



KANNUR UNIVERSITY

(Abstract)

Bachelor of Business Administration-Travel and Tourism Management (BBA-TTM) Programme- Scheme, Syllabus and Pattern of Question Papers of Core, Complementary Elective and Generic Elective Course under Choice Based Credit and Semester System (Outcome Based Education System-OBE) in Affiliated colleges with effect from 2019 Admission-Implemented-Orders issued.

ACADEMIC BRANCH

No.Acad.C1/12435/2019/ii

Dated, Civil Station P.O., 21.06. 2019

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- Read:-
1. U.O.No.Acad.C2/429/2017 dated,10-10-2017
 2. The Minutes of the Meeting of the Curriculum Restructuring Committee held on 28-12-2018.
 3. U.O. No.Acad.C2/429/2017 Vol.II dated,03-06-2019.
 4. The Minutes of the Meeting of the Board of Studies in Travel and Tourism (Cd) held on 11.06.2019
 5. Syllabus of BBA-Travel and Tourism Management Programme , Submitted by the Chairperson, Board of Studies in Travel and Tourism (Cd) ,dated , 14.06.2019

ORDER

1. A Curriculum Restructuring Committee was constituted in the University vide the paper read (1) above to co-ordinate the activities of the Syllabus Revision of UG programmes in Affiliated colleges of the University.

2. The meeting of the Members of the Curriculum Restructuring Committee and the Chairpersons of different Boards of Studies held, vide the paper read (2) above, proposed the different phases of Syllabus Revision processes such as conducting the meeting of various Boards of Studies, Workshops, discussions etc.

3. The Revised Regulation for UG programmes in Affiliated colleges under Choice Based Credit and Semester System(in OBE-Outcome Based Education System) was implemented with effect from 2019 Admission as per paper read (3) above.

PTO

4. Subsequently, as per paper read (4) above, the Board of Studies in Travel and Tourism (Cd) finalized the Scheme, Syllabus & Pattern of Question Paper for Core, Complementary Elective & Generic Elective Course of BBA- Travel and Tourism Management Programme to be implemented with effect from 2019 Admission.

5. As per paper read (5) above, the Chairperson, Board of Studies in Travel and Tourism (Cd) has submitted the finalized copy of the Scheme, Syllabus & Pattern of Question Papers of BBA- Travel and Tourism Management Programme for implementation with effect from 2019 Admission.

6. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under Section 11(i) of Kannur University Act 1996 and all other enabling provisions read together with accorded sanction to implement the Scheme, Syllabus & Pattern of Question Paper (Core/Complementary Elective/Generic Elective Course) of BBA- Travel and Tourism Management programme under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in the Affiliated colleges under the University with effect from 2019 Admission, subject to reporting before the Academic Council.

7. The Scheme, Syllabus & Pattern of Question Paper of BBA- Travel and Tourism Management Programme are uploaded in the University website .
(www.kannuruniversity.ac.in)

Orders are issued accordingly.

Sd/-
DEPUTY REGISTRAR(ACADEMIC)
for REGISTRAR

To
The Principals of Colleges offering BBA- Travel and Tourism Management Programme

- Copy to:-
1. The Examination Branch (through PA to CE)
 2. The Chairperson, Board of Studies in Travel and Tourism (Cd)
 3. PS to VC/PA to PVC/PA to Registrar
 4. DR/AR-I, Academic
 5. The Computer Programmer(for uploading in the website)
 6. SF/DF/FC



Forwarded/By Order


SECTION OFFICER



KANNUR UNIVERSITY

BOARD OF STUDIES: TRAVEL & TOURISM (Cd)

*Syllabus for
BBA Travel&Tourism Management (TTM)
Core, Complementary Elective, and Generic Elective
Courses of*

**BACHELOR OF BUSINESS ADMINISTRATION-
TRAVEL & TOURISM MANAGEMENT (BBA-TTM)
*Programme***

CHOICE BASED CREDIT AND SEMESTER SYSTEM

(2019 ADMISSION ONWARDS)

KANNUR UNIVERSITY

VISION AND MISSION STATEMENTS

Vision

To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and a critical application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady Taluk of Wayanad Revenue District.

