

**BACHELORS OF BUSINESS ADMINISTRATION  
IN TRAVEL & TOURISM**

**SYLLABUS**

**2019-22**



**TOURISM & HOTEL MANAGEMENT PROGRAM  
(FACULTY OF MANAGEMENT STUDIES)  
MOHANLAL SUKHADIA UNIVERSITY,  
UDAIPUR-313001**

**Office: 0294-2470062; Web: [www.mlsudthm.org](http://www.mlsudthm.org)**

**BACHELORS OF BUSINESS ADMINISTRATION IN TRAVEL  
& TOURISM**

## **3 YEAR UNDER GRADUATE DEGREE COURSE**

### **THE PROGRAMME**

The Bachelor of Business Administration in Travel & Tourism is a three year (six semesters) full time programme. a degree course.

### **Course Structure**

The programme has been organized in three years. First year and second year and third, each year comprising two semesters. The list of papers offered during first year and second year and third of the program shall be as follows-

### **SEMESTER 1 (July-December)**

<b>CODES</b>	<b>SUBJECTS</b>
101	FUNDAMENTALS OF TOURISM
102	INTRODUCTION TO HOSPITALITY
103	MANAGEMENT IN TOURISM
104	ENGLISH FOR TOURISM-1
105	INTRODUCTION TO COMPUTERS

### **SEMESTER 2 (January-June)**

<b>CODES</b>	<b>SUBJECTS</b>
201	TOURISM GEOGRAPHY
202	AIRPORT OPERATIONS and MANAGEMENT
203	ICT for TRAVEL AND TOURISM
204	MANAGEMENT ACCOUNTING
205	ENGLISH FOR TOURISM- II

### **SEMESTER 3 (July-December)**

<b>CODES</b>	<b>SUBJECTS</b>
301	TOURISM PRODUCTS OF INDIA
302	TOURISM TRANSPORTATION SYSTEM
303	HUMAN RESOURCE MANAGEMENT
304	COMMUNICATION SKILLS FOR TOURISM MANAGEMENT – I
305	COMPUTRISED RESERVATION SYSTEM

### **SEMESTER 4 (January-June)**

<b>CODES</b>	<b>SUBJECTS</b>
401	DESTINATIONS OF INDIA
402	TRAVEL AGENCY and TOUR OPERATIONS
403	ADVENTURE TOURISM
404	TOURISM MARKETING
405	COMMUNICATION SKILLS – II

**SEMESTER 5 (July-December)**

<b>CODES</b>	<b>SUBJECTS</b>
501	RELIGIOUS TOURISM
502	INTRODUCTION TO STATISTICS
503	FRENCH - I
504	FRENCH-II
505	EVENT MANAGEMENT

**SEMESTER 6 (January-June)**

<b>CODES</b>	<b>SUBJECTS</b>
601	INDUSTRIAL TRAINING PROJECT REPORT VIVA -VOCE

# **SEMESTER I**

**(July-December)**

<b>CODES</b>	<b>SUBJECTS</b>
101	FUNDAMENTALS OF TOURISM
102	INTRODUCTION TO HOSPITALITY
103	PRINCIPLES OF MANAGEMENT
104	GENERAL ENGLISH – I
105	INTRODUCTION TO COMPUTERS

# BBA (TT) 101 - FUNDAMENTALS OF TOURISM

## Course Content:

<b>Unit I</b>	Tourism: Meaning, concept, definition, characteristics, scope, forms, types, components & significance. Classification of tourists.
<b>Unit II</b>	History of tourism through ages, Travelers from the past, System and Linkages of tourism with other subjects like history, sociology, geography etc. Tourism as an industry.
<b>Unit III</b>	Explaining terms- Day trip, travel, Tourist, Visitor, Traveler, Excursionists, Leisure, facilitators of tourism, Problems and prospects of tourism.
<b>Unit IV</b>	Tourism Organizations: Origin and functions of UNWTO, IATA as International organizations while DOT, TAAI, IATO, ITDC and FHRAI as Domestic Organization.
<b>Unit V</b>	Case studies of basic travel motivators – Pleasure, Health, participation in sports, Ethic & Family, Religious, Business, curiosity & culture, Status & prestige.

## Suggested Readings:

1. Seth: Tourism Management: New Delhi, Sterling
2. Kshitiz Sharma: Introduction to Tourism Management; Mcgraw Hill Education (India) Pvt. Ltd., New Delhi
3. P.C. Sinha: Tourism Management: Anmol Publication.
4. P.C. Sinha: Tourism Evolution Scope Nature & Organization: Anmol Publication.

## BBA (TT) 102 – INTRODUCTION TO HOSPITALITY

### Course Content:

<b>Unit I</b>	Introduction, Classification of Accommodation Industry, Criteria for Classification. Types of Supplementary and Intermediate Accommodation. Types of Hotels. Types of Rooms. Role of Accommodation Sector in Tourism.
<b>Unit II</b>	Hotel Organization- Organizational charts, classifying functional areas- room division, food and beverage division, sales and marketing division, accounts division, engineering and maintenance division, human resource division, security division and other division.
<b>Unit III</b>	Front office operation: introduction, organization, types of plan, the front office coordinates with, the guest cycle (pre-arrival, arrival, occupancy, departure) reservation, reception, information, guest relation executive, cash (checkout and settlement) duty manager.
<b>Unit IV</b>	Food & Beverage: Introduction, Different types of F&B outlets – Specialty Restaurant, Multi-cuisine Restaurant, Bar, Coffee shop. Types of Menu – A' La Carte, Table D' Hote.
<b>Unit V</b>	Case studies of Hotel Chains – Marriot International, Hilton Hotels & Resorts as International chains; Taj Hotels Resorts & Palaces, Lemon Tree Hotels.

