



Department of Higher Education U.P. Government, Lucknow

National Education Policy-2020

Common Minimum Syllabus for all U.P. State Universities and Colleges

COURSE BBA (TOURIM MANAGEMENT)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit	Theory/External	
							L	P
1	I	Course/ paper-1	A	F030101T	Principles of Management and Organization	3	2	1
			B		Behaviour			
	I	Course/ paper-2	A	F030102T	Fundamental of Tourism	3	2	1
			B		Communicative English			
	I	Course/ paper-3	A	F030103T	Destination Geography (India)	3	2	1
			B		Tourism Resources of India			
I	Course/ paper-4	A	F030201T	Tourism Industry Orientation	3	2	1	
		B		Essentials of Marketing				
1	II	Course/ paper-5	A	F030202T	Basics of Accounting	3	2	1
			B		Computer Applications			
	II	Course/ paper-6	A	F030203T	Destination geography (World)	3	2	1
			B		Business Communication			
	II	Course/ paper-7	A	F030301T	Tourism Resources World	3	2	1
			B		Tourism in Uttar Pradesh			
2	III	Course/ paper-8	A	F030302T	Hotel Management -1	3	2	1
			B		Cultural Tourism			
	III	Course/ paper-9	A	F030303T	Religious Tourism	3	2	1
			B		Organisation Behaviour			
	III	Course/ paper-10	A	F030401T	Personality Development and Presentation Skills	3	2	1
			B		Hotel Management-2			
2	IV	Course/ paper-11	A	F030402T	Airlines Operations, Ticketing & GDS	3	2	1
			B		Event Management in Tourism			
	IV	Course/ paper-12	A	F030403T	Travel Writing	3	2	1
			B		Human Resource Management			
	IV	Course/ paper-13	A	F030501T	Consumer Behaviour	3	2	1
			B		Cargo Management			
3	V	Course/ paper-14	A	F030502T	Surface Transport Operation	3	2	1
			B		Wellness & medical Tourism			
	V	Course/ paper-15	A	F030503T	Tourism Trends & Issues (Domestic and International)	3	2	1
			B		Internship report			
	V	Course/ paper-16	A	F030601T	New Age Tourism	3	2	1
			B		Eco-Tourism			
3	VI	Course/ paper-17	A	F030602T	Tourism Development and Government Policy	3	2	1
			B		Entrepreneurship Development in Tourism			
	VI	Course/ paper-18	A	F030603T	Business Environment	3	3	0
			B		Tour Operations and Product Development Management			
	VI	Course/ paper-18	A	F030603T	Ethical and Legal Dimension of Tourism and Hospitality	3	2	1
			B					

- Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners
- Course/ paper No-3,6,9 and 12 of Semester-I,II,III and IV can be opt from any faculty. Not mandatory to opt from own faculty

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.
Supervisory Committee – Management		
Prof. Manas Pandey	Professor	V.B.S. Purvanchal University, Jaunpur
Prof. Poonam Puri	Professor	Bundelkhand University, Jhansi
Prof. Sudhanshu Pandiya	Professor	C.S.J.M. University, Kanpur
Prof. Nishant Kumar	Asso. Professor	Lucknow University, Lucknow

Syllabus Propelled by:

S. No.	Name	Designation	Department	College/ University
1	DR. AMAR KUMAR TIWARI	Assistant Professor	INSTITUTE OF TOURISM STUDIES	UNIVERSITY OF LUCKNOW, LUCKNOW
2	DR. VIVEK SINGH SACHAN	Assistant Professor	INSTITUTE OF HOTEL & TOURISM MANAGEMNET	CSJM UNIVERSITY, KANPUR
3	DR. MAHENDRA PAL SINGH	Assistant Professor	DEPARTMENT OF MBA	RML AWADH UNIVERSITY, AYODHYA

PROGRAM OBJECTIVE

- ✓ Gain knowledge about environment and types of organization emphasizing on tourism Sector
- ✓ Entrepreneurial Skills for self as well as society upliftment.
- ✓ Development of leadership skills to work autonomously and in the organized group.
- ✓ Development of qualities as an effective manger, capable of taking decisions and communicating effectively with different types of publics.
- ✓ Strategic Decision Maker to plan and execute the Managerial functions.
- ✓ Personality Development and communication Skills
- ✓ Business Ethics and code of conduct
- ✓ Develop a right understanding regarding various financial institutions and agencies governing aspects of business.
- ✓ Understanding of current global scenario tourism and travel industry

PROGRAMME OUTCOMES

- ✓ To provide a learning environment to the students so that they can pursue careers in different domains of tourism management.
- ✓ To develop the conceptual framework of tourism in the students and create a knowhow of all the sectors of tourism.
- ✓ To equip students with the required communication and managerial skills.
- ✓ To provide exposure to real life work experiences and hands-on-practice by participation in various trainings/internships.
- ✓ To groom the personality of the students to make them industry ready.
- ✓ To enhance the technical skills among the students, training is provided for CRS & GDS platforms.
- ✓ To sensitize the students so that they can appreciate the heritage and tourism resources of India and the world.
- ✓ To make the students aware of tourism policy initiatives of the governments.

Certificate

BBA (TOURISM MANAGEMENT)

Year 1 (Semester 1+2)

SEMESTER I

Year	Sem	Subject	Part	Paper Code	Paper Name	Credit	Theory/External	
							L	P
1	I	Course/ paper-1	A	F030101T	Principles of Management and Organization Behaviour	3	2	1
			B		Fundamental of Tourism		3	2
1	I	Course/ paper-2	A	F030102T	Communicative English	3	2	1
			B		Destination Geography (India)		3	2
1	I	Course/ paper-3	A	F030103T	Tourism Resources of India	3	2	1
			B		Tourism Industry Orientation		3	2

