

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

BBA (TOURISM AND TRAVEL)

PROGRAMME

As per NEP 2020 and as per resolutions of BOS on BBA held on 22-10-2021

**Department of Business Administration.
(Faculty of Commerce)
Mangalore University, Mangalagangothri**

BBA (TOURISM AND TRAVEL) PROGRAMME

1. Programme Objectives:

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of tourism theory and its application in problem solving.
- Select and apply appropriate tools for decision making required in the tourism industry for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the tourism entrepreneurial process and inculcate creativity and innovation among students.
- To produce tourism graduates with highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

On successfully completing the program the student will be able to:

- Understand concepts and principles of tourism management/business; identify the opportunities in the travel market and manage the challenges
- Demonstrate the knowledge of tourism managerial science to solve complex travel and hospitality problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse sectors, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies in tourism industry.
- Exhibit managerial skills in the areas of tourism marketing, hospitality, airline, HR, etc.
- Identify tourism business opportunities, destination design and implement innovations in workspace.
- Possess a sturdy foundation for higher education and research in tourism and hospitality.

3. Program Specific Outcomes (PSO):

On the successful completion of B.B.A – Tourism and Travel Management, the students will be able to:

PSO1: Acquire Practical learning through internship, annual tour and organize various events etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization course in Air Ticketing, Hospitality Management, Cargo and Logistics, Human Resource, and Tourism Marketing etc. to solve the issues.

PSO3: Understand and develop the new dimensions of knowledge and recent trends through open electives to cater the needs of the tourism industry.

PSO4: Comprehend the core concepts and core products, methods and practices in tourism management.

PSO5: Venture into his/her own travel business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans

PSO7: Develop an understanding of travel business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Mold Matured Individuals and responsible Citizens to the country

PSO9: Demonstrate Ability to work in varied Groups culture.

BBATT 2.6	NCC/NSS/R&R(S&G) /Cultural	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25

5. Acronyms Expanded

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

6. Pedagogy:

In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:

1. Case Based Learning: Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.

2. Experiential/Live Projects/Grass Root Projects: To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.

3. Team Spirit and Building: To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.

4. ICT enabled teaching with global touch: With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.

5. Leadership Building: Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.

6. Emphasis on Indian Tourism Business Models: Over the past two decades, several Indian Tourism Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

7. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl.No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	15 Marks
B.	Internal Assessment Tests (IAT)	25 Marks
Total of CIE (A+B)		40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE (A + B + C)		100Marks

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 15% weightage (15 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of five of the following assessment methods with three (3) marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 25% weightage (25 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 25 marks.

c) In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

8. Suggestive Template for IAT

Internal Assessment Test Bachelor (BBA-TT)

Course Code: Name of the Course

Duration: 1 Hour

Total Marks: 25

SECTION-A

• Answer any three of the following questions. Questions are asked on remembering.

(3 x 5=15)

- 1.
- 2.
- 3.
- 4.

SECTION- B

• Answer any one of the following questions. Questions are asked on Understanding and Applying.

(1 x10= 10)

- 5.
- 6.

9. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

BBA (TT) FIRST SEMESTER

Name of the Program: BBA (Tourism and Travel) Course Code: BBATT 1.1 Name of the Course: Tourism Principles and Practice		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate <ol style="list-style-type: none"> a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry. b) The ability to explain the theories and practices of tourism. c) The ability to explain the motivations behind travel behaviour and able to identify tourism trends d) The ability to explain the linkages of tourism industry with other industries 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY		10
Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter– regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism, Space Tourism-tourist motivators –socio-economic effects of tourism on destination.		
Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES		08
Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Positive and Negative Impacts of Tourism, Strategies to overcome or reduce the negative impacts of tourism, Need for Measurement of Tourism, Tourism Statistics. Pull and Push forces in tourism- Sun lust and Wanderlust tourists.		
Module No. 3: TRAVEL BEHAVIOUR AND MOTIVATIONS		12
Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		
Module No. 4: TOURISM AND ITS LINKAGES WITH INDUSTRY		12

Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Modes of transportation-Air transportation: national and private airlines- Chartered operations-major airports in India-Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise- Road Transportation: Coach Services, rent-a car .

Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS

10

Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

Module No. 6: TOURISM AND HOSPITALITY INDUSTRY

04

Relationship between accommodation and tourism-Types and forms of accommodation: Hotels, Motels, Resorts, supplementary accommodation, Classification and Categorization of Hotels.

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of tourism and allied industries.

Text Books:

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Page Stephen J. Brunt Paul, Busby Graham and Cornell J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
9. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
11. Jagmohan Negi, Tourism and Travel: Concepts and Principles

Name of the Program: BBA (Tourism and Travel) Course Code: BBATT 1.2 Name of the Course: Tourism Products and Resource		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> a) The ability to understand concepts of tourism products and resource and classifications. b) The ability to explain the process architectural glory of India. c) The ability to comprehend the cultural diversity of India and its significance in country's tourism. d) The ability to understand the performing arts of India with their base and development. e) The ability to elaborate Indian paintings and understanding about the live heritage of India f) The ability to explain the natural attractions of India. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM PRODUCTS AND RESOURCES		08
Definition of Tourism Products and Resources, Types of Tourism Products, concept and classification of tourism resources in India-Tourism resource potential of India.		
Module No. 2: ARCHEALOGICAL HERITAGE OF INDIA		12
Architecture: main types and trends - Buddhist, Jain, Hindu, Indo-Islamic, monuments- Indian Sculpture- Major World Heritage Sites in India.		
Module No. 3: INDIAN CULTURAL HERITAGE		12
Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others, -Indian Cuisine.		
Module No. 4: PERFORMING ARTS AND RESOURCES		10
Indian Classical Music- Hindustani and Karnatic, Major Music Festivals in India; Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Oddissi, Manipuri; Folk Dances of India, Major Dance Festivals in India; Fairs and Festivals of India.		
Module No. 5: NATURAL TOURISM RESOURCE		10
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts and waterfalls, Lakes and Lagoons, Back waters, Valleys and Gorges, Glaciers; Adventure Tourism Resources-Land Based, Water Based and Air Based.		
Module No. 6: LIVING HERITAGE		04
Indian Handicrafts and Souvenirs, Western Influence, Indian Costumes, Museums, Art Galleries and Libraries.		
Skill Developments Activities: <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed by the teacher in the classroom 		

- and the same needs to be recorded by the student in the Skill Development Book.
2. Draft tourism circuits.
 3. Draft tour itineraries for domestic tourism circuits.

Text Books:

1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective"
2. I.C.Gupta and S. Kasbekar – Tourism Products of India.
3. S.P. Gupta – Cultural Tourism in India.
4. A.L. Bhasham – Wonder that was India.
5. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India.
6. Guptha&Krishnalal, S.P. - Tourism Resources and Monuments in India.
7. Lajpathi Rai - Development of Tourism in India
8. Banerjee, J.N. - The development of Hindu Iconography
9. Hamayan Khan - Indian Heritage
10. Percy Brawen - Indian Architecture
11. Ragini Devi - Dance Dialects of India

Note: Latest edition of text books may be used.

<p>Name of the Program: Bachelor of Business Administration in Tourism and Travel (BBA-Tourism and Travel) Course Code: BBATT 1.3 Name of the Course: Principles of Management</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	45 Hrs
<p>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <ol style="list-style-type: none"> a) The ability to understand concepts of business management, principles and function of management. b) The ability to explain the process of planning and decision making. c) The ability to create organization structures based on authority, task and responsibilities. d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. <p>The ability to understand the requirement of good control system and control techniques.</p>		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		10
<p>Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.</p>		