### Suggested Readings:

1. K. Arora, Theory of Cookery; frank bros. Isbn 9788184095036
2. Vijay Dhawan, Food and Beverage Service; Frank bros Ltd. publishers
3. S.K. Bhatnagar, Front Office Management; Frank bros Ltd. publishers
4. G. Raghubalan, Housekeeping operation and Management; OUP India.
5. Negi JMS, Professional Hotel Management, S Chand & Co.
6. kasavana, M.L. & Brooks , Managing Front Office Operations, A.H.M.A.

# BBA (TT) 103 – PRINCIPLES OF MANAGEMENT

## CourseContent:

<b>Unit I</b>	Nature, Scope and Importance of Management. School of Management Thought. Social Responsibility of Management.
<b>Unit II</b>	Functions of Management, Planning- nature, purpose, types and process. M.B.O- importance and process. Decision making process- tools, techniques and models.
<b>Unit III</b>	Organizing- concept of organizing, Line and staff, Authority and Responsibility, span of control, Delegation, Decentralization, Management of change and Conflict.
<b>Unit IV</b>	Directing- meeting and process, motivation- theories and importance. Leadership- concept, theories and styles.
<b>Unit V</b>	Controlling- process methods and techniques. Coordinating- nature and principles.

## Suggested Readings:

1. Koontz & Weirich, Management, McGrawHill.
2. Richard.M.Hodgets, Management, Academic press
3. Hampton, Management, McGraw Hill. International edition.
4. Stonner & Wankel, Management, Prentice Hall India.
5. Peter F Drucker, Practice of Management, Pan Books.
6. Peter F Drucker, Innovation & Entrepreneurship.
7. Virmani .V.R, The Challenges of Indian Management, Response books.
8. Venkata Rao Y, Management Process & Organisational Behavior, Akansha Publications.
9. Important Business Magazines like Business India, Business World & Fortune International.

## **BBA (TT) 104 - GENERAL ENGLISH-I**

### **CourseContent:**

<b>Unit I</b>	Basics of Grammar: Tenses, Auxiliary verb/ modals, verbs. Prepositions,
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	Conjunctions (parts of speech). Articles. Determiners
<b>Unit II</b>	Sentence formation Difference between simple, compound and complex sentences, Basic sentence patterns
<b>Unit III</b>	English Grammar Usage: phrase, phrasal verbs, idiomatic expressions, Clauses(Nominal, Adjective, and Adverbial), Use of Non-finites Verbs (Gerunds, Participles& Infinitives)
<b>Unit IV</b>	Letter writing Formal. Informal, official and business letter writing, layout of a formal letter, application (Types of applications, job application, covering letter,forwarding letter)
<b>Unit V</b>	Writing skills Reading comprehension. Précis writing. Paragraph writing, paragraph completion, and summarizing

### **Suggested Reading:**

1. Rajinder Pal and PremLata. English Grammer and Composition, Sultan Chand Publication.
2. Vibrant English. Hyderabad: Orient BlackSwan.
3. Leech, Geoffery and Jan Svartivik. A Communicative Grammar of English, New Delhi: Pearson.

# BBA (TT) 105–INTRODUCTION TO COMPUTERS

## Course Content:

<b>Unit I</b>	<b>Basic Computer concepts:</b> Introduction, Evolution, Different generations of computer hardware, hardware & Software, Basic computer applications.
<b>Unit II</b>	<b>Computer Hardware:</b> Input & output devices, memory(storage), devices, central processing. <b>Computer software:</b> types, system & application.
<b>Unit III</b>	<b>Introduction to MS-Office:</b> MS-Word: Introduction, Starting Ms-word, screen and its components, elementary working with MS-word, excel: introduction, basic of spreadsheets, ms-excel screen & its component, elementary working with ms-excel, ms-PowerPoint: introduction basics of PowerPoint its components elementary working with PowerPoint.
<b>Unit IV</b>	<b>Computer networks:</b> Basic concepts of computer networks, LAN, WAN, Switches, Routers, Hubs. <b>Internet:</b> Introduction, working of internet, use of internet, overview of World Wide Web.
<b>Unit V</b>	<b>Internet Applications:</b> Introduction to search engine. Introduction to web browsers, working with email, website layouts and navigations. <b>Technologies:</b> electronic payment system, DBMS, Google Business.

## Suggested Readings:

1. Bharihoke, Deepak (2013) Fundamentals of Information technology(3<sup>rd</sup> edition), New Delhi by Excel books.
2. RajaRaman. V and adabala, N.(2014) Fundamentals of computers. PHI learning private limited.
3. Basandra, S. K, Computers today. Galgotia Publications Pvt. Ltd.

# **SEMESTER II**

**(January-June)**

<b>CODES</b>	<b>SUBJECTS</b>
201	TOURISM GEOGRAPHY
202	AIRPORT OPERATIONS and MANAGEMENT
203	ICT for TRAVEL and TOURISM
204	MANAGEMENT ACCOUNTING
205	GENERAL ENGLISH – II

# BBA (TT) 201 - TOURISM GEOGRAPHY

## Course Content:

<b>Unit I</b>	<b>Fundamentals of Geography:</b> Tourism geography; Relation between Tourism and Geography; Climate & Tourism; Types of maps, latitude, longitude, International Date Line, Atlas reading.
<b>Unit II</b>	<b>Rajasthan Geography:</b> physical & political features of Rajasthan, Climatic conditions prevailing in Rajasthan, some important locations for International and Domestic tourism in Rajasthan.
<b>Unit III</b>	<b>Indian Geography:</b> physical & political features of Indian Subcontinent, Climatic conditions prevailing in India, some important locations for international tourism.
<b>Unit IV</b>	Tourism system relate to geography in different ways: Rural tourism, Urban tourism, Spa tourism, heritage tourism, adventure tourism.
<b>Unit V</b>	<b>Case Studies:</b> Climate influences Tourism peak and off seasons of different states in India (Kerala, Himachal Pradesh, Madhya Pradesh, Assam)