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

Programme/Class: Certificate BBA (TM)		Year: First	Semester: First																
Course/paper- 1 (A) (Major)																			
Course Code: F030101		Course Title: Principles of Management and Organization Behaviour																	
Course outcome: The course aims at providing basic knowledge of Management to the students and its usage in business organisation.																			
Credits: 3		Compulsory																	
Max. Marks: 25+75		Min. Passing Marks:30																	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1																			
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)																	
I	Definition Of Management, Characteristics Of Management, Management Functions, Nature Of Management, Management Vs. Administration, Levels Of Management, Managerial Skills, Role Performed By Managers, Characteristics Of Professional Managers, Principles Of Management, Significance Of Management	8+4																	
I I	Fayol's General Principles Of Management, Understanding Management As Concept, Process Of Management, Planning, Organisation, The Concept Of, Decision Making, 'Authority' And 'Power', Authority And Accountability, Meaning Of Decentralization, Distinction Between Responsibility And Delegation, Recruitment and Selection	7+4																	
I I I	Introduction to Organizational Behaviour, Scientific Management Approach, Bureaucratic Approach, Nature of OB, OB –As an Interdisciplinary Approach, Importance and Scope of Organizational Behaviour, Limitations of Organizational Behaviour Individual Behaviour, Individual Differences, Personality, Personality Traits, Determinants of Personality, Perception, Basic Perceptual Process, Halo Effect, Stereotyping, Impression Management, Learning	7+4																	
I V	Motivation and behavioural management in organizations-definition and applications , Management by Objectives (MBO), Group Behaviour, Definition of a Group, Need And Importance for a Group, Types Of Groups, Group Cohesiveness. Leadership- Definition, Features of Leadership, Importance of Leadership, Difference between Leadership and Management, Types of Leadership Introducing Organizational Culture, Change and Development .Stress Management in Organizations	7+4																	
Suggested Readings:																			
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1. Sherlekar & sherlekar</td> <td style="width: 50%;">: Modem Business Organisation & Management</td> </tr> <tr> <td>2. Luthaus Fred</td> <td>: Organizational Behavior.</td> </tr> <tr> <td>3. Hersey and Blanchard</td> <td>: Management of Organisational Behaviour.</td> </tr> <tr> <td>4. Mamoria. C.B.</td> <td>: Personnel Management</td> </tr> <tr> <td>5. Koontz. Harold, & O'Donnel</td> <td>: Essentials of Management</td> </tr> <tr> <td>6. Koontz & Weirich</td> <td>: Introduction to Management</td> </tr> <tr> <td>7. Dale, Earnest</td> <td>: Principles of Management</td> </tr> <tr> <td>8. Prasad, L M,</td> <td>: Principles of Management</td> </tr> </table>				1. Sherlekar & sherlekar	: Modem Business Organisation & Management	2. Luthaus Fred	: Organizational Behavior.	3. Hersey and Blanchard	: Management of Organisational Behaviour.	4. Mamoria. C.B.	: Personnel Management	5. Koontz. Harold, & O'Donnel	: Essentials of Management	6. Koontz & Weirich	: Introduction to Management	7. Dale, Earnest	: Principles of Management	8. Prasad, L M,	: Principles of Management
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6. Koontz & Weirich	: Introduction to Management																		
7. Dale, Earnest	: Principles of Management																		
8. Prasad, L M,	: Principles of Management																		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ																			
Suggested equivalent online courses:																			
Further Suggestions:																			

Programme/Class: Certificate BBA (TM)	Year: First	Semester: First
Course/paper- 1 (B) (Major)		
Course Code: F030101	Course Title: Fundamental of Tourism	
Course outcomes: The course aims at providing basic knowledge of Tourism, Travel & Typology of Tourism.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Definition of tourism • History of tourism • Nature and importance of tourism • Components and typology of tourism 	8+4
II	<ul style="list-style-type: none"> • Tourism as an industry • Visitor ,Tourist, Excursionist • Basic travel motivators • Concept of Domestic and International tourism. • Various travel documents Passport, VISA, Health, Economic etc. 	7+4
III	<ul style="list-style-type: none"> • Significance and Impacts tourism:- <ul style="list-style-type: none"> ○ Social ○ Cultural ○ Economic ○ Environmental 	7+4
IV	<ul style="list-style-type: none"> • Selective contemporary trends in tourism • Growth and development of Tourism in India. • National and International Trade Associations & Organizations- TAAI, IATO, UNWTO, PATA, IATA, UFTAA, ICAO. 	7+4
Suggested Readings: <ul style="list-style-type: none"> • Tourism Concepts and Principles- J.M Mishra and S.K Swain, Oxford • Key Concepts in Tourism- L Lomine and J Edmunds, Palgrave Macmillan • Tourism Concepts Richard Butler 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: First	Semester: First
Course/paper- 2 (A) (Major)		
Course Code: F030102	Course Title: Communicative English	
Course outcome: The Course aims at providing students insight about the grammar and their appropriate usage in business Communications.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Introduction to business communication, importance and objectives, types of communication –:formal and informal network, upward, downward, horizontal and lateral, grapevine :single strand, gossip, cluster, probability, importance of grapevine Process of communication, corporate communication ,miscommunication or barriers to communication, principles of communication-7C's.	8+4
II	Verbal communication – importance, types. Need, functions and components of business letter, drafting of letters, enquiry letter, placing an order, complaints and follow up letter, sales letter, circulars, application for employment, resume, notice, agenda, memo.	7+4
III	Oral Presentation- principles of oral presentation, factors affecting presentation, Non – verbal communication : appearance, body language, para language, time, space, silence. Effective listening – factors affecting listening, improving listening	10+4
IV	Interviews, types, characteristics, how to conduct effective interviews. Communication models- David Berlo's SMCR Model, Shannon and Weaver's model, Westley and Mac lean Model.	4+4
Suggested Readings:		
Business Communication: T N Chhabra		
Business Communication:R C Bhatia		
Business Communication: V Badi and K Karuna		
1.		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: First	Semester: First
Course/paper- 2 (B) (Major)		
Course Code: F030102	Course Title: Destination Geography (India)	
Course outcome: This paper would make students learn Tourism Geography of India.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Fundamental of Geography ○ Definitions of Geography and Tourism Geography ○ Major land forms & Physical features ○ Impact of Climate on Tourism ○ Vegetation and Tourism ○ Role of Geography in Tourism	8+4
II	○ INDIAN SUB- CONTINENT ○ Major physical features ○ Indian Climate ○ Natural Vegetation	7+4
III	○ Indian States & Union Territories: Their location and important cities ○ City and Airport Code of Indian Cities	7+4
IV	○ Cartography, Map projections ○ Understanding and reading maps. ○ Drawing maps and marking important places	7+4
Suggested Readings:		
<ul style="list-style-type: none"> • A Social & economic Atlas of India, Oxford University Press, Delhi. • David Collins & the Diagram Group, The Travel & Tourism resource Pack, Cambridge University Press. • General Geography of India, NCERT T, New Delhi. • KK Gupta & V.C. Tyagi, working With Maps, Surveys Of India, Dehradun. 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: First	Semester: First
Course/paper- 3 (A) (Major)		
Course Code: F030103	Course Title: Tourism Resources of India	
Course outcomes: To familiarize students with the various tourism resources in India.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products. 	8+4
II	Architecture <ul style="list-style-type: none"> • Archaeological sites • Forts & Palaces • Religious monuments 	7+4
III	Arts <ul style="list-style-type: none"> • Paintings & • Sculptures • Museums • Art Galleries 	7+4
IV	<ul style="list-style-type: none"> • Natural tourist resources:- <ul style="list-style-type: none"> ○ Land forms and landscapes ○ Mountains as tourism products ○ Deserts as tourism product ○ Coastal and island products ○ Wildlife Sanctuaries and National Parks in India 	7+4
Suggested Readings:		
<ol style="list-style-type: none"> 1. Gupta I.C : Tourism Products 2. Brown Percy : Indian Architecture, vol. 1 & 2 3. Basham A.I : The Wonder that was India. 4. Banerjee B.N Hindu Culture, Customs & Ceremonies. 5. Deva B.C Musical Instruments 6. 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: First	Semester: First
Course/paper- 3 (B) (Major)		
Course Code: F030103	Course Title: Tourism Industry Orientation	
Course outcomes: This paper would provide adequate exposure in the Tourism Industry		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> Outline of sectors associated with tourism industry. Travel Agencies –origin, meaning, types, role ,prominent companies, job opportunities Tour Operators-meaning, types, role, major players, job opportunities 	8+4
II	<ul style="list-style-type: none"> Disintermediation and Online Travel Agencies-role ,prominent companies, job opportunities Indian Aviation-introduction, evolution, major airlines , recent reforms, air alliances 	7+4
III	<ul style="list-style-type: none"> Introduction of hospitality sector, potential, types of hotels, prominent hotel chains Air Cargo sector , sub-units of air cargo ,prominent companies 	10+4
IV	<ul style="list-style-type: none"> Overview and potential of MICE tourism in India Career in event management ,skills required, prominent companies Concept of Entrepreneurship, Prominent and recent entrepreneurial ventures of tourism sector 	4+4
Suggested Readings:		
<ul style="list-style-type: none"> Gupta I.C : Tourism Products Brown Percy : Indian Architecture, vol. 1 & 2 Basham A.I : The Wonder that was India. Banetjee B.N Hindu Culture, Customs & Ceremonies. Deva B.C Musical Instruments 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