Mission

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

KANNUR UNIVERSITY
PROGRAMME OUTCOMES (PO)

PO1. Critical Thinking

- 1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
- 1.2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
- 1.3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

PO2. Effective Citizenship

- 2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
- 2.2. Develop and practice gender sensitive attitudes, environmental awareness, empathetic social awareness about various kinds of marginalisation and the ability to understand and resist various kinds of discriminations.
- 2.3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.

PO3. Effective Communication

- 3.1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
- 3.2. Learn to articulate, analyse, synthesise, and evaluate ideas and situations in a well-informed manner.
- 3.3. Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

PO4. Interdisciplinarity

- 4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.
- 4.2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
- 4.3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

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Kannur University

BACHELOR OF BUSINESS ADMINISTRATION – TRAVEL & TOURISM MANAGEMENT (BBA-TTM) PROGRAMME

PROGRAMME SPECIFIC OUTCOMES

PSO PSO Statement

- PSO1 Understand the evolution, concepts and theories of Travel and Tourism
- PSO2 Understand the principles and practices of Business Administration
- PSO3 Update the knowledge, skills and employment opportunities in Travel & Tourism business
- PSO4 Demonstrate skills and competencies required in the Travel & Tourism business through classroom/practical exercises, field visits, and internship training

SCHEME, REGULATIONS, CREDIT DISTRIBUTION

Duration of the Programme

The duration of BBA-TTM programme shall be 6 semesters distributed over a period of 3 academic years.

Medium of Instruction

The medium of instruction is English and no question paper will be prepared in Malayalam.

Eligibility for Admission

Admission shall be made from the candidates who have passed the Plus Two or equivalent examination with 45% for non-commerce subject(not applicable to SC/ST Students)and pass mark for Commerce subjects. A weightage of 25marks be given for each Commerce subject studied by the Candidate in the qualifying examination subject to a maximum of 75 marks.

Requirements for the completion of the Programme

For passing the BBA-TTM degree programme the student shall be required to achieve a minimum of 120 credits. These are distributed under four types of courses, viz., Common Courses – (English, Additional Language & General Awareness - Code A), Core courses

(Code B), Complementary Elective Courses (Code C) and Generic Elective course (Code D). This programme is under Language Reduced Pattern (LRP).

WORK AND CREDIT DISTRIBUTION STATEMENT

COURSE TYPE	CREDITS
Common Course English	14
Additional Common Course (Additional Language)	8
General Awareness Course	16
Core Course	64
Complementary Elective Course	16
Generic Elective Course	2
TOTAL	120

Semester	Course Title*	Credits	Hours per week	Total Credits	Total Hours
I	Common Course English I	4	5	19	25
	Common Course English II	3	4		
	Additional Common Course I	4	5		
	Core Course (1B01 BBA(TTM))	4	4		
	<i>Practical hours</i>	-	1		
	Complementary Elective Course-1	4	6		
II	Common English Course III	4	5	20	25
	Common English Course IV	3	4		
	Additional Common Course II	4	5		
	Core Course (2B02 BBA(TTM))	4	4		
	Core Course (2B03 BBA(TTM))– <i>Practical</i>	1	1		
	Complementary Elective Course-2	4	6		
III	General Awareness Course -1	4	4	20	25
	General Awareness Course -2	4	4		
	Core Course (3B04 BBA(TTM))	4	4		
	Core Course (3B05BBA(TTM))	4	5		
	<i>Practical hours</i>	-	2		
	Complementary Elective Course-3	4	6		
IV	General Awareness Course -3	4	4	20	25
	General Awareness Course -4	4	4		
	Core Course (4B06 BBA(TTM))	4	5		
	Core Course (4B07 BBA(TTM))	2	3		

	Core Course (4B08 BBA(TTM))	1	1		
	Core Course (4B09BBA(TTM)) – <i>Practical</i>	1	2		
	Complementary Elective Course -4	4	6		
V	Core Course (5B10BBA(TTM))	4	4	20	25
	Core Course (5B11BBA(TTM))	4	5		
	Core Course (5B12BBA(TTM))	3	4		
	Core Course (5B13BBA(TTM))	3	4		
	Core Course (5B14BBA(TTM))	4	4		
	<i>Practical hours</i>	-	2		
	Generic Elective Course	2	2		
VI	Core Course (6B14 BBA(TTM))	4	4	21	25
	Core Course (6B15 BBA(TTM))	4	5		
	Core Course (6B16 BBA(TTM))	3	4		
	Core Course (6B17 BBA(TTM))	3	4		
	Core Course (6B18 BBA(TTM))	3	4		
	Core Course (6B19 BBA(TTM)) – <i>Practical</i>	2	2		
	Research Project and Viva Voce	2	2		
Total				120	150