## Suggested Readings:

1. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
2. Sinha, P.C. Tourism Geography, Anmol Publication
3. Dixit, M. Tourism Geography and Trends, Royal Publication
4. International Atlas, Penguin Publication and DK Publications
5. Verma P.S and V.R. Agarwal: Principles of Ecology(New Delhi S. Chand)

# BBA (TT) 202 – AIRPORT OPERATION AND MANAGEMENT

## Course Content:

<b>Unit I</b>	<b>Overview of the airline Industry:</b> link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business, The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management system and culture, Passengers security, Cargo security, Security quality control
<b>Unit II</b>	<b>Standard envelopes for traffic documents:</b> Use of Airlines Documents. Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security procedures, Quality Management System, Performing Airport Handling Quality Audit, E- Invoicing Standards
<b>Unit III</b>	<b>Facilitation and security and contingency planning:</b> Passenger Handling, Class orType of Fare, Denied Boarding Compensation, Inadmissible passengers andDeportees, Items Removed from a Passenger's Possession by Security personnel.Hold Loading of Duty-Free Goods, Dangerous Goods in passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation,Recommendations for the Handling of passengers with Reduced Mobility (PRM),Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for passenger Agentsin Case of Suspected Communicable Disease
<b>Unit IV</b>	<b>Baggage handling:</b> Interline and On-Line Transfer Baggage, Baggage Theft andPilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk- loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing ofLoad, Collection of Sacks and Bags, Acceptance Standards for the Interchange of Transferred Unit Load Devices,Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage,Handling, Mail Documents, Aircraft Documents Stowage, Special Load-Notificationto Captain (General, Special Load-Notification to Captain Special Load-Notification to Captain

<b>Unit V</b>	<b>Cargo trends and forecasts:</b> Cargo operations DGR, LAR, Aircraft Handling and Loading, provision and Carriage of Loading Accessories, Tagging of Unit Load Devices, Storage of Unit Load Devices, Continued Airworthiness of Unit Load Devices, ULDBuild-up and Breakdown, ULD Transportation, ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability-Tipping, potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation, Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, Load Control, Terms and Definitions.
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### **Suggested Readings:**

1. Trompenaars & Woolliams, Business Across Cultures, Capstone Publishing
2. Spekman & Isabella, Alliance Competence, Wiley
3. Holden, Cross Cultural Management, Pearson
4. Stephan Holloway, Straight and Level: Practical Airline Economics, Ashgate (2nd Ed.)
5. Diana M. Stancu, AVSEC Conventions beyond Chicago, unfit Beijing in Aviation Security International, Vol. 16, Issue 5 (pp -11-13)
6. Robert W. Poole, Risk Based Aviation Security, Joint Transport Research Center.
7. K. Jack Riley, Air Travel Security, Rand Corporate Publication.

# BBA (TT) 203– ICT for TRAVELand TOURISM

## Course Content:

<b>Unit I</b>	<b>Basic Computer concepts &amp; applications:</b> Introduction, Evolution, Different generations of computer hardware, hardware & Software, Basic computer applications. Introduction to wordprocessor and its components, elementary working and features like mail merge, document formatting and printing. Spreadsheet introduction, basic of spreadsheets, Spreadsheet component, sorting, filters, pivot tables. Presentation software: introduction and basics, its components elementary working with Presentations.
<b>Unit II</b>	Introduction to Information Technology, Networking of Computers, Enterprise wide networks, Strategic value of Intranets and Extranets, Internet and Internet technologies, Security and Internet Firewalls, Electronic Payment Systems (EPS), Electronic Fund Transfers (EFT), Electronic Data Interchange (EDI)
<b>Unit III</b>	Information Systems for Tourism, Decision Support Systems, Concept of Database Management Systems, Concept of Relational Database Management Systems (RDBMS), Management Information Systems (MIS), Executive Information System (EIS), Global Positioning System (GPS), Enterprise Resource Planning (ERP), Knowledge Based systems.
<b>Unit IV</b>	Application of ICT systems in Tourism for competitive advantage, Introduction to Business analytics, basics of data warehousing and mining, knowledge generation, social media for competitive advantage.
<b>Unit V</b>	Tourism Websites and design principles, E-tourism, E-marketing, E-commerce, M-commerce, search engine optimization, Introduction to web browsers, working with email, introduction to Google Business.

## Suggested Readings:

1. Robson Wendy, Strategic Management and Information Systems Pitman Publishers
2. Information technology for tourism ,Gary Inkpen
3. Bharihoke, Deepak (2013) Fundamentals of Information technology (3<sup>rd</sup> edition), New Delhi by Excel books.

4. RajaRaman. V and adabala, N.(2014) Fundamentals of computers. PHI learning private limited.
5. Basandra, S. K, Computers today. Galgotia Publications Pvt. Ltd.



