

## KANNUR UNIVERSITY

### COURSE STRUCTURE FOR BBA (TRAVEL & TOURISM ) DEGREE PROGRAMME

Working days/semester	90
Credit for common course	38
Credit for Core courses	62
Credit for complementary courses	16
Credit for open courses	4
Total credit for the programme	120

**Table for Common Courses (For B.Com and other LRP Programmes)**

No	Semester	Course code	Title of the course	Contact hours /Week	Credits
1	I	IA01 ENG	Common course I English	5	4
2	I	IA02 ENG	Common course II English	4	3
3	I	IA07 ---	Common course I Additional Language	5	4
4	II	2A03 ENG	Common course III English	5	4
5	II	2A04 ENG	Common course IV English	4	3
6	II	2A08 ---	Common course II Additional language	5	4

**Table for Common Courses (General Courses) for B.COM /BBA / BBA (TTM) Programmes**

No.	Semester	Course code	Title of the course	Contact hours /Week	Credits
1	III	3A09 COM/BBA/ BBA (T)	Disaster Management	4	4
2	III	3A12 COM/BBA/ BBA (T)	Numerical Skills	4	4
3	IV	4A11COM/BBA/ BBA (T)	Entrepreneurship	4	4
4	IV	4A15 COM/BBA/ BBA (T)	Environmental Studies	4	4

**Table for Core Courses**

<b>No</b>	<b>Semester</b>	<b>Course code</b>	<b>Title of the course</b>	<b>Contact hours /Week</b>	<b>Credits</b>
1	I	IB01 COM / BBA/BBA(T)/ TTM	Perspective & Methodology of Business Studies	5	3
2	II	2B02 BBA (T)	Financial Accounting	5	4
3	III	3B03 BBA(T)	Informatics Skill [Theory:2 hrs. + Practical: 2hrs.]	4	3
4	III	3B04 BBA(T)	Business Environment	5	3
5	III	3B05 BBA(T)	Fundamentals of Travel & Tourism	4	4
6	IV	4B06 BBA(T)	Management Principles	4	3
7	IV	4B07 BBA(T)	Project Management	4	3
8	IV	4B08 BBA(T)	Cultural Heritage of India	5	4
9	V	5B09 BBA(T)	Organisation Behaviour	4	3
10	V	5B10 BBA(T)	E-Commerce	4	3
11	V	5B11 BBA(T)	Financial Management	5	4
12	V	5B12 BBA(T)	Tourism Management	5	4
13	V	5B13 BBA(T)	Travel and Travel Agency Management	5	4
14	VI	6B14 BBA(T)	Cost Accounting	5	4
15	VI	6B15 BBA(T)	Marketing Management	4	3
16	VI	6B16 BBA(T)	Hospitality Management	5	4
17	VI	6B17 BBA(T)	Cargo Operation and Management	5	4
18	VI	6B18 BBA(T)	Project Report	4	2

**Table for Complementary Courses**

<b>No.</b>	<b>Semester</b>	<b>Course code</b>	<b>Title of the course</b>	<b>Contact hours /Week</b>	<b>Credits</b>
1	I	IC01 BBA(T)	Business Statistics	6	4
2	II	2C02 BBA(T)	Quantitative Techniques for Business Decisions	6	4
3	III	3C03 BBA(T)	Business Law	4	4
4	IV	4C04 BBA(T)	Corporate Law	4	4

**Table for open Courses**

<b>No.</b>	<b>Semester</b>	<b>Course code</b>	<b>Title of the course</b>	<b>Contact hours /Week</b>	<b>Credits</b>
1	V	5DO1 BBA/ BBA(T)	Income Tax Law & Practice / Basic Accounting	2	2
2	VI	6DO2 BBA/ BBA(T)	Financial Systems and Services / E- Commerce	2	2

**KANNUR UNIVERSITY**

**SCHEME AND SYLLABI OF BBA ( TRAVEL & TOURISM ) DEGREE**

**PROGRAMME UNDER CHOICE BASED COURSE CREDIT SEMESTER SYSTEM**

**& GRADING, 2009**

**(2009 ADMISSION ONWARDS)**

**1.Courses:**

The BBA(TTM) programme includes four types of courses as given below:

1. Common Courses – **A** Type (10 courses)
2. Core Courses - **B** Type (17courses + 1 Project Report.)
3. Complementary Courses - **C** Type (4 courses)
4. Open Courses - **D** Type (2 courses)

**2.Course Code:**

Each course shall have an alphanumeric code, which includes stream code, semester number in which the course is offered, the type of course (A, B, C or D), and the serial number of the course. (01, 02,....)