- Core courses are the courses in the major (Core) subject of the degree programme and offered by the parent department.
- Complementary courses cover two each courses related to Travel Geography and Cultural Heritage, the syllabi of which are related to the core subject and are distributed in the first four semesters with 16 credits.
- Common courses 1, 2, 3 and 4 should be taught by English teachers and 7 and 8 by teachers of additional languages and general awareness courses 11, 12, 13 and 14 by teachers of Travel and Tourism. All Core courses, complementary elective courses and General Awareness course should be taught by Travel and Tourism teachers.
- Generic Elective Courses are to be offered in the 5th semester, to students of other departments. The department can decide the generic elective course to be offered.

COURSE STRUCTURE – BBA-TTM**SEMESTER-WISE DISTRIBUTION OF PAPERS, CONTACT HOURS,
DISTRIBUTION OF MARKS AND DURATION OF EXAMINATION****SEMESTER 1**

No.	Course Code	Title	Marks			Duration of Exam	Contact Hrs/Week	Credit
			Internal	External	Total			
1	1A01 ENG	Common English Course I	10	40	50	3 hrs	5	4
2	1A02 ENG	Common English Course II	10	40	50	3 hrs	4	3
3	1A07 ADL	Additional Language Course I	10	40	50	3 hrs	5	4
4	1B01 BBA(TTM)	Business of Tourism and Hospitality	10	40	50	3 hrs	4	4
5		Hours for Practical					1	
6	1C01 BBA(TTM)	Geography of India	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	19

SEMESTER 2

No.	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	2A03 ENG	Common English Course III	10	40	50	3 hrs	5	4
2	2A04 ENG	Common English Course IV	10	40	50	3 hrs	4	3
3	2A08 ADL	Additional Language Course II	10	40	50	3 hrs	5	4
4	2B02 BBA(TTM)	Travel Agency and Tour Operations Management	10	40	50	3 hrs	4	4
5	2B03 BBA(TTM)	Tourism Practicum & Viva Voce -1	10	40	50	3 hrs	1	1
6	2C02 BBA(TTM)	Destination Mapping	10	40	50	3 hrs	6	4
TOTAL			60	240	300		25	20

SEMESTER 3

No	Course Code	Title	Marks			Duration of Exam	Contact Hrs / Wk	Credit
			Internal	External	Total			
1	3A11 BBA(TTM)	Law for Tourism and Hospitality	10	40	50	3 hrs	4	4
2	3A12 BBA(TTM)	Business Communication	10	40	50	3 hrs	4	4
3	3B04 BBA(TTM)	Airfares and Airline Management	10	40	50	3 hrs	4	4
4	3B05 BBA(TTM)	Hospitality Management	10	40	50	3 hrs	5	4
5		Hours for Practical					2	
6	3C04 BBA(TTM)	Cultural Heritage of India	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	20

SEMESTER 4

No	Course Code	Title	Marks			Duration of Exam	Contact Hrs/ Week	Credit
			Internal	External	Total			
1	4A13 BBA(TTM)	Environmental Studies and Disaster Management	10	40	50	3 hrs	4	4
2	4A14 BBA(TTM)	Management Principles	10	40	50	3 hrs	4	4
3	4B06 BBA(TTM)	Basics of Hotel Accounting	10	40	50	3 hrs	5	4
4	4B07 BBA(TTM)	Internship	10	40	50	-	3	2
5	4B08 BBA(TTM)	Tour Report	5	20	25	-	1	1
6	4B09 BBA(TTM)	Tourism Practicum & Viva Voce -2	10	40	50	3 hrs	2	1
7	4C04 BBA(TTM)	Cultural Heritage of Asia	10	40	50	3 hrs	6	4
TOTAL			65	260	325		25	20