# BBA (TT) 204 - MANAGEMENT ACCOUNTING

## Course Content:

<b>Unit I</b>	Introduction: Meaning, Definition, Nature and Scope, Objective, Importance and Techniques, Role of Management Accountants. Accounting information System: Meaning and Definition, Importance, Installation of Accounting Information System, Principles of good information system.
<b>Unit II</b>	Ratio Analysis: Meaning and Definition, Forms, Importance, Objective and precaution Limitation, General Safety levels of Ratios, classification, Calculation and Interpretation of Financial Ratios.
<b>Unit III</b>	Analysis of Working Capital: Meaning, Definitions, Concepts, Type, Components Estimation of Working Capital requirements, Operating Cycle Method, Forecasting method, Projected Balance Sheet Method, P &, L Adjustment Method and Cash Forecasting Method.
<b>Unit IV</b>	Budgeting and Budgetary Control System: Essentials of Effective System, Installation of Budgetary control system, Operating, Cash, Flexible and Master Budget, Program Budgeting Performance Budgeting and Zero Base budgeting, Preparation of functional budgets.
<b>Unit V</b>	Capital Budgeting: Concept, definition and meaning, methods of evaluation of Investment proposals: ARR, PBP, NPV, IRR and CBR.

## Suggested Readings:

1. Batacharya S.K. and DeardenJ: Accounting for Management- Text and Cases: Vikas Publishing House, New Delhi.
2. Heitger L.E. and Matulich S: Financial Accounting: Tata McGraw Hiils.
3. Gupta R.L. and Radhaswamy M.: Advanced Accountancy: Sultan Chand and Sons.
4. Anthony R.N. and Reece J.S.: Accounting Principles: Homewood illinois .
5. 5.Nigam BML and Sharma G.L.: Cost Accounting –Principles and Applications: Himalaya Publishing House

## BBA (TT) 205 – GENERAL ENGLISH - II

### Course Content:

<b>Unit I</b>	Aspects of English Grammar: Tenses, Error detection, synonyms, antonyms, homonyms, acronyms. Homophones. vocabulary building, one word substitution
<b>Unit II</b>	English Usage common problems with verbs, adjectives, adverbs, pronouns, conjunctions, Punctuation, Prefix, suffix, Sentence correction, sentence completion, transformation of sentences
<b>Unit III</b>	Functional English Active and passive voice, Direct and indirect speech, Narration of an incident, story
<b>Unit IV</b>	Writing skills : Application (types, form and content of an application), Academic essay writing, and passage completion by filling in the suitable words/s
<b>Unit V</b>	Report writing: Report writing (types of report, formal and informal report, drafting of a report, layout of a report, short report and essential requirement of a good report)

### Suggested Readings:

1. Rajinder Pal and Prem Lata. English Grammar and Composition, Sultan Chand Publication
2. Vibrant English. Hyderabad: Orient Blackswan, 2013
3. Leech, Geoffrey and Jan Svartvik. A Communicative Grammar of English. New Delhi: Pearson, 2009.

# **SEMESTER III**

**(July-December)**

<b>CODES</b>	<b>SUBJECTS</b>
301	TOURISM PRODUCTS OF INDIA
302	TOURISM TRANSPORTATION SYSTEM
303	HUMAN RESOURCE MANAGEMENT
304	COMMUNICATION SKILLS – I
305	COMPUTRISED RESERVATION SYSTEM

# BBA (TT) 301 - TOURISM PRODUCTS OF INDIA

## Course Content:

<b>Unit I</b>	<b>Tourism products:</b> Meanings, concept, Characteristics, Components of tourism product, Tourism Product Life Cycle, Typology of tourism product.
<b>Unit II</b>	<b>Historical / Monumental / Architectural destinations:</b> Delhi, Agra, Jaipur, Khajuraho, Nalanda, Ajanta, Ellora, Hampi- Halebid, Lucknow, Hyderabad, Badami, Ahole, Pattadakal, Belur, Sravanabelagola, Bijapur, Madurai, Tanjavur, Thiruvananthapuram
<b>Unit III</b>	<b>Dance, Music, Art and handicraft:</b> Classical and Folk dances of India; Classical Music of India; Important Museum, Art Galleries and Libraries; Handicrafts and textiles important handicraft objects and centres, craft melas, souvenir industry (Most popular products of India).
<b>Unit IV</b>	<b>Tourism And Heritage:</b> Heritage – Meaning, types of Heritage Tourism, Heritage Management, World Heritage sites in India; National & International Organization engaged in heritage management like UNESCO, ASI, INTACH.
<b>Unit V</b>	National Parks, Wildlife Sanctuaries and Biosphere Reserves. Case studies of Ranthambore, Keoladeo, Sariska, Kaziranga, Jim Corbett and Valley of Flowers. Tourism & conservation related issues.

## Suggested Readings:

1. Gupta, SP, Lal, K, Bhattacharya, M.: Cultural Tourism in India: DK Print.
2. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
3. Jacob : Tourism Products Of India: Abhijeet Publication.
4. Deva, B.C. : Musical Instruments: National Book Trust
5. Dixit Manoj&Charusheela : Tourism Products: New Royal Book Company.

# BBA (TT) 302 – TOURISM TRANSPORT SYSTEM

## Course Content:

<b>Unit I</b>	<b>Introduction to Transport Systems:</b> Evolution of transport system; importance in tourism; developments taken place in transport system in India, trends and issues of transport management.
<b>Unit II</b>	<b>Aviation:</b> Evolution and growth of civil aviation in the world; aviation in India; outline of Air India and private airlines operating in India; patterns of demand and supply; functions and role of ICAO, IATA, AAI, DGCA.
<b>Unit III</b>	<b>Rail Transport:</b> Introduction and History of civil aviation in the world and in India; Major railway systems of India – Amtrak, Euro Rail. Indian Railways: Past, present, future. Most important trains in India. Luxury tourist trains: Palace on wheels, Maharaja Express, Royal Orient, Deccan Odyssey, Heritage toy train of India, Indrail pass.
<b>Unit IV</b>	<b>Road Transport:</b> Introduction and overview of road transport industry in India. Past, present and future scenario of road transport systems in India. Major tourist coach systems in India. Documentations for road tourist transport in India.
<b>Unit V</b>	<b>Water Transport:</b> Water transport system. Historical past. River canal boats. Future prospects of water transport in India. Cruise and ferries: Introduction and history, river canal boats, impacts of ferries and cruises on tourism, boating holidays, major cruise lines and packages in India.