**3.Credits:**

The total credits of the BBA ( TTM) Programme are 120 including Project Report,. The programme consists of four credit, three credit and two credit courses. Total credits given for four types of courses are as follows:

<u>Courses</u>	<u>Total credits</u>
1. Common Courses – <b>A</b> Type (10 courses)	: 38
2. Core Courses - <b>B</b> Type (17 courses)	60
Project Report	02
3. Complementary Courses - <b>C</b> Type (4 courses)	: 16
4. Open Courses - <b>D</b> Type (2 courses)	: 04
	—————
	<u>120</u>

**4. Structure of the Programme:**

The courses of study leading to the award of the B.BA (TTM) Degree shall comprise the following:

**STRUCTURE OF B.B.A( TRAVEL & TOURISM) DEGREE PROGRAMME  
(Choice Based Course Credit System & Grading 2009)**

**Total credits: 120 Working Days / Semester: 90; Working Hours / Semester: 450**

**Internal Evaluation: 25%; External Evaluation: 75%**

**Semester I**

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. (Hours)
1	1A01 ENG	Common I	English	5	90	4	3
2	1A02 ENG	Common II	English	4	72	3	3
3	1A07	Common III	Additional Language	5	90	4	3
4	1B01 BBA(T)	Core I	Perspectives & Methodology of Business Studies	5	90	3	3
5	1CO1 BBA(T)	Complementary I	Business Statistics	6	108	4	3
<b>Total</b>				<b>25</b>	<b>450</b>	<b>18</b>	

**Semester II**

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. (Hours)
1	2A03 ENG	Common I	English	5	90	4	3
2	2A04 ENG	Common II	English	4	72	3	3
3	2A08	Common III	Additional Language	5	90	4	3
4	2B02 BBA(T)	Core II	Financial Accounting	5	90	4	3
5	2C02 BBA(T)	Complementary II	Quantitative Techniques for Business Decisions	6	108	4	3
<b>Total</b>				<b>25</b>	<b>450</b>	<b>19</b>	

### Semester III

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. (Hours)
1	3A09COM/B BA / BBA(T)	Common I	Disaster Management/	4	72	4	3
2	3A12 COM/BBA/ BBA(T)	Common II	Numerical Skills	4	72	4	3
3	3B03 BBA(T)	Core III	Informatics Skill-Theory Practical	2 2	54 36	2 1	2 1
4	3 B04 BBA(T)	Core IV	Business Environment	5	72	3	3
5	3 B05 BBA(T)	Core V	Fundamentals of Travel & Tourism	4	72	4	3
6	3C03 BBA(T)	Complementa ry III	Business Law	4	72	4	3
<b>Total</b>				<b>25</b>	<b>450</b>	<b>22</b>	

### Semester IV

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. (Hours)
1	4A11 COM/BBA /BBA(T)	Common IX	Entrepreneurship	4	72	4	3
2	4A15 COM/BBA /BBA(T)	Common X	Environmental Studies	4	72	4	3
3	4B06 BBA(T)	Core VI	Management Principles	4	72	3	3
4	4B07 BBA(T)	Core VII	Project Management	4	72	3	3
5	4B08 BBA(T)	Core VIII	Cultural Heritage of India	5	90	4	3
6	4C04 BBA(T)	Complementary IV	Corporate Law	4	72	4	3
				<b>25</b>	<b>450</b>	<b>22</b>	

### Semester V

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. (Hours)
1	5B09 BBA(T)	Core IX	Organisation Behaviour	4	72	3	3
2	5B10 BBA(T)	Core X	E Commerce	4	72	3	3
3	5B11 BBA(T)	Core XI	Financial Management	5	90	4	3
4	5B12 BBA(T)	Core XII	Tourism Management	5	90	4	3
5	5B13 BBA(T)	Core Course XIII-	Travel and Travel Agency Management	5	90	4	3
6	5D01 BBA(T)	Open- I	--	2	36	2	2
<b>Total</b>				<b>25</b>	<b>450</b>	<b>20</b>	

### Semester VI

Sl. No.	Course Code	Type of the Course	Course Title	Hrs./ Week	Hrs./ Sem.	Credit	Duration of Exam. (Hours)
1	6B14 BBA(T)	Core XIV	Cost Accounting	5	90	4	3
2	6B15 BBA(T)	Core XV	Marketing Management	4	72	3	3
3	6B16 BBA(T)	Core XVI	Hospitality Management	5	90	4	3
4	6B17 BBA(T)	Core XVII	Cargo Operation and Management	5	90	4	3
5	6B18 BBA(T)	Core XVIII	Project Report	4	72	2	-
6	6D02 BBA(T)	Open II	--	2	36	2	2
<b>Total</b>				<b>25</b>	<b>450</b>	<b>19</b>	

**5.1 Common Courses( General Courses):** Common courses (General courses) VII (3A09), VIII (3A12), IX (4A11) & X (4A15) shall be taught by commerce teachers.