Module No. 2: PLANNING AND DECISION MAKING	08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE(Meaning only)	
Module No. 3: ORGANIZING AND STAFFING	12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	
Module No. 4: DIRECTING AND COMMUNICATING	12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Ytheory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
Module No. 5: COORDINATING AND CONTROLLING	10
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	04
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. 2. Draft different types of Organization structure. 3. Draft Control charts. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Stephen P. Robbins, Management, Pearson 2. Koontz and O’Donnell, Management, McGraw Hill. 3. L M Prasad, Principles of management, Sultan Chand and Sons 4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25 5. Appanniah and Reddy, Management, HPH. 6. T. Ramaswamy: Principles of Management, HPH. <p>Note: Latest edition of text books may be used.</p>	

BBATT 1.4 – Digital Fluency (SEC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks: 20		Semester End Examination Marks: 30	

Common Syllabus for all UG Programmes

Name of the Program: BBA (Tourism and Travel) Course Code: BBATT1.5 (OEC) Name of the Course: Tourism and Travel Industry		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate: <ol style="list-style-type: none"> a) An understanding of the basic concepts of tourism. b) An ability to describe the different forms and types of tourism. c) An understanding of the travel motivators. d) An understanding of the relevance of transport sector and travel formalities. e) An understanding of the impacts of tourism. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM		10
Definition and meaning of tourism, Definition and differentiation of Tourist, travelers, visitor, transit visitor and excursionist, Travel and tourism through the Ages, Five A's of tourism, elements of tourism, Nature and Scope, Socio-economic and environmental impacts of tourism, Types and forms of tourism.		
Module No. 2: TOURISM AND TRANSPORTATION:		12
Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Multimodal transport in tourism, Factors influence tourist transport selection, Tourism Demand and transport, Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration.		
Module No. 3: HOSPITALITY OPERATIONS		08
Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units – Front Office, Housekeeping, Food and beverage department, Significance of Accommodation in the Tourism Industry.		
Module No. 4: TOURISM SERVICES		08
Motor Coach tourism, Automobile and tourism, Car Rentals and services, Rail Transport, Rail tourism, High Speed trains, Luxury trains, Tourism services of AMTRAK, Eurail Pass, Brit Rail Pass, Tourist trains in India.		

Module No 5: TRAVEL AGENCY AND TOUR OPERATIONS	07
Introduction to travel trade, travel agency and tour operators – role and contributions of travel agency in growth and development of tourism, Differentiation between travel agency and tour operators, Travel agent, Definition, Functions, income sources of travel agencies. Tour operations, Definition, Types and functions of tour operators.	
Skill Developments Activities:	
<ol style="list-style-type: none"> 4. List out the major travel trade business firms. 5. Draw the organizational charts for different categories of hotels. 6. Prepare domestic package tours. 7. Enlist the procedures to obtain international travel documents. 	
Text Books:	
<ol style="list-style-type: none"> 1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons. 2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan. 3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd. 4. S.A Sherlekar - Business Organization, Himalaya Publishing House. 5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand& Sons. 6. R.K. Sharma, Business Organisation& Management Kalyani Publishers 7. Dr. I.M. Sahai, Dr. Padmakar Asthana,' Business Organisation & Administration', Sahitya Bhawan Publications Agra. 	
Note: Latest edition of text books may be used.	

BBATT 1.6 – Physical Education-Yoga/Health and Wellness (SEC)	
Course Credits	02
Total Contact Hours	30
Internal Assessment Marks: 25+25	Semester End Examination Marks: NIL

Common Syllabus for all UG Programmes

Name of the Program: BBA (Tourism and Travel) Course Code: BBATT 2.1 Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> a) The ability to explain the hotel industry in the world. b) The ability to illustrate the hotel organizational structure. c) The ability to work in a hotel front office as an assistant. d) The ability to work in housekeeping department. e) The ability to work in food and Beverage Production and Service Department. 		
Syllabus:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		10
The term ‘Hotel’; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations- hotel chains in India, famous hotels worldwide.		
Module No. 2: HOTEL ORGANIZATION		08
Need for Organizational charts – Major Departments of a Hotel; Evaluating hotel Performance: Methods of Measuring Hotel performance –Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management. Types of plans: - Continental Plan – European Plan -American Plan – Modified American plan – Bermuda Plan-types of rooms- types of room rates;		
Module No. 3: FRONT OFFICE		12
Front office -Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation – importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system.		
Module No. 4: HOUSEKEEPING		12
Housekeeping department – definition, organization structure, functions, job descriptions of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds, role of housekeeping in guest satisfaction and repeat business.		
Module No. 5: FOOD AND BEVERAGE		10
Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, definition of professional cooking, cooking materials, classification, job description of executive chef, Structure of food production department.		