## Suggested Readings:

1. Chand. M; Travel agency Management
2. Singh J; Travel & Tourism
3. Singh R; Dynamics of modern Tourism
4. Sinha P.C; Tourism Transport and Travel Management

# BBA (TT) 303 - HUMAN RESOURCE MANAGEMENT

## Course Content:

<b>Unit I</b>	<b>Human Resource Management:</b> Definition, Nature, Importance, Scope and Concept of HRM. Micro & Macro approaches to HRM.
<b>Unit II</b>	<b>Human Resource Planning:</b> Concept of HRP, HR Accounting, Assessment of Human Resource Requirement, HR forecasting, Basics of Job Analysis
<b>Unit III</b>	<b>HRM Mechanism:</b> Basic concepts of recruitment, selection, induction, Training & Development; Performance appraisal, Transfer, Promotion, Separation.
<b>Unit IV</b>	<b>Emerging HRM Dimensions:</b> HRM practices in India in Competitive era with latest trends. International HRM Meaning & concept approaches to international HRM.
<b>Unit V</b>	<b>Challenges of HRM:</b> Work cultural diversity, Impact of Technology, Innovation & R&D on HRM, Talent Management, Global practices and Bench marking of HRM strategies.

## Suggested Readings:

1. Dale S Beach: the Management of People at Work: Macmillan Publishing Co, NewYork
2. Monopa A and Saiyadain M: Personnel management: Tata McGraw Hill, New Delhi.
3. Micheal V. Human Resource Management: Himalayan Publishing Co, Delhi
4. Tripathip C: Personnel Management and Industrial Relations: Sultan Chand & Sons.
5. Stone, Lioyed and Leslie W.Rue: Human Resource and Personnel Management: Rochard D. Irwin.

# BBA (TT) 304 – COMMUNICATION SKILLS - I

## Course Content:

<b>Unit I</b>	<b>Basics of Communication</b> <ul style="list-style-type: none"><li>● Shannon Weaver Model of communication</li><li>● Distinguishing Between General and Technical English</li><li>● Verbal and Non verbal Communication-Kinesics, Proxemics, Paralinguistics, Chronemics.</li><li>● Effective use of Non-verbal Communication :- Improving Your Behavioural Skills</li></ul>
<b>Unit II</b>	<b>Listening Ability</b> <ul style="list-style-type: none"><li>● Importance of Listening</li><li>● Listening for general and specific purpose</li><li>● Intensive Listening</li><li>● Types and Barriers to Listening, Overcoming Measures</li><li>● Enhancing Effective learning strategies</li></ul>
<b>Unit III</b>	<b>Speaking Skills</b> <ul style="list-style-type: none"><li>● Types of Presentations</li><li>● Presentations strategies</li><li>● Preparing and Conducting Effective Oral presentations</li><li>● Group Discussions</li></ul>
<b>Unit IV</b>	<b>Reading Tactics</b> <ul style="list-style-type: none"><li>● Reading Techniques - Skimming, scanning, understanding the gist or an argument</li><li>● Developing Reading Strategies</li></ul>
<b>Unit V</b>	<b>Technical English Writing Skills</b> <ul style="list-style-type: none"><li>● Types of Formal/Business letters, Job applications, covering letters</li><li>● Writing Reports : Types of Reports and layouts</li><li>● Difference Between Writing a Bio-data, CV and Resume</li></ul>

**Suggested Readings:**

1. Vibrant English. Hyderabad: Orient Blackswan.
2. Lesikar R V, Flatley M E, Rentz K and Pandey Business Communication: Making Connections in a Digital World: New Delhi.
3. Technical Communication: Principles and Practice, Second edition by Meenakshi Raman and Sangeeta Sharma, Oxford Publications.

**BBA (TT) 305 – STUDY TOUR & REPORT****OBJECTIVE:**

This course is about sharing learning during the study tour. Learners would be expected to make a presentation of their work and learning during the study tour. They would be partially evaluated on this.

**STUDY TOUR OUTLINE:**

Student must earn a feel of travel a new place so that they may appreciate travel concept, each student of BBA(T) will be required to submit a study report based on the tour. Project work will be carried out under one supervision or one guide. Report should be submitted within the limited period of time.

**EVALUATION:**

One printed copy and one soft copy of the project report should be submitted to the institute. The printed copy of the project report must bear the guidance certificate dually signed by the guide. The project report should reflect candidates understanding estimation, analysis of the subject under study. Every student has to appear in the VIVA VOCE examination on the project report.



# **SEMESTER IV**

**(January-June)**

<b>CODES</b>	<b>SUBJECTS</b>
401	DESTINATIONS OF INDIA
402	TRAVEL AGENCY AND TOUR OPERATIONS
403	ADVENTURE TOURISM
404	TOURISM MARKETING
405	COMMUNICATION SKILLS – II

## BBA (TT) 401 – DESTINATIONS OF INDIA

### CourseContent:

<b>Unit I</b>	<b>Urban Destinations:</b> Delhi Kolkata, Chennai, Bangalore, Mumbai.
<b>Unit II</b>	<b>Heritage Destinations:</b> Khajuraho, Lucknow, Jaipur, Jodhpur, Jaisalmer, Agra, Hampi, Maharashta (Ajanta &Ellora), Konark. <b>Cultural Destinations:</b> Udaipur, Varanasi, Kanyakumari, Madurai, Bhubaneshwar.
<b>Unit III</b>	<b>Pilgrimage Tourism:</b> Badrinath, Dwarka, Puri, Amritsar, Nathwara, Ajmer, Pushkar, Ranakpur, Ujjain, Mathura, Rameshwaram.
<b>Unit IV</b>	<b>Beach &amp; Island Destinations:</b> Goa, Andaman & Nicobar, Lakshadweep, Kerala.
<b>Unit V</b>	<b>Mountain Destinations:</b> Munnar, Ooty, Nainital, Shillong, Gangtok, Mussoorie, Manali.