SEMESTER 5

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hrs /Wk	Credit
			Internal	External	Total			
1	5B10 BBA(TTM)	Banking and Insurance	10	40	50	3 hrs	4	4
2	5B11 BBA(TTM)	Tourism and Hospitality Marketing	10	40	50	3 hrs	5	4
3	5B12 BBA(TTM)	Research Methods and Basic Business Statistics	10	40	50	3 hrs	4	3
4	5B13 BBA(TTM)	Entrepreneurship Development	10	40	50	3 hrs	4	3
5	5B14 BBA(TTM)	Informatics for Tourism and Hospitality	10	40	50	3 hrs	4	4
6		Hours for Practical					2	
7	5D01 BBA(TTM)	Introduction to Travel and Tourism	5	20	25	2 hrs	2	2
	5D02 BBA(TTM)	Introduction to Aviation Industry						
	5D03 BBA(TTM)	Introduction to Hospitality Industry						
	5D04 BBA(TTM)	Travel Journalism						
	5D05 BBA(TTM)	Tour Guiding						
TOTAL			55	220	275		25	20

SEMESTER 6

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hrs /Wk	Credit
			Internal	External	Total			
1	6B15 BBA(TTM)	Logistics Management	10	40	50	3 hrs	4	4
2	6B16 BBA(TTM)	Leadership and Employability Orientation	10	40	50	3 hrs	5	4
3	6B17 BBA(TTM)	Event Management	10	40	50	3 hrs	4	3
4	6B18 BBA(TTM)	Customer Relationship Management	10	40	50	3 hrs	4	3
5	6B19 BBA(TTM)	Human Resource Management	10	40	50	3 hrs	4	3
6	6B20 BBA(TTM)	Tourism Practicum & Viva Voce -3	10	40	50	3 hrs	2	2
7	6B21 BBA(TTM)	Research Project and Viva Voce	20	80	100	-	2	2
TOTAL			80	320	400		25	21

TOTAL MARKS OF THE PROGRAMME**1800**

PART A:

**BBA TOURISM & TRAVEL MANAGEMENT CORE COURSES
WORK AND CREDIT DISTRIBUTION**

(2019 ADMISSION ONWARDS)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1B01 BBA(TTM)/TTM	BUSINESS OF TOURISM AND HOSPITALITY	I	4	4	3
	HOURS FOR PRACTICAL	I	1	-	-
2B02 BBA(TTM)	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	II	4	4	3
2B03 BBA(TTM)	TOURISM PRACTICUM & VIVA VOCE I	II	1	1	3
3B04 BBA(TTM)/TTM /BBA(AH)	AIRFARES AND AIRLINEMANAGEMENT	III	4	4	3
3B05 BBA(TTM)	HOSPITALITY MANAGEMENT	III	5	4	3
	HOURS FOR PRACTICAL	III	2	-	-
4B06 BBA(TTM)/ BBA(AH)	BASICS OF HOTEL ACCOUNTING	IV	5	4	3
4B07 BBA(TTM)	INTERNSHIP	IV	3	2	-
4B08BBA(TTM)	TOUR REPORT	IV	1	1	-
4B09 BBA(TTM)	TOURISM PRACTICUM & VIVA VOCE II	IV	2	1	3
5B10 BBA(TTM)	BANKING AND INSURANCE	V	4	4	3

5B11 BBA(TTM) / TTM / BBA(AH)	TOURISM AND HOSPITALITY MARKETING	V	5	4	3
5B12 BBA(TTM) / TTM / BBA(AH)	RESEARCH METHODS AND BASIC BUSINESS STATISTICS	V	4	3	3
5B13BBA(TTM) / TTM	ENTREPRENEURSHIP DEVELOPMENT	V	4	3	3
5B14BBA(TTM) / TTM / BBA(AH)	INFORMATICS FOR TOURISM & HOSPITALITY	V	4	4	3
	HOURS FOR PRACTICAL		2	-	-
6B15 BBA(TTM)/TTM	LOGISTICS MANAGEMENT	VI	4	4	3
6B16 BBA(TTM)/TTM/BBA(AH)	LEADERSHIP AND EMPLOYABILITY ORIENTATION	VI	5	4	3
6B17 BBA(TTM)/TTM/ BBA(AH)	EVENT MANAGEMENT	VI	4	3	3
6B18BBA(TTM)/ BBA(AH)	CUSTOMER RELATIONSHIP MANAGEMENT	VI	4	3	3
6B19BBA(TTM)	HUMAN RESOURCE MANAGEMENT	VI	4	3	3
6B20BBA(TTM)	TOURISM PRACTICUM & VIVA VOCE III	VI	2	2	3
6B21BBA(TTM)	RESEARCH PROJECT AND VIVA VOCE	VI	2	2	-

