assessment.	15 Hours
	Unit II: Learning Theories Principles of Learning, Learning Theories, Learning Process. Instructional Emphasis for Learning Outcomes, Considerations for Designing Effective Training Programs, Conditions for Effective Learning, Learning Cycle, Learning Curve. Design of Training Programme – Principles of Training Design, Training Design Process, Outlining Programmed Sequences and Themes. Approaches to Program Design.	15 Hours
	Unit III: Training Process Training Need Analysis: Issues, Benefits, and Objective of training, designing a training programme. Instructional Design, Training Calendar, Skill Matrix, On the Job and Of the Job Methods of Training, Implementation of the Training Programme, Trainer capabilities, Training Environment and Transfer of learning. Training Evaluation–Donald Kirkpatrick’s Evaluation Model and other models, Impediments to Effective Training, Training Aids.	15 Hours
	Unit IV: Training Evaluation Stages of Evaluation, Different Evaluation Models, Donald Kirkpatrick’s Evaluation Model. Determining Return on Investment, Measuring Human Capital and Training Activity. The Future of Training and Development: Use of new Technologies for Training Delivery, Emphasis on Speed in Design. Focus on Contents and Use of Multiple Delivery Methods, Use of Training Partnerships and Outsourcing Training.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be	

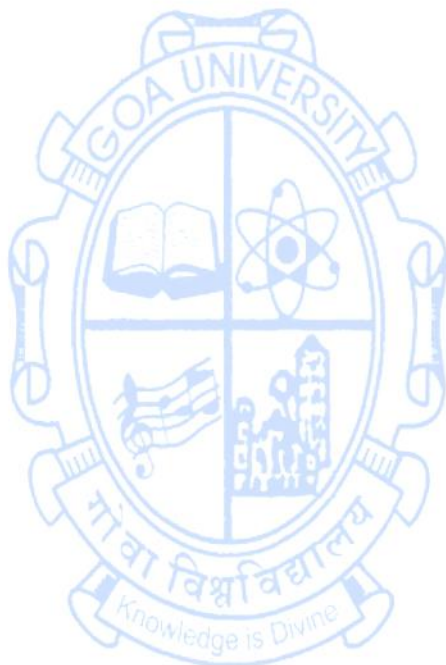
	interactive in nature to enable peer group learning.
References/ Readings:	<p>Textbooks</p> <ol style="list-style-type: none"> 1. Aswathappa, K. Human Resource Management–Text and Cases. New Delhi. Tata Mc Graw Hill 2010 2. Pandu, Naik,G Training and Development–Text, Research and Cases, New Delhi , Excel Books. 2007 3. Rishipal, Training and Development Methods, India Sultan Chand and Sons 2011 <p>References:</p> <ol style="list-style-type: none"> 1. Dessler, Gary and Varkkey, B. Human Resource Management (15th ed.) India, Pearson Education 2017 2. Gupta C.B. Human Resource Management Text and Cases (19th ed.) India–Sultan Chand and Sons 2018
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain the importance of training and needs analysis. 2. Apply the learning principles in designing training programmes. 3. Describe the various aspects of training process 4. Evaluate the concepts of training, development and learning.



Name of the Programme : B.B.A. (Travel & Tourism)
Course Code : MGT-412
Title of the Course : Ethical, Legal and Regulatory aspects of Tourism
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the course:	NIL	
Course Objective:	To apply Ethical, Legal and Regulatory aspects of Tourism industry.	
Contents:	UNIT I: Ethics in Tourism Introduction to ethics and its significance in tourism, Perceptions on Ethics, Global Code of Ethics for Tourism, Obligations of Stakeholders in Tourism Development.	15 Hours
	UNIT II: Legal and Regulatory Framework in Tourism Law relating to accommodation, travel agencies and Catering regulations, Law, regulations related to airlines and airways, Directorate General of Civil Aviation formalities for business and recreational flying in India, Acts related to preservation of monuments, heritage, arts, and antiquity: The ancient Monuments Act.	15 Hours
	UNIT III: Travel Regulations for Foreigners in India Definition of a Foreigner, Foreigners Act, Overseas Citizen of India, Person Resident in India, Special Permits required to travel in Restricted areas in India, Special Permits related to various monasteries and wild life areas and their procedure, Law designed for Adventure Tour operation, special permits for rafting, paragliding, heli-skiing and angling. Peak booking formalities for mountaineering, IMF rules for mountain expeditions, cancellation of permits and bookings Peak booking formalities, Travel Insurance and Consumer Protection Act.	15 Hours
	UNIT IV: Safety and Security of Tourists Place of Tourism in the Indian Constitution, Initiatives by Ministry of Tourism to safeguard interest of tourist and tourism agencies, Positive and Negative Impact of tourism development on society and culture, Exploitation and Trafficking of Women and children, Right to Information Act, 2005.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	

References/ Readings:	<ol style="list-style-type: none"> 1. Fennell, David. 'Tourism. Channel View Publications, Toronto, 2017 2. Murthy, C.S.V. 'Business Ethics. Text and Cases', Himalaya Publishing House, New Delhi. 2018 3. Narayan, S. 'Contemporary Tourism and Hospitality Laws'. Himalaya Publishing House, New Delhi, 2015 4. R.K. Malhotra, Socio- Environmental and Legal Issues in Tourism, New Delhi, 2005 5. Right to Information Act, 2005
Course Outcomes:	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the importance of ethics in the tourism sector. 2. List the Laws, Acts and Regulations in Tourism industry. 3. Identify the global perspectives of ethics in tourism. 4. Interpret the safety and security aspects of tourism.



Internship

Course Code: MGT-221 (04 Credits)- Internship-1
MGT-321 (04 Credits)- Internship-2
MGT-361 (02 Credits)- Internship-3
MGT-322 (04 Credits)- Internship-4

Title of the Course: Internship

Number of Credits: 04 or 02 as the case may be.

Effective from AY: 2023-24

Course Objectives:	1. This internship course is designed to provide students with hands-on experience in the hospitality, tourism or any other allied industry. Through a combination of practical training and reflective learning, students will gain insights into various aspects of hospitality management, customer service, and operational dynamics within the industry.
Evaluation pattern:	1. There shall be an ISA component of 20% marks and SEA component of 80% marks. 2. SEA marks shall be based on Internship Report and Presentation, and shall be decided by the department/discipline faculty members. The internship report shall be prepared in line with the dissertation report for the purpose of evaluation. 3. The faculty mentoring the students shall assign ISA marks based on the feedback obtained from the company/organization and the domain knowledge, skill set (log book), best practices learned by the student (viva voce) at the company/organization and such others. 4. Internship report will be governed by the guidelines issued by the Goa University via the following link: https://www.unigoa.ac.in/uploads/config_docs/20231229.044857~Format_Dissert_Intern_Field_Work.pdf