SEMESTER II

Year	Sem .	Subject	Part	Paper Code	Paper Name	Credit	Theory/External	
							L	P
1	II	Course/ paper-4	A	F030201T	Essentials of Marketing	3	2	1
			B		Basics of Accounting			
	II	Course/ paper-5	A	F030202T	Computer Applications	3	2	1
			B		Destination geography (World)			
	II	Course/ paper-6	A	F030203T	Business Communication	3	2	1
			B		Tourism Resources World			

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

Programme/Class: Certificate BBA (TM)	Year: First	Semester: SECOND
Course/paper- 4 (A) (Major)		
Course Code: F030201T	Course Title: ESSENTIALS OF MARKETING	
Course outcomes: The basic objectives of this course is to impart knowledge of different quantitative methods & operations Techniques used in Marketing		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Marketing, meaning and definition, evolution of marketing, core marketing concepts and marketing realities. Developing marketing strategies and plans, Marketing Mix, Marketing information and Marketing research.	8+4
II	Consumer buyer behavior- models of consumer buyer behaviour, Consumer buyer decision process, Market segmentation of forecasting, Target and positioning.	7+4
III	Product planning and development, Product life cycle, Branding, Pricing Place Mix-channel management and co-ordination.	7+4
IV	Promotion mix- Advertising,, Publicity, Sales Promotion, personal selling & Public relation. Marketing of services, Marketing strategy for Tourism.	7+4
Suggested Readings:		
<ol style="list-style-type: none"> 1. Kotler, Phillip: Marketing Management 2. Kotler, Keller, Koshy & Jha: Marketing Management 3. Jha,S.M.: Tourism Marketing 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: First	Semester: Second
Course/paper- 4 (B) (Major)		
Course Code: F030201T	Course Title: BASICS OF ACCOUNTING	
Course outcomes: The Paper aims at enable students to understand the basics of Accounting		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Need for accounting technology, definition of accounting systems, accounting principles concepts and conventions, double entry systems, bookkeeping and accounting classification of accounts, rules for debit & credit. • Recording of Transactions: Journal, Ledger, Subsidiary books of accounts, Cash book; Trial Balance. • Bank Reconciliation Statement and Rectification of Errors. 	8+4
II	<ul style="list-style-type: none"> • Adjustment entries, depreciation, prepaid expenses, outstanding expenses, accrued incomes provision for bad & doubtful debts, provision for division, etc. • Final accounts: Manufacturing account, Trading accounts; Profit & Loss account, balance sheet. 	7+4
II I	<ul style="list-style-type: none"> • Introduction to cost accounting, principles of cost accounting usage. • Gathering of cost information, cost unit, cost centers. • Classification of costs- nature and behaviour • Cost Sheet • Cost accumulation and cost objectives, direct and indirect costs, prime cost, sources of cost information. 	7+4
I V	<ul style="list-style-type: none"> • Operating Costing • Budgeting • Cost systems-Marginal costing and standard costing • Cost Audit. 	7+4
Suggested Readings:		
<ol style="list-style-type: none"> 1. Maheswari. S.N. & S.K An Introduction to Accountancy 2. Grewal. T.S An Introduction to Accountancy 3. Maheshwari. S.N & S. K Principles & Practices of Accountancy 4. Bhar Cost Accounting Methods & Problems 5. Sharma. R.K Management accounting in hotel Industry in Indian 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: First	Semester: Second
Course/paper- 5 (A) (Major)		
Course Code: F030202T	Course Title: DESTINATION GEOGRAPHY (WORLD)	
Course outcomes: This paper would make students learn Tourism Geography of World .		
Credits: 2	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	World Geography: Locating contents and major countries, important city and Airport codes, marking these on world map.	8+4
II	Physical features of all continents and map marking	7+4
III	Detail study of Top 20 countries of world based on tourist arrivals: Climate, sites and amenities in these countries;	7+4
IV	Major outbound countries for Indians other than those included above, characteristics of Indian outbound travel, health and visa formalities to be followed by Indians to visit some important outbound countries..	7+4
Suggested Readings:		
<ul style="list-style-type: none"> • Boniface, Brian Getal :The Geography of Travel & tourism (London, England, Heinemann Professionals Publishing 1987. • Burton Rosemary : Travel Geography (Pitman Publishing London) • Devies. D : The Art of Managing Tourism (McGraw Hill) 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: Third	Semester: VI
Course/paper- 5 (B) (Major)		
Course Code: F030202T	Course Title: BUSINESS COMMUNICATION	
Course outcomes: This paper could provide the basis understanding and need of Business Communications		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Meaning, nature, importance and objectives of communication in business • Channels of communication, Ethics in Business Communication • Barriers to communication, Forms of communication 	8+4
II	<ul style="list-style-type: none"> • Guidelines for effective communication • Technology enabled Business Communication • Non-Verbal communication: Kinesics or Body language, Para language or Para linguistics, Proxemics or space language, Time language and surroundings, Sign Language-Visual and Audio elements. • An effective kinesthetic speaker • Audio-visual Communication 	7+4
III	Verbal or Oral communication: <ul style="list-style-type: none"> • Business Presentation • Interview- Art of interviewing, structuring interview, preparing for interview and tips for interview. • Group discussion, Telephone handling, SWOT Analysis • 	7+4
IV	Written Communication: <ul style="list-style-type: none"> • Writing Business Letters • Planning a letter- the seven C's of Business Letter Writing, components of Business letter. • Kinds of Business letters, Memoranda, Notices, Circulars and Orders, Agenda and Minutes, Business Reports and Proposals. 	7+4
Suggested Readings:		
Business Communication		: Meenakshi Raman, Prakash Singh.
Business Communication		: K. K. Sinha.
Business Communication		: R. K. Madhukar.
Business Communication Concepts and Skills		: T. N. Chhabra.
Business Communication		: R. T. Chappeler and W. L. Read.
Handbook of Practical Communication Skills		: Edited by Chrissie Wright
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Certificate BBA (TM)	Year: First	Semester: second								
Course/paper- 6 (A) (Major)										
Course Code: F030203T	Course Title: COMPUTER APPLICATIONS									
Course outcomes: The Paper helps students to understand the fundamental of Computer applications										
Credits: 3		Compulsory								
Max. Marks: 25+75		Min. Passing Marks:								
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1										
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)								
I	<ul style="list-style-type: none"> • Computer: History, classification, generations. • Hardware- Input, Output, Storage Devices • Software- System, application software, Computer Languages, Memory, Windows Operating Systems and Concept of GUI 	8+4								
II	<ul style="list-style-type: none"> • Windows XP - Features Running Application. Desk Top, Task Bar, Types of Buttons, window, parts of a windows, window Manipulation, Dialog Boxes, My Computer, File/Directory Manipulation, Recycle Bin. Application Applets - Calculators, Paint Brush, Notepad, Wordpad, Phone Dialer, Clipboard Viewer. Changing date & time, wall paper, Finding Files & Folders, 	7+4								
III	<ul style="list-style-type: none"> • MS Word Window Components, New File, Open File, Save, Save As, Close File, Working with Toolbars, Editing Text, Finding & Replacing Text, Adding Word Art, Creating Organization Chart, Select Text, Finding & Replacing Formatting, Checking Spelling & Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted & Numbered Lists, Adding Headers & Footers, Inserting Page Numbers & Date & Time, Arranging text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros. 	7+4								
IV	<ul style="list-style-type: none"> • Creating Worksheet with Excel: Viewing the Excel Window, Making Label Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting & Naming a Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells. • Designing a Worksheet: Creating a Simple Formula, Editing Formula, Performing Calculations Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data Series, Data Fill, Data Filter, Setting up the Page, Previewing & Printing a Worksheet, Functions, Types of Functions. 	7+4								
Suggested Readings:										
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1. Fundamentals of computers</td> <td style="width: 50%;">: K. Rajaraman</td> </tr> <tr> <td>2. Introduction to Information Technology</td> <td>: Leon & Leon</td> </tr> <tr> <td>3. Computers Fundamentals</td> <td>: B. Ram</td> </tr> <tr> <td>4. Microsoft Office</td> <td>: BPB Publications</td> </tr> </table>			1. Fundamentals of computers	: K. Rajaraman	2. Introduction to Information Technology	: Leon & Leon	3. Computers Fundamentals	: B. Ram	4. Microsoft Office	: BPB Publications
1. Fundamentals of computers	: K. Rajaraman									
2. Introduction to Information Technology	: Leon & Leon									
3. Computers Fundamentals	: B. Ram									
4. Microsoft Office	: BPB Publications									
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ										
Suggested equivalent online courses:										
Further Suggestions:										