### Suggested Reading:

1. William, Crook, Travels in India, Oriental Publishers, New Delhi.
2. Pilgrimage in India, R.N. Pillai.
3. Kaul, R N, Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.
4. Managing Tourist Destinations: Krishnan k. Kamra.
5. Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi.

# BBA (TT) 402 – TRAVEL AGENCY AND TOUR OPERATOR

## Course Content:

<b>Unit I</b>	Introduction, History &, Growth of Travel Agency business. Meaning &, Classification of Travel Agency, Functions of Travel Agency. Organization - Proprietorship, Partnership, Corporate.
<b>Unit II</b>	Tour operator: Meaning and types of Tour operators, Differences between Tour Operators & Travel Agents. FIT &, GIT, popular TA &, TO of India.
<b>Unit III</b>	Setting up of a Travel Agency. Government approval. IATA rules regulations for accreditation, Incentives offered by Central & State governments. Sources of Earning & Commission.
<b>Unit IV</b>	Itinerary preparation, examples of itinerary (Domestic &, International) Package tour, tour costing, types of tariff Voucher - for Hotel & Airline, Designing & Writing Voucher and Brochure.
<b>Unit V</b>	Tour Package- Definition & Forms, costing, Quotation, Confidential Tariff. Study of Tour packages offered by major travel agencies of India and state tourism development corporations.

## Suggested Readings:

1. L.K.Singh , Management of Travel Agency: Gyan Publishing House
2. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi.
3. Foster D.L, The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore
4. Frenmount P, How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York
5. Holloway J.E. The Business of Tourism, Pitman,
6. Amra K.K and Chand Mohinder. Basics of Tourism- Theory, operation and Practice, Kanishka Publishers, and distributors, New Delhi,
7. Syrratt G, Manual of Travel Agency Practice, Butterworth, Oxford

# BBA (TT) 305: COMPUTERIZED RESERVATION SYSTEM

## Course Content:

<b>Unit I</b>	<ul style="list-style-type: none"><li>● Introduction</li><li>● Flight availability</li><li>● Selling Air Segment</li><li>● Passenger Name Records</li></ul>
<b>Unit II</b>	<ul style="list-style-type: none"><li>● Supplementary Data</li><li>● Modifying a PNR</li><li>● Fare displays</li></ul>
<b>Unit III</b>	<ul style="list-style-type: none"><li>● Itinerary Pricing</li><li>● Issuing Tickets</li><li>● Advance Seat Assignments</li></ul>
<b>Unit IV</b>	<ul style="list-style-type: none"><li>● Queues</li><li>● Customer profiles</li><li>● Reference Information</li></ul>
<b>Unit V</b>	<ul style="list-style-type: none"><li>● Hotel Reservation</li><li>● Car Rentals</li><li>● Miscellaneous Entries</li></ul>

## Suggested Readings:

1. Travel Information Manual – IATA
2. OAG/ABC – IATA
3. Air-Tariff Book – IATA

## BBA (TT) 404 – TOURISM MARKETING

### Course Content:

<b>Unit I</b>	<b>Marketing:</b> Introduction to tourism marketing: Definition, nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, value and satisfaction, evolution of marketing.
<b>Unit II</b>	<b>Market targeting:</b> Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing Mix.
<b>Unit III</b>	<b>Product Issues:</b> Types of products; product mix dimensions; product strategies; product life cycle.
<b>Unit IV</b>	<b>Pricing:</b> Concept of price; factor influencing tourism pricing; method of price fixation, pricing strategies.
<b>Unit V</b>	<b>Promotion:</b> Concept of promotion and communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factors affecting promotion mix; types of marketing promotion and communication tools.

### Suggested Readings:

1. Chowdhary, Niit and Praakash, Monika. A textbook of Marketing of services. New Delhi: Macmillan India Ltd.
2. Middleton, Victor. Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann
3. Dasgupta, Devashish. Tourism Marketing. New Delhi: Pearson Education. (L)
4. Kotler, Philip, Bowen, John and Makens James. Marketing for Hospitality and Tourism. New Delhi: Prentice Hall.



# BBA (TT) 405 – COMMUNICATION SKILLS - II

## Course Content:

<b>Unit I</b>	<b>Phonetics</b> <ul style="list-style-type: none"><li>● Linguistics Techniques</li><li>● English Phonetic Symbols and Signs</li></ul>
<b>Unit II</b>	<b>Listening Ability</b> <ul style="list-style-type: none"><li>● Listening News, Conversations, talks, presentations, academic lectures etc.</li></ul>
<b>Unit III</b>	<b>Presentations skills</b> <ul style="list-style-type: none"><li>● Effective Oral / Business/power-point presentations</li><li>● Group Discussions</li><li>● Interview Skills: Types of Interviews. Effective Use of Body Language and Non verbal communication during Interviews</li><li>● Preparing and organizing speech</li></ul>
<b>Unit IV</b>	<b>Reading Skills</b> <ul style="list-style-type: none"><li>● Book Review</li><li>● Research Paper presentations in seminar/Conference</li></ul>
<b>Unit V</b>	<b>Projects and Assignments</b> <ul style="list-style-type: none"><li>● Role Plays dealing with real-life situations</li><li>● Case Study</li><li>● Debates</li><li>● Extempore/Prepared Speech</li></ul>

## Suggested Readings:

4. Vibrant English. Hyderabad: Orient Blackswan.
5. Lesikar R V, Flatley M E, Rentz K and Pandey Business Communication: Making Connections in a Digital World: New Delhi.