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4
INTERNAL	1

CONTINUOUS INTERNAL ASSESSMENT - THEORY

COMPONENT*	WEIGHTAGE**
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COMPONENT1 Test Paper	60
COMPONENT 2 Seminar Presentation /Viva	40

CORE COURSE I : BUSINESS OF TOURISM AND HOSPITALITY

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1B01 BBA(TTM)/ TTM	4	4	3

COURSE OUTCOME

CO 1: Understand the basic concepts of travel, tourism and hospitality industry.

CO2: Describe the types of tourism

CO3: Understand about various tourist accommodation establishments

CO4: understand the nature of tourism industry

Unit I :

Basic concepts & development of tourism: Tourism, excursion, leisure and recreation; tourist, visitor, traveller; Components of Tourism/6As of Tourism-Attraction, Accommodation, Accessibility, Activity, Amenities, Available Packages; Elements of Tourism. History and evolution of tourism, Roman Empire and early travel, Pleasure travel-Religion as motivator, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organized travel;

Unit II :

Typology and forms of tourism: Classification of Tourism Resources-Geographical, Historical, Manmade; Attractions: Manmade & Natural attractions International Tourism, Inbound, Outbound, inter regional, intra regional, domestic, internal, National Tourism; Forms of Tourism Mass Tourism v/s Alternative Tourism- Trends in Indian Tourism.

Unit III:

Accommodation – evolution, types: Primary and supplementary, Classification of hotels
1. Size 2. Location 3. Length of Stay 4. Facilities offered 5. Types of Plan –Star classification of hotels (in brief)-Hotel Ownership and affiliation
1. Independent hotels 2. Chain hotels 3. Franchise. Functional Departments in hotels(an overview)- Role of FHRAI.

Unit IV:

Tourism system: Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration-Travel Motivators- Case study-pattern of movement of tourists to India

Books for Study:

1. Christopher.J. Hollway; Longman ; The Business of Tourism
2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
3. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers
4. :Page, S., Tourism Management: Routledge, Londond
5. Dileep, M.R.(2018).Tourism:Concepts,Theory and Practice,I K International Publishing House.

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE II: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
2	2B02 BBA(TTM)	4	4	3

COURSE OUTCOME

CO 1: Understand the definition, history, types, and functioning of travel agency and tour operation

CO2: Understand travel documentation

CO3: Apply the knowledge of travel documentation and regulations

CO4: Prepare travel and tour itineraries

CO5: Understand the tour operation process, managing crisis situations

Unit I :

Travel Agency and Tour Operations: Brief history –Definition, concepts, functions of Tour Operator, Travel Agent - Distribution channels in travel and tourism, Types of Travel Agencies and Tour operators - Departments & Organization - Sources of Income - Setting up of a travel agency/tour operator – DoT and IATA accreditation for travel agency and tour operator – challenges faced by travel agents in the present era.

Unit II :

Travel Documentation: Passport & VISA – different types - Procedures for obtaining Indian Passport and– General Visa requirements for visitors to India– Extension of Visa in India – Bureau of Immigration - Protector of Emigrants- Emigration Clearance –Health certificates - Insurance, Forex

Unit III:

Itinerary Preparation: Typologies, Steps for Itinerary Planning(exercise based)-Do's and Don'ts of Itinerary Preparation- Tour Packaging: Importance - Components of Package Tour- Package Tours: FIT, GIT, Inbound, Outbound, Domestic - Types of Holiday Packages.

Planning and Organizing a Tour -, costing the tour – cost components- pricing strategies, markup, - Voucher preparation - Booking and confirmation of tour.