Skill Developments Activities:

1. Collect details of various categories of hotels.
2. Make a practical record on hotel industry operations.
3. Draft a partnership deed with travel agents and tour operators.
4. List out the organizations associated with hotel industry and their role and functions

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy: Principles of Management, HPH.

Note: Latest edition of text books may be used.

Name of the Program: BBA (Tourism and Travel) Course Code: BBATT 2.2 Name of the Course: Tourism and Hospitality Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate		
<ul style="list-style-type: none"> a) Ability to describe the concept of marketing. b) Ability to understand the selection process of the market. c) Ability to understand the consumer behaviour and marketing strategies. d) Ability to explain the integrated marketing planning and programs. e) Ability to demonstrate public relation marketing and destination marketing. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MARKETINNG		12
Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing Philosophies-Service Characteristics of Tourism- The Service Marketing Triangle		
Module No. 2: ANALYSIS AND SELECTION OF MARKET		10
Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning- P's of marketing and marketing mix.		
Module No. 3: DEVELOPING MARKETING ENVIRONMENT		12
Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing- Strategies and Relevance for Current Trends in Market Place		
Module No. 4: PLANNING MARKETING PROGRAM		10
Product and product strategies-Product Line-Product Mix-Branding and Packaging-Pricing Considerations- Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion.		
Module No. 5: PUBLIC RELATION AND DESTINATION MARKETING		12
Major activities of Public Relation Departments-Press Relations-Product Publicity-Corporate Communication-Lobbying-Counseling-The Public Relation Process-Implementation of Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process - Identifying Target Market, Classification of Visitor Segments, Monitoring the Tourist Market, Competition of Visitors involves image Making, Developing Package of attraction and Amenities.		
Skill Developments Activities: <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. 2. Choose any tourism or related business organization and observe the marketing methods being adopted by them. 3. Discussion of any two Employee Engagement models. 		
Textbooks:		

1. Aswathappa, Human Resource Management, McGraw Hill
2. Edwin Flippo, Personnel Management, McGraw Hill
3. C.B.Mamoria, Personnel Management, HPH
4. Subba Rao, Personnel and Human Resources Management, HPH
5. Reddy & Appanniah, Human Resource Management, HPH
6. Madhurimalal, Human Resource Management, HPH
7. S.Sadri & Others: Geometry of HR, HPH
8. Rajkumar: Human Resource Management I.K. Intl
9. Michael Porter, HRM and Human Relations, Juta & Co.Ltd.
10. K. Venkataramana, Human Resource Management, SHBP
11. Chartered Accountants of India, New Delhi.

Note: Latest edition of textbooks may be used.

Name of the Program: BBA (Tourism and Travel)		
Course Code: BBATT 2.3		
Name of the Course: Travel Agency and Tour Operation Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
<ul style="list-style-type: none"> f) An understanding of the travel trade business. g) An ability to describe the functions travel agency business. h) An understanding of the need of travel agency approval and types of travel agency business. i) An understanding of tour operation business. j) An understanding of the techniques of tour packaging and preparation of tour itinerary. 		
Syllabus:		Hours
Module No. 1: TRAVEL INTERMEDIARIES		10
Distribution channels, Tourism Distribution, Functions of distribution channels in tourism, Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries, The challenge of disintermediation and re-intermediation.		
Module No. 2: TRAVEL AGENCY OPERATIONS		12
Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Wholesale travel agent, Corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Organization and management, setting of a travel agency, Billing and Settlement Plan (BSP).		
Module No. 3: TRAVEL DISTRIBUTION SYSTEM		12
Travel distribution system: concept and structure, electronic distribution, New Distribution Capability (NDC), Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travelport/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System, OTA, MTA, Other online intermediaries.		
Module No. 4: TOUR OPERATION		12
The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Disadvantages, Tour operation and risks, Organization structure.		
Module No. 5: PACKAGE TOURS		10
Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short haul tours, Single-centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.		
Skill Developments Activities:		
<ol style="list-style-type: none"> 1. List out the major travel agencies and tour operators in India. 2. Draw the organizational structure of travel agency (Small, medium and big). 3. Prepare tour package for any destination. 4. Identify the benefits of Digital transformation in the area of travel agency and tour operation business in India. 		