6. Technical Communication: Principles and Practice, Second edition by Meenakshi Raman and Sangeeta Sharma, Oxford Publications.

# **SEMESTER V**

**(July-December)**

<b>CODES</b>	<b>SUBJECTS</b>
501	RELIGIOUS TOURISM
502	INTRODUCTION TO STATISTICS
503	FRENCH I
504	FRENCH-II
505	EVENT MANAGEMENT



## BBA (T) 501 – RELIGIOUS TOURISM

### Course Content:

<b>Unit I</b>	<b>Religious Tourism:</b> Religious Tourism: Concept, Definition and Significance; Trends and Pattern in Religious Tourism in India
<b>Unit II</b>	<b>Hinduism:</b> Concepts and way of Life, Basic features; Changes in traditional philosophy and outlook; Growth over the Years
<b>Unit III</b>	<b>Islamic Religion and Society:</b> Concept and philosophy of life, communities; growth over the years. <b>Christian Religion and Society:</b> Concept and philosophy of life, communities; growth over the years. <b>Sikh Religion and Society:</b> Concept and philosophy of life, communities; growth over the years.
<b>Unit IV</b>	<b>Buddhism:</b> Concept and philosophy of life, communities; growth over the years. <b>Jainism:</b> Concept and philosophy of life, communities; Growth over the years
<b>Unit V</b>	Relation between religion and tourism; Different religions of India creates another level of tourism products.

### Suggested Readings:

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India.
2. Michell, George, Monuments of India, Vol. 1. London.
3. Davies, Philip, Monuments of India, Vol. II, London.
4. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
5. Brown Percy, Indian Architecture (Islamic period), Bombay.
6. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
7. Swami, Prayaganand, History of Indian Music.

8. Jain, Jyotindra&Arti, Aggrawala : National Handicrafts and Handlooms Museum.
9. Mehta. R. J.: Handicrafts & Industrial Arts of India, New York.
10. Hussain, S. A.: The national cultural of India, National Book Trust, New Delhi.

## BBA (TT) 502 – INTRODUCTION TO STATISTICS

### Course Content:

<b>Unit I</b>	<b>Overview of Statistics:</b> Definition; importance and limitations; functions and scope of statistics; role of statistics in tourism. Collection of primary and secondary data, approximation and accuracy, statistical errors.
<b>Unit II</b>	<b>Classification, Tabulation of data:</b> Meaning and characteristics; frequency distribution, simple and manifold tabulation. <b>Presentation of Data:</b> diagrams/graphs of frequency distribution and histograms ratio scale graph. <b>Measures of Central Tendency:</b> Central tendency, arithmetic mean, median, mode.
<b>Unit III</b>	<b>Measures of Dispersion &amp;Skewness:</b> Absolute and relative measures of dispersion; quartile deviation; standard deviation; and their coefficient; uses and interpretation of measures of dispersion. Measures of Skewness.
<b>Unit IV</b>	<b>Index numbers and Time series Analysis:</b> meaning and uses of index numbers; simple price index number; methods of construction of index numbers; fishers ideal index number; Time Series analysis: Components and measurement of trend.
<b>Unit V</b>	<b>Correlation and Regression analysis:</b> Significance of correlation; types of correlations; measurement of correlation (Karl Pearson's method, spearman's rank correlation); difference between correlation and regression. Liner Regression Analysis: Regression equations of X on Y and Y on X & bivariate regression model.

### Suggested Readings:

1. Sharma, J.K. Mathematics for Business & Economics, New Delhi: Asian Books.
2. Hooda, R.P. Statistics for Business and Economics, 3<sup>rd</sup> ed., N.Delhi: Mamillan.

3. Levin, R.I. Statistics for Management. Pearson Education India.

# BBA (TT) 503 - FRENCH -I

## Course Content:

<b>Unit I</b>	Understanding the verbal system - The three groups of verbs and the three forms - affirmative, negative and interrogative in the present tense.
<b>Unit II</b>	Salutation Professions Nationalities Presentation of oneself Introducing others Loisirs (Hobbies)
<b>Unit III</b>	Classroom Description Les Jours de la semaine (the days of the week) Les mois de L'annee (The months of the year) Nombres - 1 to 100 RegarderLheureetannees (Seeing Times & Years) Les pays etles monuments (Countries and monuments)
<b>Unit IV</b>	Grammaire Article Defini Article Indefini Prepositions Aricle Contracts
<b>Unit V</b>	AdjectifQualificatif SingulierPluriel Pronominal Negation Contaires Question Formation & Exercises

# **BBA (T) 504 – SUMMER INTERNSHIP AND PROJECT REPORT**

## **OBJECTIVE:**

This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this.

## **STUDY TOUR OUTLINE:**

Summer internship will be for **2 months**. Student must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses, each student of BBA(T) will be required to submit a project report based on work done in an industry of repute. Project work will be carried out under one supervision or a guide. A synopsis must be sent to guide within 25 days of completion of internship. Guidance from institute regarding project work will be available from internal guide. Report should be submitted within the limited period of time.

## **EVALUATION:**

One printed copy and one soft copy of the project report should be submitted to the institute. The printed copy of the project report must bear the guidance certificate dually signed by the guides (internal & external). The signature of the external guide should be supported by the relevant seal of organization. The project report should reflect candidates understanding estimation, analysis of the subject under study. Every student has to appear in the VIVA VOCE examination on the project report.