**5.2 Core Courses, Complementary Courses and Open courses :** All core courses, complementary courses and open courses ( offered for other departments) shall be taught by commerce teachers.

**6.1 Open Courses.** BBA(TTM) Students shall take two open courses (2+2Credits) offered by other departments in the V and VI semester respectively.

**6.2 Open Courses offered by the department for students of other departments**

#### **Semester V**

- 1.Income Tax Law & Practice )  
[5DO1 BBA/ BBA(T)]
- 2 .Basic Accounting  
[5DO1 BBA/ BBA(T)]

#### **Semester VI**

- 1.Financial System and Services  
[6DO2BBA/ BBA(T)]
- 2.E- Commerce  
[6DO2 BBA/ BBA(T)]

**7.1. Project Report:** Every student shall prepare and submit a project report to the Department during the VI Semester, under the guidance of a faculty member, one month before the end of the semester.

## **SYLLABI OF BBA (TRAVEL & TOURISM) DEGREE PROGRAMME**

**2009 Admission onwards**

### **SEMESTER I**

#### **1B01 BBAT (CORE 1): PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES**

**No. of Credits: 3**

**No. of Contact Hours: 90**

#### **Aim of the course**

The course aims at introducing the student to the world of business studies and the general methodology of different subjects that come under it.

#### **Objectives of the course**

1. To understand business and its role in society
2. To understand entrepreneurship and its heuristics
3. To comprehend the business environment
4. To enable the student to undertake business activities

#### **Course outline**

##### **Module I**

Functioning of economic systems-division of labour, innovation, flow of goods and services and accumulation of wealth under different economic systems-capitalism, socialism, communism, mixed economies, planned economies etc; different forms of business organization-individual and organized business-family and corporate entities-business for profit, business not for profit and business for non-profit. Business entities-individuals, cooperatives, trusts, partnerships, undivided families, joint stock companies-Private, Public and joint Ventures. Business examples in different sectors of the economy (primary, secondary and tertiary) - agriculture, trading, retailing, manufacturing, hospitality, tours, travels, recreations, adventures, healthcare, education and other contemporary business areas as examples.

[20 Hours]

**Module II**

Role of business in economic development, Indian development experience- role of public and private sectors in the post-colonial period, experience of liberalization and globalization. Different stakeholders of business firms-owners, managers, employees and others. Emergence of “managerialism” and the role of corporate governance; the goals of business- shareholder value maximization and its alternatives; goals for public sector, cooperatives and non-profit enterprises. Government regulation of business-objectives, methods and problems.

[15 Hours]

**Module III**

Establishing a business-entrepreneurship-legal, physical, financial, social and psychological endowments for entrepreneurs-individual and group entrepreneurs-“intrapreneurs”. Mobilization of financial resources for business- individual savings-domestic savings in India- factors affecting savings- loans and advances- sources of funds- markets for raising money- short-term and long term funds-lending institutions for business funds-banks and non-banking financial institutions-cost of capital-documenting funding sources and areas of expenses – accounting and accounting practices –returns on investment-factors of production and rewards to factors like payment of wages, rent, interest and profits-payment to Government – taxes direct and indirect- state and national levels- funds from the primary and secondary markets- stock exchanges and their role, stock broking, stock exchange cues.

[20 Hours]

**Module IV**

Role of trained manpower for enhanced quality at individual, family, organizational and national level. Functioning of organization-the role of Human resources-management problems in small/medium/large organizations-quality of life-production of tangible and intangible products- marketing and its role-market conditions-perfect and imperfect market and their impact on prices and profit-use of technology in organization-electronic storage of business data-retrieval and analysis-user-friendly software.

[15 Hours]

**Module V:**

Learning business information- use of reading techniques- listening to lectures by individual and team faculty, and note taking- student seminars-individual and team presentations- filed studies, case studies and project reports. Posing problems for investigation, data location, primary and secondary sources, use of cross tabulation, tabular presentations, diagrammatic representation of data, deducting inferences, reporting results and suggesting executive action.

[20 Hours]

**References:**

- Keith Davis & William C.Frederick : Business and Society Management, Public Policy, Ethics; International Student Edition, Mc Graw Hill Book Co., New Delhi. (Latest edition)
- Peter F. Drucker : Management - Tasks, Responsibilities, Practices; Allied Publishers Pvt. Ltd., (latest reprint)
- Peter F. Drucker : The Practice of Management; Harper and Row Publishers, Inc., NY. (Latest reprint)

**1C01 BBAT (COMPLEMENTARY - I): BUSINESS STATISTICS****No. of Credits: 4****No. of Contact hours :108****Objectives:**

*To familiarize the students with the basic statistical tools used to summaries and analyse quantitative information for decision making.*