Programme/Class: Certificate BBA (TM)	Year: First	Semester: Second
Course/paper- 6 (B) (Major)		
Course Code: F03020T	Course Title: TOURISM RESOURCES WORLD	
Course outcomes: To understand Resource potential of International Tourist Destination		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Introduction to Enterprise Resource Planning Introduction of the term Business Process Reengineering (BPR), BPR Methodology, Current BPR tools, Introduction to material requirement planning (MRP), Definition of Enterprise Resource Planning (ERP); Evolution of ERP; Characteristics, Features, Components and needs of ERP; ERP Vendors; Benefits & Limitations of ERP Packages	8+4
II	Enterprise Modeling and Integration of ERP Need to focus on Enterprise Integration / ERP; Information mapping; Role of common shared Enterprise database; System Integration, Logical vs. Physical System Integration, Benefits & Limitations of System integration, ERP's Role in Logical and Physical Integration.	7+4
III	ERP Architecture and Implementation Methodology of ERP Generic Model of ERP system; Core Modules functionality; Types of ERP architecture, Client Server Architecture, Web - based Architecture, Service Oriented Architecture (SOA) ; Difficulty in selecting ERP, Approach to ERP selection, Request for proposal approach, proof - of - Concept approach; General Implementation Methodology of ERP, Vanilla Implementation; Evaluation Criteria of ERP Packages; Project Implementation Team Structure	7+4
IV	IV Introduction to SAP, oracle APPS SAP, Integrated SAP Model, SAP Architecture, SAP R/3 System & my SAP, SAP Modules; Oracle Apps, Oracle AIM Methodology, Oracle Fusion Modules; A Comparative assessment of ERP Packages	7+4
Suggested Readings: 1. ERP: Making It Happen: The Implementers' Guide to Success with Enterprise Resource Planning by Thomas F. Wallace 2. Directing the ERP Implementation: A Best Practice Guide to Avoiding Program Failure Traps While... by Michael W. Pelphrey		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Diploma in BBA (Tourism Management) Year 2 (Semester 3 + 4)

SEMESTER III

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit	Theory/External	
							L	P
2	III	Course/ paper-7	A	F030301T	Tourism in Uttar Pradesh	3	2	1
			B		Hotel Management -1	3	2	1
	III	Course/ paper-8	A	F030302T	Cultural Tourism	3	2	1
			B		Religious Tourism	3	2	1
	III	Course/ paper-9	A	F030303T	Organisation Behaviour	3	2	1
			B		Personality Development and Presentation Skills	3	2	1