Unit IV:

Tour Guiding: Concept, History, Dimensions and Present Status- Role and Responsibilities of a Tour Guide - Code of Conduct - Tour Guiding Skills- Language, Posture and Presentation- - Interpreting Sites; Tour Escorting: Concept, Pre Post and On-Tour Responsibilities, Traveller's Checklist, Handling Emergencies- Leading a Group- Code of Conduct- Difference Between Tour Guiding and Escorting.

Books for Study:

1. Badan, B. S. & Bhatt, H. (2007). Travel agencies and tourism development. New Delhi, India : Commonwealth.
2. Puri, M. & Chand, G. (2009). Travel agency and tourism [electronic resource] ChandniChowk, Delhi : Global Media.

Books for Reference:

1. Franks, H. (2009). Travel, tourism & hotel glossary. [electronic resource] Delhi : Global Media

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE III :TOURISM PRACTICUM & VIVA VOCE I

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
2	2B03 BBA(TTM)	1	1	3

COURSE OUTCOME

CO 1: Understand academic writing and plagiarism free learning

CO2: Create tour itineraries and tour package

CO3: Understand writing of student record and report

CO4: Understand and practice the competencies needed to work in tourism industry

Fresh Student Orientation:

Academic writing, Steps of writing assignments: Plan, Analyze the question, Drafting outline, Finding information, Writing, Editing/proof reading – How to find information – How to make references – How to avoid plagiarism

Tourism Practicum and Viva Voce -I introduces the students on Academic writing which will be assessed in the entire course of time (internship report, tour report, research project, assignments etc) and the practical aspect of tourism and areas of Travel Geography course.

1. Familiarization Trip (FT): Soon after the orientation of students, One/two days Familiarization Trip (FT) to any nearby destination may be undertaken and to be incorporated as a report fulfilling the academic writing criteria. Critically analyze of the components of the destination identification of gaps in infrastructure.
2. Travel Geography: Problems on time calculation and flying time, drawing maps of Kerala, India, Middle East, Continents.
3. Destination mapping of Kerala, India, and the world, and major airports using IATA three letter city codes on maps drawn by the students/maps provided.
4. Familiarization with online/digital maps in computer or mobile devices
5. Tour Itinerary making and costing with information provided by the faculty.
6. Tour guiding exercises – Preparation of tour guiding plan and script for interpretation of a destinations provided by the faculty. Students can depend on internet/books for obtaining resources for developing the content.
7. Mock tour guiding: Presentation of the script developed.

Mark Distribution - Practical:

Sections	Marks
Record	10
Written Examination	10
Presentation/roleplay	5
Communication, Grooming and Etiquette	5
Viva	10

CORE COURSE IV: AIRFARES AND AIRLINE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3B04 BBA(TTM)/ TTM/BBA(AH)	4	4	3

COURSE OUTCOME

CO 1: Understand the evolution and concept of civil aviation

CO2: Understand the basic concepts of air ticketing

CO3: Apply ticketing formula and conventions to find air fares

CO4: Create airline itineraries

Unit I :

Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy; Role of AAI and DGCA; A brief account of IATA / ICAO- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

Unit II :

Types of airport- AAI managed and private airports-runway-apron-taxiway-ATC-ramp service-Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Cabin Crew – Airport Terminal- Airport facilities and special passengers _ Check in facilities-types –Landing facilities for departing passengers – In-flight services — Emergency equipments for disembarkation – In-flight entertainment – Class of service-Minimum connecting time –Insurance coverage-types of insurance for travel.

Unit III:

Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares- ticket validity-refund-cancellation-Passengers requiring special handling- passengers with medical problems. Expectant women – Unaccompanied minors-infants –VIPS/CIPS. Baggage and Excess baggage - Checked and unchecked baggage – piece and weight concept – pooling of baggage –free carryon items – carriage of live animals –dangerous goods, classification of dangerous good- Credit cards -BSP.