Text Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam

Note: Latest edition of text books may be used.

BBATT 2.4 – Environment Studies (AECC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks: 20		Semester End Examination Marks: 30	

Common Syllabus for all UG Programmes

Name of the Program: BBA (Tourism and Travel) Course Code: BBATT 2.5 (OEC) Name of the Course: Airport Operations Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3Credits	3Hrs	45Hrs
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate; <ol style="list-style-type: none"> a) To Understanding about the airline industry and its regulatory bodies, b) To Understanding the characteristics of Airline Industry and its characteristics, c) To Understanding the organizational structure of the airline industry, d) To Understand the security, navigation and traffic control and E To Understanding the importance of safety and security. 		
Syllabus:		Hours
Module No.1: INTRODUCTION TO AIRLINE INDUSTRY		10
Airport and air transport Airport, Definition, Concept of Airport, History of airports, Airport Classification, Civil aviation airports, General aviation airports, Military airport, Other types of airports, A airport Customers, Revenue sources of airports, Airport business and its socio-economic impact, Environmental impacts of Airports.		
Module No.2: ORGANIZATIONALSTRUCTURE OF AIRLINES		08
Development of commercial airlines–Deregulation–Impact of Deregulated Airline industry–Organizational Structure –Types of Airline Personnel –Flight crew and Cabin Crew–Training–Organizational Culture.		
Module No.3: AIRPORT MANAGEMENT		10
Airport Ownership, Public-Private Partnership (PPP) Airport Project, Modern Airports, Airports Council International (ACI), Aviation career and Training, Airport Standards and Certification, ICAO legislation, Need for Certification, National Standard sand Recommended Practices, Aerodrome Manual, Airport Names and IATA Codes, ICAO Airport Codes.		
Module No.4: AIRPORT STRUCTURE		10
Structure of the Airport, The Airside, Runways, Taxi ways, Path Markings, Pathway Signs, Apron/Ramp, Hangar, Air Navigation Services (ANS) and Air traffic Control(ATC),The Terminal Structure and components of a terminal, The Landside, Physical components of landside.		
Module No.5: AIRPORT OPERATIONS		07
Airport Ground Operations Passenger Handling, types of passengers, Passenger Check-In, Arrival and transfer Services, Baggage Handling and delivery, Aircraft Ramp Handling, Aircraft Weight and balance (Load Control), Ramp Safety in Aircraft Handling, Airport Security measures, Passenger Security, Baggage security.		
Skill Developments Activities: <ol style="list-style-type: none"> 1. Identify the different types of aircrafts. 2. Draw the organizational structure of airline industry. 3. List out the major international carriers in the world. 4. Draw the airport structure and enlist its functions. 		

TextBooks:

1. Ashford, N.J.S. Mumayiz, and Wright P.H. 2013. Airport Engineering: Planning Design and Engineering of 21st Century Airports, 4th Edn., New York: Wiley.
2. Dileep, M.R. (2019), Tourism, Transport and Travel Management, London: Routledge.
3. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.
4. Hardaway, M.R., 1991, Airport Regulation, Law and Public Policy, Westport: Quorum Books.
5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.

BBA 2.6 – Physical Education-Sports/ NCC/NSS/R&R(S&G) /Cultural (SEC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks:	NIL

Common Syllabus for all UG Programmes