# **SEMESTER VI**

**(January-June)**

<b>CODES</b>	<b>SUBJECTS</b>
601	INDUSTRIAL TRAINING PROJECT REPORT VIVA-VOCE

# BBA (T) 403 – ADVENTURE TOURISM

## Course Content:

<b>Unit I</b>	Definition, nature and scope of Adventure tourism. Geographical Diversities and Opportunities for Adventure Tourism in India.
<b>Unit II</b>	<b>Land based activities:</b> Mountaineering, trekking in Himalayan states. Necessary equipment, techniques and problems.
<b>Unit III</b>	<b>Water based activities:</b> water resources of India; river- lakes and sea water. Rafting, Kayaking, Boating, SCUBA diving and coastal activities.
<b>Unit IV</b>	<b>Air based activities:</b> hang gliding, ballooning and sky diving. Places, organizations and equipments associated with above activities.
<b>Unit V</b>	Existing Adventure Tourism in Rajasthan & Future Prospects.

## Suggested Readings:

1. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
2. India - A Travellers Companion by Pran Nath Seth.
3. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.
4. Tourism in India - V.K. Gupta, Gian Publishing House, Delhi
5. Hill Stations of India - Gillan Wright, Penguin Books, New Delhi

# BBA (TT) 602 - SPECIAL INTEREST TOURISM

## Course Content:

<b>Unit I</b>	Definition, need, scope and future of Special Interest Tourism.
<b>Unit II</b>	<b>Ecotourism</b> <ul style="list-style-type: none"><li>• Definitions of Eco Tourism</li><li>• Benefits and Impacts of Eco-Tourism</li><li>• Challenges and Opportunities of Eco Tourism</li><li>• Sustainability model</li></ul>
<b>Unit III</b>	<b>Rural and Ethnic Tourism</b> <ul style="list-style-type: none"><li>• Definitions, Impacts, Challenges and Opportunities for Rural Tourism</li><li>• Government initiatives to develop rural tourism in India.</li><li>• Village tourism &amp; case studies.</li><li>• Meaning , nature and scope of Ethnic Tourism</li></ul>
<b>Unit IV</b>	<b>Wine and Food Tourism</b> <ul style="list-style-type: none"><li>• Definition, food and wine festivals</li><li>• Wine Market in India (current and emerging)</li><li>• Challenges and Opportunities for wine and food tourism</li></ul>
<b>Unit V</b>	<b>Health, Sports, Marine and Dark Tourism</b> <ul style="list-style-type: none"><li>• Health through Yoga and Ayurveda</li><li>• Potential market in India, comparative studies.</li><li>• Definition and types of Sports Tourism, Impacts</li><li>• Future and emerging markets of India Definition, activities, regulatory issues, problems and opportunities of Marine Tourism, Dark Tourism versus Marine Tourism, Definition, Status and significance of Dark Tourism</li></ul>

## Suggested Readings:

1. Acharya, Ram, Tourism & Cultural Heritage of India, RBSA Publication.
2. Bhatia, A.K., International Tourism



3. Tourism and Indigenous People: Hinch Thomas; Bulter Richard Ed
4. Sports Tourism Development: Hinch Thomas
5. Cultural Tourism: A Strategic Focus
6. Adventure Tourism and Sports; Dr. JagmohanNegi
7. Medical Tourism in India; Raj and Purthi

## **BBA (TT) 505–EVENT MANAGEMENT**

### **Course Content:**

<b>Unit I</b>	Introduction to Events: Scope – Nature & Importance – Types of events- Unique features & Similarities- Practices in event management – Key steps to a successful event.
<b>Unit II</b>	The Dynamics of event management: Event Planning & Organizing, Problem solving & crises Management, Leadership & Participants management, Managing people & time, Site & infrastructure Management.
<b>Unit III</b>	Introduction to MICE: planning MICE, Components of the Conference market, Characteristics of conferences & conventions, MICE as a supplement to tourism, the nature & demand of conference markets, nature & demand of conference markets – the economic & social significance of conventions, process of convention management.
<b>Unit IV</b>	Event marketing – customer care, marketing equipments& tools- promotion media relations & publicity- Event co-ordination- visual & electronic communication, event evaluation, case studies of events of national & international importance.
<b>Unit V</b>	Travel industry fairs – Benefits of fairs – TTF, OTM, SATTE,PATA Travel Mart.

### **Suggested Readings:**

1. Coleman, Lee &Frankle, Powerhouse Conferences. Educational Institute of AH & MA. .
2. 30 Hoyle, Dorf& Jones, Meaning conventions & Group business. Educational institute of AH & MA.
3. Harold Goodwin, Taking Responsibility for Tourism Leeds Metropolitan University ISBN: Good fellow Publishers 978-1-906884-40-6

4. Judith Mair, Conferences and Conventions A Research Perspective Routledge – 154 pages Series: Rutledge Advances in Event Research Series
5. Montgomery, R.J, "Meeting, Conventions and Expositions: VNR, New York

## **BBA (TT) 504 - FRENCH – II**

### **Course Content:**

<b>Unit I</b>	Understanding the three groups of verbs and the three forms - affirmative, negative and interrogative in Future Tense.
<b>Unit II</b>	Family Description Maison (House) Meals & Beverages (4 meals) Vegetables, fruits & Drinks
<b>Unit Iii</b>	Passport Letter writing - general Bio-Data Paris & the tourist attractions
<b>Unit IV</b>	Imperatif Negation Adjectifs Masculin-Feminin prepositions
<b>Unit V</b>	Conjugaisons Adjectifs demonstratifs Pronoms Personnelles Exercises

### **Suggested Readings:**

1. Bienvenue En France, Tome I by A. Monnerie. Chapters 8-13 Course De Langue Dt De
2. Civilisation Francaises. Book I. by G. Mauger. Chapters 15-22.