Unit IV:

Airlines Terminology -2 letter Codes of Airlines -3 letter city codes of major airports - Abbreviations used in airlines, Types of journeys (OW, CT, RT, OJ, RTW); E-tickets & its advantages; new trends, types- Rounding off units of rate of exchange-TIM, OAG

Unit V:

Fare calculation: International Sale Indicators - Global Indicators; International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – Exercises on ticketing - OW, RT, CT

Books for Study:

1. JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004

Books for References:

1. Study Kit for IATA/UFTAA Foundation Course:
 - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport

Marks including choice:

Unit	Marks
1	10
2	12
3	12
4	12
5	14

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE V: HOSPITALITY MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3B05 BBA(TTM)	5	4	3

COURSE OUTCOME

CO 1: Understand the functions of front office in a hotel

CO2: Understand the reservation procedures

CO3: Apply the skills to make room reservations

CO4: Understand the types of F&B service

Unit I :

Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithidevobhavah, Expectations of the guest – Hotel Ownership – FHRAI- Star Classification of accommodation in India (Hotels, Heritage hotels, etc)-Important facilities in each star category – role of HRACC

Unit II :

Functional Departments of a Hotel - Front and Back of the house
Front Office – Functions – Coordination with FO - Layout and sections of FO: Equipments used in FO –Qualities of Front Office Staff – Functions and duties of different FO staff. Information section - Types of information - Duties of Information assistant-Telephone skills and etiquettes

Unit III:

Guest cycle - Tariff & basis of tariff charging - Different types of rooms – Types of room rates - Reservation – Sources of Reservation – types of reservation – Information collected

Registration: Pre registration - Guest arrival - Registration Procedure - Rooming & Key issuing - C form –Noshow - Guest history - Check out & account settlement : . Departure Procedure –types of check-out - Method of settlement - Duties of F O cashier - Presentation & settlement of bill – Night auditing

Unit IV:

The food and beverage –Classification of Food and Beverage – Organisational structure and layout of Food Production - Classification of catering establishments - F&B service areas in hotel – F&B Service personnel –Menutypes –Types of F&B service

Unit V:

House Keeping: Organizational structure – important housekeeping activities in hotels – coordination with other departments – advantages of good housekeeping and problems of poor housekeeping; Job description of Executive Housekeeper.

Security department - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department; Purchase Department etc.

Books for Study:

1. John R Walker - Introduction to Hospitality Management – Pearson Education India
2. F O Management – Sudhir Andrews F O Management –
3. Puspinder. S. Gill – Dynamics of Tourism –Vol.4 – Tourism and Hotel Management (Anmol P)
4. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
5. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
6. Food And Beverage Service Training Manual : Sudhir Andrews
7. Mahesh Chandra, Hospitality Management , Anmol Publications (2012)
8. Managing Front office Operations – Michel L Kasavana& RM Brokes
9. Food And Beverage Service: Lillicrap& Cousin, Elbs
10. Modern Resaurant Service: John Fuller, Hutchinson

Marks including choice:

Unit	Marks
1	10
2	15
3	15
4	10
5	10

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE VI: BASICS OF HOTEL ACCOUNTING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B06 BBA(TTM)/ BBA(AH)	5	4	3

COURSE OUTCOME

CO 1: Understand the basic concepts of accounting

CO2: Familiarizing accounting terminologies and conventions

CO3: Understand the basic accounting procedures

CO4: Understand about hotel accounting

Note: Only theoretical aspects of the syllabus shall be dealt with.

Unit I :

INTRODUCTION TO ACCOUNTING: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP), PRIMARY BOOKS (JOURNAL): Definition, Format of Journal, Rules of Debit and Credit, Opening entry, Simple and Compound entries - SUBSIDIARY BOOKS: Classification, Purchase Book, Sales Book, Purchase Returns, Sales Returns, Journal Proper- CASH BOOK, Meaning, Advantages, Simple, Double and Three Column, Petty Cash Book with Imprest System (simple and tabular forms)- TRIAL BALANCE, Meaning, format, Advantages, Limitations

Unit II :

FINAL ACCOUNTS: Meaning, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet format - Closing Stock, Pre-paid Expenses Outstanding Expenses, Depreciation

Unit III:

UNIFORM SYSTEM OF ACCOUNTS FOR HOTELS: Introduction to Uniform system of accounts, Contents of the Income Statement, Contents of the Balance Sheet (under uniform system) - Various kinds of schedules- Room Schedule, F & B Schedule, Telephone Schedule, Income Statement Presentation

Unit IV:

INTERNAL AUDIT AND STATUTORY AUDIT: An introduction to Internal and Statutory Audit, Distinction between Internal Audit and Statutory Audit, Implementation and Review of internal audit – Overview of night auditing – importance - night auditors report