**Module I:**

Meaning & Definition – functions – limitations – scope –Data – types of Data – presentation of statistical data – classification and tabulation, frequency distribution, Diagrammatic and graphic representation –One dimensional diagrams – Two dimensional diagram – circular diagram-pie diagram-histogram-frequency curves-ogives.  
[30 Hours]

**Module II:**

Measures of Central tendency – Arithmetic mean, Geometric mean, Harmonic mean – Simple & weighted – Median, Mode - Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, standard Deviation, Lorenz curve- Measures of Skewness and kurtosis.  
[35 Hours]

**Module III:**

Correlation Analysis – concept – Types – Measures – Karl Pearson’s Method- Spearman Rank Method- Scatter Diagram Method. Regression Analysis – concept – Simple Regression – Regression lines – Regression equations – Relation between Correlation and Regression.  
[25 Hours]

**Module IV:**

Time series Analysis – components – Methods of studying secular trend – Freehand curves - Semi Average Method - Moving Average Method – Method of Least Squares.  
[18 Hours]

**Reference:**

1. S.P. Gupta : Statistical Methods, Sultan Chand & Sons, New Delhi
2. Dr. B.N.Gupta : Statistics Theory & Practice , Sahithya Bhavan, Agra
3. D.N. Elhance : Fundamentals of Statistics, Kithab Mahal
4. C.B Gupta & Vijay Gupta : An Introduction to Statistical Methods, Ane Books.
5. S L Aggarwal & SL Bhardwaj: Fundamentals of Business Statistics, Kalyani Publishers

**SEMESTER II****2B02 BBAT (Core II): FINANCIAL ACCOUNTING****No. of Credits: 4****No. of Contact hours: 90****Objective:**

The objective of this course is to provide knowledge about Accounting Principles and their application in different business situations.

**Module I:**

Introduction: Accounting – a financial information system – inputs and outputs of accounting system – generally accepted accounting principles, concepts and conventions.

[12Hours]

**Module II:**

Final Accounts of sole Trading concern - construction of Manufacturing, Trading and profile and loss Account and Balance sheet with adjustments for prepaid and outstanding expenses, unearned and accrued incomes, provision for bad and doubtful debts and provision for discount on debtors and creditors.

[24 Hours]

**Module III:**

Partnership Accounts: Accounting problems related to admission, retirement and death of a partner.

[20Hours]

**Module IV:**

Company Accounts: Share capital of a company – Types of shares – Accounting entries on issue of shares for cash – forfeiture of shares – Re-issue of forfeited shares. – Issue of preference shares and Debentures.

[22 Hours]

**Module V:**

Redemption of preference shares – redemption of debentures - underwriting – bonus shares.

[12 Hours]

**Reference:**

- |    |                      |                 |
|----|----------------------|-----------------|
| 1. | Advanced Accounting. | Shukla & Grewal |
| 2. | Advanced Accounting. | Jain & Narang   |
| 3. | Advanced Accounting. | R.L Gupta       |
| 4. | Advanced Accounting. | S.N Maheshwary  |

**2C02 BBAT (COMPLEMENTARY – II):**

**QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

**No. of Credits: 4**

**No. of Contact hours: 108**

**Objectives**

*To acquaint students with the basic statistical tools which have application in business and economic situations.*

**Module I**

Probability : concepts, meaning and definition of probability – classical, relative frequency subjective, Axiomatic approach – Laws of probability – Addition theorem, multiplication theorem and Baye’s theorem.

[23 Hours]

**Module II**

Probability Distributions – Random variable, Mathematical expectation, Binomial – fitting position - fitting Normal Distribution - Standard. Normal Distribution.

[25 Hours]

**Module III**

Testing of hypothesis : Concept of hypothesis and hypothesis testing – Type I and Type II errors - parametric tests – Z test, t test and f test – non parametric tests :  $X^2$  test – uses

[25 Hours]

**Module IV**

Analysis of variance – One way analysis of variance – Two way analysis of variance application in business decisions. [15 Hours]

**Module V**

Statistical Quality Control – Concepts of control charts – causes of variation in quality – Types of control charts – construction of control charts –  $\bar{X}$  chart - Range chart – C chart – P chart -  $np$  chart – application and uses of control charts. [20 Hours]

**References :**

1. C.R.Kothari : Quantitative Techniques
2. S.P.Guptha : Statistical Methods, Sultan Chand & Sons, New Delhi.
3. C.B Gupta & Vijay Gupta : An Introduction to Statistical Methods, Ane Books Pvt. Ltd.
4. PN Arora & Mrs. S Arora : Quantitative Aptitude, Vol. I & II, S. Chand & Co. Ltd.
5. S L Aggarwal & SL Bhardwaj : Fundamentals of Business Statistics, Kalyani Publishers