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: Third
Course/paper- 7 (A) (Major)		
Course Code: F030301T	Course Title: Tourism in Uttar Pradesh	
Course outcomes: The course aims to gains the knowledge about Tourism Destination in Uttar Pradesh		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	History of Uttar Pradesh Geographical Perspective of Uttar Pradesh	8+4
II	Tourism Circuit in U.P. Eco Tourism Destination in UP	7+4
III	Tourism initiative in U.P.: Heritage Arc Religious Tourism Destination in U.P.	7+4
IV	Tourism Policy of Uttar Pradesh Tourism Statistics of Uttar Pradesh	7+4
Suggested Readings: Heritage Arch Uttar Pradesh : Sinddhu, P., Sehgal S. Bundelkhand Circuit of Uttar Pradesh : Sehgal, S. Travel Places of Uttar Pradesh : Lonely Planet		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: Third
Course/paper- 7 (B) (Major)		
Course Code: F030301T	Course Title: Hotel Management -1	
Course outcomes: Students will be able to understand about the different departments of Hotel Management		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Introduction and overview of accommodation industry in India • Classification of hotels. • Heritage hotels. • Hotel categories-Star Rating • Departments of hotel. 	8+4
II	<ul style="list-style-type: none"> • Hotel etiquettes. • Types of rooms. • Types of plans. • Types of rates. • Licenses and permits required for hotels. • Role of hotels in promoting tourism. 	7+4
III	<ul style="list-style-type: none"> • Organisation of front office and classification of functional areas. • Reservation: Types, enquiries, availability, and reservation records. • Registration: Pre-registration activities, receiving guests, selling techniques, room and rate assignments, room status, room racks, registration records, group/crews, Indian and foreign, FIT's. • Methods of payment. 	7+4
IV	<ul style="list-style-type: none"> • Guest responsibilities and guest relations. • Types of keys. • Telephone services. • Check out and settlement. • Forecasting room availability. • Evaluating front office operation. 	7+4
<p>Suggested Readings:</p> <p>1. Sudhir Andrews : Hotel Front Office Training Manual</p> <p>2. Zulfikar Mohammad : Introduction to Tourism and Hotel Industry</p>		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: Third
Course/paper- 8 (A) (Major)		
Course Code: F030302T	Course Title: Cultural Tourism	
Course outcomes: The course is aimed at increase the knowledge about Cultural Tourism		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Meaning and concept of Culture Indian Cultural Heritage, Role of ICOMOS, INTACH and NGO's in propagating Indian Culture	8+4
II	Music Classical and folklore, Musical instruments Different schools of Indian Music Dances Classical and Indian folk dances Fairs and festivals (religious and promotional) Indian culture tradition, customs and handicrafts	7+4
III	Fairs and Religious festivals, pilgrimage, handicrafts, Indian cuisines	7+4
IV	Ethnic tourism Cultural events: Promotional Festivals and fairs Relevant case studies	7+4
Suggested Readings: <ol style="list-style-type: none"> 1. Software Engineering, 10th Edition (Global Edition): Ian Sommerville -Pearson, 2016. 2. Software Engineering Concepts: Richard Fairly, Tata McGraw Hill, 1984. 3. Software Engineering: A Practitioner's Approach, Pressman Roger, Tata McGraw hill.2009. Suggestive digital platforms web links-		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: Third
Course/paper- 8 (B) (Major)		
Course Code: F030302T	Course Title: Religious Tourism	
Course outcomes: The course aims at providing the knowledge of Various Religion prominent in India		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Hinduism Concept & fundamental of Hinduism Pilgrimage center for Hindu Devotees Famous Itinerary based on major pilgrimage centre (IRCTC, Roadways)	8+4
II	Islam Concept & fundamental of Islam Major Centre for Sufism	7+4
III	Buddhism Concept & fundamental of Hinduism Pilgrimage center for Hindu Devotees Famous Itinerary based on major pilgrimage centre(Sarnath, kushinagar, sravasti)	7+4
IV	Other Religion Sikhism, Jainism, Christianity Pilgrimage center for other Devotees Famous Itinerary based on major pilgrimage Centre	7+4
Suggested Readings:		
1. Wonder that was India : A.L Basham 2. Hindu Pilgrimage :Sunita Panth Bansal		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: Third
Course/paper- 9 (A) (Major)		
Course Code: F030303T	Course Title: ORGANISATION BEHAVIOUR	
Course outcomes: To Understand the fundamentals of Organizational Behaviour.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Introduction to Organizational Behaviour, Scientific Management Approach, Bureaucratic Approach, Nature of OB, OB –As an Interdisciplinary Approach, Importance and Scope of Organizational Behaviour, Limitations of Organizational Behaviour	8+4
II	Individual Behaviour, Individual Differences, Personality, Personality Traits, Determinants of Personality, Perception, Basic Perceptual Process, Halo Effect, Stereotyping, Impression Management, Learning	7+4
III	Motivation and behavioural management in organizations-definition and applications, Management by Objectives (MBO), Group Behaviour, Definition of a Group, Need And Importance for a Group, Types Of Groups, Group Cohesiveness.	7+4
IV	Leadership- Definition, Features of Leadership, Importance of Leadership, Difference between Leadership and Management, Types of Leadership Introducing Organizational Culture, Change and Development .Stress Management in Organizations	7+4
Suggested Readings: 1. Andy Field: Discovering Statistics using SPSS, Sage Publications, 4e, 2019 2. Srivastava & Rego: Business Research Methodology, TMH, 2017. 3. Narguandkar: Marketing Research: Text & Cases, TMH, 2019. Suggestive digital platforms web links-		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)		Year: Second	Semester: Third
Course/paper- 9 (B) (Major)			
Course Code: F030303T		Course Title: PERSONALITY DEVELOPMENT AND PRESENTATION SKILLS	
Course outcomes: Students will familiarize with different aspects of personality.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)	
I	Understanding Personality <ul style="list-style-type: none"> • Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources – Extroversion or Introversion, • Ways to people Like You • Make People think in Your Way • Analyze Worry 	8+4	
II	Personality Development Training Interview Skill Interview dress code, Dress to fit in, Controlling your nerves, Interview nerves can help you, Positive visualization, time your arrival, creating a positive first impression, opening conversation, assessing the degree of formality, Getting Comfortable, Recovering from poor start, Selling yourself at Interview, what does the Interview want, sell the sizzle not the sausage Group Discussion Question that evaluators ask themselves during group discussion, Attributes that an evaluator focuses upon a group discussion, Individual characteristics, demonstrated in a group discussion, Do's and Don'ts, Musts and Must Not's for a candidate Management Skills Time – The most valuable resource, Common Misconceptions – Efficiency and Effectiveness are the same, To do job properly do it yourself, there is only one right way to do a job, Time Management is waste of time, A good time manager lacks creativity, The 80/20 rule, Identify time waster	7+4	
III	Meeting Skill <ul style="list-style-type: none"> • The meeting agenda, the meeting agenda illustrated, Helpful guidelines • Example meeting minutes, Formal closure of meeting, Action Notes, Plan for efficiency Negotiating Skill <ul style="list-style-type: none"> • Introduction, The four Phases of negotiation, The three characteristics of a negotiation, the Critical factors, two types of negotiating approach, the spirit of a deal, using an agenda, paying attention to detail, opening negotiation, Listen, anticipate and compromise, Avoid Confrontation • The use of concessions, concessions trading, Avoid Using trends, Removing Deadlock 	7+4	
IV	Presentation Skill <ul style="list-style-type: none"> • Preparing the Venue, pay attention to detail, checking the equipment, Optimize the seating arrangements, considered the needs of your audience, Final preparation details • Getting Started, the Introduction, What style is best, Using Audio-visual Aids – slides, OHP, Teleprompter • Body Language, Communication, Body and Limb Movement, Eye contact, your posture and Stance • Staying in Control, Reading signals from your audience, Signals from your audience coping with hostility 	7+4	
Suggested Readings:			
Bajpai, B.L. : Making Management still more effective			
Bajpai, B.L. : Indian Ethos and Modern Management			
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ			
Suggested equivalent online courses:			
.....			
Further Suggestions:			

SEMSTER-IV

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit	Theory/External	
							L	P
2	IV	Course/ paper-10	A	F030401T	Hotel Management-2	3	2	1
			B		Airlines Operations, Ticketing & GDS	3	2	1
	IV	Course/ paper-11	A	F030402T	Event Management in Tourism	3	2	1
			B		Travel Writing	3	2	1
	IV	Course/ paper-12	A	F030403T	Human Resource Management	3	2	1
			B		Consumer Behaviour	3	2	1

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

Programme/Class: Diloma BBA (TM)	Year: Second	Semester: fourth
Course/paper- 10 (A) (Major)		
Course Code:BBAT401	Course Title : Hotel Management-2	
Course outcomes: Develop the skills of Front office issues with a technological ground and then relate then to Hospitality Industry		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Organisation of front office and classification of functional areas. • Reservation: Types, enquiries, availability, and reservation records. • Registration: Pre-registration activities, receiving guests, selling techniques, room and rate assignments, room status, room racks, registration records, group/crews, Indian and foreign, FIT's. • Methods of payment. • Guest responsibilities and guest relations. 	8+4
II	<ul style="list-style-type: none"> • Types of keys. • Telephone services. • Check out and settlement. • Forecasting room availability. • Evaluating front office operation. 	7+4
III	<ul style="list-style-type: none"> • Organisation chart of the house - keeping department of small, medium and large size hotel; responsibilities; traits and duties of house - keeping staff. • Cleaning equipment and cleaning agents. • Composition, care and cleaning of different surfaces. • Hotel bed making. • Daily cleaning of rooms. • Standard supplies. • Periodical cleaning. • Cleaning of public areas of a hotel. 	7+4
IV	<ul style="list-style-type: none"> • Inter-relation of housekeeping department with other departments of hotel. • Housekeeping supervision and supervisor's daily routine. • Various housekeeping records. • Linen room and linen. • Uniforms and laundry. • Pest controls 	7+4
Suggested Readings:		
1. Sudhir Andrews : Hotel Front Office Training Manual		
2. Zulfikar Mohammad : Introduction to Tourism and Hotel Industry		
3. Sudhir Andrews : Hotel Housekeeping.		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: IV
Course/paper- 10 (B) (Major)		
Course Code: BBAT402	Course Title: AIRLINES OPERATIONS, TICKETING & GDS	
Course outcomes: To familiarize the students with various software and tools of Airline operation & ticketing		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Air transportation industry: <ul style="list-style-type: none"> ○ Bilateral conventions ○ Warsaw convention, Freedom of air ○ Carrier codes ○ Policies: practice and rules(procedure at airport) 	8+4
II	<ul style="list-style-type: none"> • Baggage allowance <ul style="list-style-type: none"> ○ Weight concept, Piece concept ○ Check and unchecked baggage ○ Free baggage allowance o Lost and found baggage 	7+4
III	<ul style="list-style-type: none"> ○ Reservation, How to take reservation ○ Passport and visa (Travel Formalities), Ticket and Fares ABC familiarization and travel information manual (TIM) etc.	7+4
IV	<ul style="list-style-type: none"> • Introduction to fare construction <ul style="list-style-type: none"> ○ Mileage principle ○ Extra mileage allowance(EMA) ○ Extra mileage surcharge ○ Higher intermediary points(HIP) ○ Circle trip minimum ○ Back haul check ○ Add-ons ○ General limitations of indirect travel ○ Mixed class journeys ○ Special fares ○ Domestic and international tickets o Different kinds of ticket 	7+4
Suggested Readings: Louis Grialloreto : Strategic Airlines Management Gwenda Syratt : Manual of Travel; Agency Management ABC World Airway Guide Air Traffic Book-I, World Wide Fares		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: IV
Course/paper- 11 (A) (Major)		
Course Code: BBAT403	Course Title: Event Management in Tourism	
Course outcomes: To familiarize the students with different concepts and Principal of event Management		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Defining event and event Management, Overview, Introduction, brief history, current and future trends of event industry, career profiles & opportunities in event management, linkages between tourism and event industry.	8+4
II	Event Concept & Planning Classification of events, developing the event concept, components of event planning, steps of event planning.	7+4
III	Social Events Household events celebrations: Birthday parties, dinner/tea parties, weddings, housewarming parties, ceremonies & rituals, Promotional special events: fashion shows, product launch, charity events, fairs & festivals, competitive events.	7+4
IV	Business Events Scope of MICE importance, seminars & conferences, trade shows, incentive programmes, appreciation events, exhibitions, workshops	7+4
Suggested Readings:		
<ul style="list-style-type: none"> • Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda J. Montgomery, & Sandra K. Strik. Publishers – Van Nostard Reinhold, An International Thomson Publishing Co. • Shone, A & Parry, B. Successful Event Management, Cengage Learning. 20 5. Watt. D.C. Event Management in Leisure and Tourism. Pearson, UK. 6. Blatt , J.G. • Special Events- Best Practices in Modern Event Management. John Wiley and Sons, New York. Hall, M (1999) 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: Second	Semester: IV
Course/paper- 11 (B) (Major)		
Course Code: BBAT404	Course Title: Travel Writing	
Course outcomes: To develop the skills of Travel writing .		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	History of writing, Importance of writing, writing skills, steps of writing a paragraph/essay. Method for referencing, coating and sighting. Ethics in writing, copyright act 1957	8+4
II	Importance and benefits of travel writing. Travelogues Travel Guides Travel Journals Tourism brochure construction and design.	7+4
III	Basic of Travel Reporting, Travel articles in newspaper and magazines, writing different types of promotional letters, Photography and videography: use and importance in promoting tourism	7+4
IV	Advertisement posters and handbill construction: role of travel writing in these. Writing for travel portals. Printing procedures and formalities.	7+4
Suggested Readings:		
Kodak : Taking better travel photos		
John Freeman : The Complete book of photography		
JeffWignatt :Kodak Guide to Shooting Great Travel Pictures		
John Shaw : The Art of Adventures photography		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: SECOND	Semester: FOURTH
Course/paper- 12 (A) (Major)		
Course Code: BBAT405	Course Title: Human Resource Management	
Course outcomes: This course aims to develop the competency of understanding the need of Human Resource Management		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • Human resource management of an enterprise • Concepts and principles of human resource management • Manpower of policy and planning at macro and micro levels 	8+4
II	<ul style="list-style-type: none"> • Recruitment and selection of personnel • Job Design • Job Analysis • Job description: Job specification job evaluation and job standards • Induction • Placement • Training and development function specifically in tourism industry 	7+4
III	<ul style="list-style-type: none"> • Performance appraisal • Promotions, transfers, separations • Morale, motivation and incentives 	7+4
IV	<ul style="list-style-type: none"> • Wage and salary administration • Grievance redressal procedure • Laws and rules governing employee benefits and welfare • Familiarization with manpower recruitment in tourism industry and tourist places 	7+4
Suggested Readings:		
Mamoria	: Personnel Management	
Tripathi	: Personnel Management & Industrial relations.	
Bhogliwal	: Personnel Management & Industrial relations	
Davar	: Personnel Management & Industrial Relations	
Flippo	: Personnel Management	
Strauss & Sayles	: Personnel the Human Problem Of Management	
Yoder	: Personnel Management & Industry Relations	
Monappa	: Sai Personnel Management	
Riley	: Human Resource Mgmt in Hospitality & Tourism Industry	
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Diploma BBA (TM)	Year: SECOND	Semester: Fourth
Course/paper- 12 (B) (Major)		
Course Code: BBAT406	Course Title: CONSUMER BEHAVIOUR	
Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	8+4
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	7+4
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	7+4
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	7+4
Suggested Readings:		
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective		
2. Schiffman & Kanuk, Consumer Behaviour		
3. Louden & Bitta, Consumer Behaviour		
4. Bennet & Kasarji, Consumer Behaviour		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Bachelor in

BBA (Tourism Management)

Year 3 (Semester 5 + 6)

SEMESTER V

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit	Theory/External	
							L	P
3	V	Course/ paper-13	A	F030501T	Cargo Management	3	2	1
			B		Surface Transport Operation	3	2	1
	V	Course/ paper-14	A	F030502T	Wellness & medical Tourism	3	2	1
			B		Tourism Trends & Issues (Domestic and International)	3	2	1
	V	Course/ paper-15	A	F030503T	Internship report	3	2	1
			B		New Age Tourism	3	2	1

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: V
Course/paper- 13 (A) (Major)		
Course Code: F030501T	Course Title: Cargo Management	
Course outcomes: To familiarize the students with Big data and techniques of retrieving and analyzing the Logistics and Supply Chain Models.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Indian Cargo Industry, Export and Import Cargo Operations, Transportation in Logistics, Inter-modal Transportation	8+4
II	Air Cargo, Cargo Handling, Airway Bill, FIATA, IATA, Cargo Automation,	7+4
III	Surface Cargo Industry, Road Freight Industry, Rail Freight Industry, India's Rail road System Forecasting Technique.	7+4
IV	Shipping Cargo Industry, Shipping Cargo and Charter parties, Seaway Bill, Carriage of Goods by Sea, Logistics in Shipping	7+4
Suggested Readings:		
Cargo Management : Dixit, Manoj & Srivastava Surabhi		
Global Cargo Management : Concept, Typology, Law And Policy: Prem Nath Dhar		
IATA Cargo Handling Manual (ICHM)		
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Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: V
Course/paper- 13 (B) (Major)		
Course Code: F030501T	Course Title: SURFACE TRANSPORT OPERATION	
Course outcomes: The basic objective of this course is to impart knowledge of Surface Transport operations		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Meaning, importance and overview of surface transport industry Major Concerns in World Surface Transport System and Methods to overcome them. Impact of Surface Transport. History of rail & road transport	8+4
II	Important rail and road networks of world. Understanding importance of rail & road network in context to tourism	7+4
III	Setup, growth and importance of Indian Railways Indian railways network & products New trends in Indian Railways Reservation system and computerized bookings of Indian trains.	7+4
IV	Road Transport Operations in India Road transport in India Rent-a-car & coach tours in India Highway Tourism in India and its importance	7+4
Suggested Readings:		
Sinha, P. C. : Surface Transport in Travel & Tourism		
Tiwari, S. P. : Tourism Dimensions		
Mill & Morrison : The Tourism System & Introductory Text		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: V
Course/paper- 14 (A) (Major)		
Course Code: F030502T	Course Title: WELLNESS & MEDICAL TOURISM	
Course outcomes: The objective of this course is to impart necessary knowledge of overall holistic development		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Introduction to Health Tourism: Origin and development over ages - health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government.	4+4
II	Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level	8+4
III	Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance	9+4
IV	Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).	8+4
Suggested Readings:		
<ol style="list-style-type: none"> 1. M. Smith and L. Puczko (2009), Health and wellness tourism, 2. B. Heinemann Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur. Raj Pruthi (2006), 3. Medical Tourism in India, New Delhi: Arise Pub. 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: VI
Course/paper- 14 (B) (Major)		
Course Code: F030502T	Course Title: TOURISM TRENDS & ISSUES (DOMESTIC AND INTERNATIONAL)	
Course outcomes: The objective of this course is to impart necessary and practical knowledge of Tourism trend & issue.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	New Trends of travel; Leisure Travel, Cruise Industry Shopping Tourism, Adventure Tourism	8+4
II	New Technology and Tourism development Introduction Search & Meta search and Mapping services. Social networking E- Commerce and Online communication in Tourism .	7+4
III	Tourism and Environmental issues Global Warming Climate Change, Ozone Depletion Waste Management Environmental issues and Indian scenario	7+4
IV	Terrorism and travel industry: Various Dimensions Health issues and Tourism Public- Private Partnership in Tourism	7+4
Suggested Readings: <ol style="list-style-type: none"> 1. Vijay Madiseti, Arshdeep Bahga, Internet of Things, “A Hands on Approach”, University Press 2. Dr. SRN Reddy, Rachit Thukral and Manasi Mishra, “Introduction to Internet of Things: A practical Approach”, ETI Labs 3. Jeeva Jose, “Internet of Things”, Khanna Publishing House, Delhi 4. Adrian McEwen, “Designing the Internet of Things”, Wiley 5. Raj Kamal, “Internet of Things: Architecture and Design”, McGraw Hill Suggestive digital platforms web links-		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: Fifth
Course/paper- 15 (A) (Major)		
Course Code: F030503T	Course Title: INTERNSHIP REPORT	
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I		8+4
II		7+4
III		7+4
IV		7+4
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: third	Semester: Fifth
Course/paper- 15 (B) (Major)		
Course Code: F030503T	Course Title: New Age Tourism	
Course outcomes: The main objective of this course is to create awareness about new trends associated with international travel trade industry		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	<ul style="list-style-type: none"> • The Rise of Mass Tourism • Special Interest Tourism and the Birth of New Age Tourism • Experience Economy, The New Wave/New Age Tourism: Concepts • Post-tourism 	8+4
II	<ul style="list-style-type: none"> • Festivals and Event Tourism • Film and TV Tourism • Gastronomic Tourism • Literary Tourism 	7+4
III	<ul style="list-style-type: none"> • Space Tourism • Virtual Tourism/Cyber Tourism • The Antarctic Tourism • Sports and Adventure Tourism and Commercial Adventure 	7+4
IV	<ul style="list-style-type: none"> • Pro poor tourism • Health and Wellness • Mature Tourism, Mobility, Neo-colonialism, Regeneration, Self and Other, Tourist Gaze and Urban Tourism 	7+4
Suggested Readings:		
<ol style="list-style-type: none"> 1. Rajeev Sabharwal : New Age Tourism Policy & Planning 2. Swain & Mishra : Tourism: Principles and Practices (Oxford Higher Education) 		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

SEMESTER VI

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit	Theory/External	
							L	P
3	VI	Course/ paper-16	A	F030601T	Eco-Tourism	3	2	1
			B		Tourism Development and Government Policy	3	2	1
	VI	Course/ paper-17	A	F030602T	Entrepreneurship Development in Tourism	3	3	0
			B		Business Environment	3	3	0
	VI	Course/ paper-18	A	F030603T	Tour Operations and Product Development Management	3	2	1
			B		Ethical and Legal Dimension of Tourism and Hospitality	3	2	1

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: VI
Course/paper- 16 (A) (Major)		
Course Code: F030601T	Course Title: Eco-Tourism	
Course outcomes: To acquaint the students with the concept of strategy, issues and challenges of Eco- Tourism		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Definition , Meaning & Concept of Eco Tourism	8+4
II	India's wildlife:- Introduction, wildlife conservation and management, values of wildlife	7+4
III	Protected areas & protected area network in India: national parks, wildlife sanctuaries & biosphere reserves (meaning & characteristics); Special conservation programmes	7+4
IV	Selected important national parks & sanctuaries in India: (List given below) Dachigam national Park, Corbett National Pak, Dudhwa National Park, Kaziranga National Park, Manas Tiger Reserve, Kanha National Pak, Gir National parks & Sanctuary, Ranthambore National Park, Keoladeo Ghana National Park,The Sunderbans National Park, Simlipal National Park, Bandipur & Nagarhole National Park, Madumalai Sanctuary, Periyar National Park, Desert Sanctuary, Wild Ass Sanctuary.	7+4
Suggested Readings: Hand book of National Parks, Wildlife Sanctuaries & Biosphere Reserves of India		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: VI
Course/paper- 16 (B) (Major)		
Course Code: F030601T	Course Title: Tourism Development and Government Policy	
Course outcomes: To familiarize the students with Tourism Development and Government Policy		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Tourism Planning- Introduction, Importance for tourism planning in destination; Consequences of unplanned development - environment, social, cultural; Planning process; Factors influencing planning; Role of accessibility, accommodation; Tourism seasonality- problems and solution	8+4
II	Tourism Policy - meaning, objectives, elements and challenges; Role of public, private sector and other stakeholders' in tourism Tourism Policy of India; Contemporary Schemes of Ministry of Tourism, Government of India; Alternative tourism -Rural Tourism Investment opportunities and FDI in hotel and tourism industry; source of funding (TFCI); other concession extended for tourism projects.	7+4
III	Changing trends in tourism and its effects on tourism policy and planning. Overseas marketing initiatives by Tourism Department, Govt. of India; Incredible India campaign Promotional plans of selective high achieving tourism states in India as case studies.	7+4
IV	Tourism Policy of Uttar Pradesh Latest Tourism Initiatives in Uttar Pradesh Major Mahotsavas and festivals organized by Ministry of Tourism, Uttar Pradesh	7+4
Suggested Readings: Tourism Concepts and Principles J.M Mishra and S.K Swain, Oxford Higher Education. Key Concepts in Tourism- L Lomine and J Edmunds, Palgrave Macmillan Latest Reports- Ministry of Tourism, Government of India & U.P.		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)		Year: Third	Semester: VI
Course/paper- 17 (A) (Major)			
Course Code: F030602T		Course Title: ENTREPRENEURSHIP DEVELOPMENT IN TOURISM	
Course outcomes: The main objective of this course is aware the entrepreneurial skill required for the new business			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)	
I	Introduction: Introduction to entrepreneurship; tourism industry and business ideas; business strategy- understanding customers and analysing competition.	8+4	
II	Ownership structure and organizational framework of small scale enterprises in Tourism and Travel Business- Venture Creation and Management.	7+4	
III	Organisation and business: Form of organisation and legal considerations; networking and collaboration; good business practices.	7+4	
IV	Business plan development: Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning, Setting up a tourism enterprise: Steps, procedures, licenses, registration etc.	7+4	
Suggested Readings:			
Srinivasan. R , Strategic Management: the Indian Concept, 2nd Ed., Prentice Hall India, New Delhi			
Thomson. A. A., Stick land. A.J. & Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.			
Peter F. Drucker, Innovation & Entrepreneurship, Harper & Row, New York. 4. John A. Pearce II & Richard B. Robinson Jr. Strategic Management, 3rd Ed, AITBS, New Delhi.			
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: VI
Course/paper- 17 (B) (Major)		
Course Code: F030602T	Course Title: BUSINESS ENVIRONMENT	
Course outcomes: Students will be able to incorporate importance of ethics in business world today and it will help them take ethical decisions in the organization.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Overview of business environment, types of environment-(internal and external),(micro and macro.) Competitive analysis of industry - (Porter's five forces model) Environmental analysis – (SWOT and ETOP) basic philosophies of capitalism and socialism with their variants.	12
II	Economic roles of government in India, constitutional provisions affecting business. Social responsibility of business, Consumerism, corporate governance.	11
III	Global liberalization, GATT-(objectives,) WTO-(benefits and drawbacks,) comparison with GATT, MNC-(def, meaning, merits and demerits.) Globalisation-(meaning, dimensions, factors, pros and cons) .Export promotions-(EPZ, SEZ,) , FEMA-(objectives, comparison with FERA)	11
IV	Industrial policy of India since 1951, IDRA, Price control-(objectives, mechanism,) Essential commodities act. Monetary and fiscal policy in India. SEBI-(objectives and functions). Capital market reforms and trading.	11
Suggested Readings: Business Environment : Francis Cherunilam Business Environment : Neelamagam Business Environment : Sudesh Bedi		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: Third	Semester: VI
Course/paper- 18 (A) (Major)		
Course Code: F030603T	Course Title: TOUR OPERATIONS AND PRODUCT DEVELOPMENT MANAGEMENT	
Course outcomes: To understand about the Tour operation and ground handling techniques.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Definition of tour operators Types of tour operators Role of tour operators in Tourism industry. Rules for recognition of tour operators in India.	8+4
II	Types of package tours History of packaged holidays. New trends in Holidays	7+4
III	Documents of tour operations Pre tour planning Package pricing techniques and tour designing	7+4
IV	Ethical & legal issues in tour operations. Package Sales & Marketing Product development	7+4
Suggested Readings:		
Negi, Jagmohan	: Travel Agency and Tour Operation	
Shakunthala & Jagannathan	: Plan your own holiday	
Dennis L Foster	: An Introduction to Travel & Tourism	
U.S.A	:The Rough Guide Australia: The Rough Guide	
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Bachelor in BBA (TM)	Year: THIRD	Semester: VI
Course/paper- 18 (B) (Major)		
Course Code: F030603T	Course Title: Ethical and Legal Dimension of Tourism and Hospitality	
Course outcomes: The objective of the course is to accustom the students with the international & National Legal dimension associated with travel trades.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45 (30 Theory+15 Practical)
I	Basic Concepts of judiciary need of Tourism Laws UNWTO Global code of ethics GST and its implications on Tourism	12
II	Licenses and permits for start-ups Carriage of goods by Road, Rail, Sea and Air Consumer protection Act	11
III	Wildlife protection Act FEMA, copy right act Antiquities and Art Treasures Act	11
IV	Food safety and standard act Ancient monument, Archaeological sites and remains act Foreigner Act , Passport Act	11
Suggested Readings: Sachindra Shekhar Bishwas : Protecting the Cultural Heritage Sinha, P.C : International Encyclopedia of Tourism Management Malik S : Ethical & Legal & Regulatory Aspects Tourism Business		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions:		