Room rate fixation in hotels and resorts - F & B service accounting – menu costs, cost sheets; - hospitality management solutions and their use in accounting

Reference:

1. Hotel Accounting & Financial By Ozi A. D' Cunha & Gleson O. D' Cunha Publisher: Dickys Enterprise, Mumbai
2. Introduction to Accounts - T.S. Grewal
3. Hospitality Accounting- Publisher: Prentice Hall Upper Saddle, River New Jersey
4. Accounting for Management, S K Bhattacharya, Publisher: Vikas Publishing House
5. Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each = 16)
	Answer any 6 questions	(6 questions x Marks 2 each = 12)
PART C	Essay	(6 questions x Marks 3 each = 18)
	Answer any 4 questions	(4 questions x Marks 3 each = 12)
PART D	Long Essay	(4 questions x Marks 5 each = 20)
	Answer any 2 questions	(2 questions x Marks 5 each = 10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE VII: INTERNSHIP

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B07BBA(TTM)	3	2	-

COURSE OUTCOME

CO 1: Understand the professional aspects of tourism and hospitality industry

CO2: Apply the knowledge to learn technical / managerial skills in tourism /hospitality

CO3: Understand the career opportunities and prepare for career decision making

CO4: Analyze the internship experience and make report back in the classroom

INTERNSHIP DURATION AND ACADEMIC CREDENTIALS:

After 3rd semester, students are ready for industrial experience. Therefore, they may choose to undergo Internship related activities in tourism and hospitality industry such as Airport (Airlines)/ travel-tour Companies/ Hotels, resorts etc. according to their choice.

Internships may be full-time, and starts from the month of November, for a period of minimum 2 months soon after the third semester university examination. Students shall inform their choice of training and obtain prior approval from the Head of the Department before the end of 3rd semester. Every student is required to prepare a report containing documentary proofs of the activities done by him/her.

The evaluation of the training will be done by the university along with the 4th semester university examination, through external report evaluation and viva voce.

INTERNSHIP GUIDELINES:

The general procedure for arranging internship is given below:

1. Step 1. The department may assign a teacher as Internship Supervisor particularly for looking after the Internship of the students.
2. Step 2: Request Letter/ Email from the department should go to industry to allot various slots for the students. Students request letter/profile/ interest areas may be submitted to industries for their willingness for providing the training.
3. Step 3: Industry will confirm the training slots and the number of seats allocated for internships via Confirmation Letter/ Email. In case the students arrange the training themselves the confirmation letter should be submitted by the students in the department.
4. Step 4: Students on joining Training at the concerned Industry / Organization, should submit the Joining Report Letters / Email.

5. Step 5: Students must undergo industrial training at the concerned Industry / Organization. Evaluation Report of the students must be submitted in the department along with the Training Certificate obtained from the industry.

The students shall be permitted to appear for the external evaluation only after furnishing a certificate from the Head of the Department of the Teaching Department concerned to the effect that the written account of experiences gained during the Internship was submitted on time.

STUDENT'S DIARY/ DAILY LOG

The main purpose of writing daily diary is to cultivate the habit of documenting and to encourage the students to search for details. It develops the students' thought process and reasoning abilities. The students should record the day to day account of the observations, impressions, information gathered, and suggestions given, if any, in the diary, and get it signed by the supervisor/ in charge of the section where the student has been working on a daily basis. The diary should also be shown to the Faculty Mentor visiting the industry from time to time and get ratified on the day of his/her visit. Student's Diary and Internship Report should be submitted by the students along with attendance record and an evaluation sheet duly signed and stamped by the industry to the Institute immediately after the completion of the training. It will be evaluated based on the following criteria:

- Regularity in maintenance of the diary.
- Adequacy & quality of information recorded.
- Drawings, sketches and data recorded.
- Thought process and recording techniques used.
- Organization of the information.

INTERNSHIP REPORT

After completion of Internship, the student should prepare a comprehensive report to indicate what he has observed and learnt in the training period. Daily diary will also help to a great extent in writing the industrial report since much of the information has already been incorporated by the student into the daily diary. The training report should be signed by the Internship Supervisor. The Internship report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, sketches, style, language etc.
- iv. Variety and relevance of learning experience.
- v. Practical applications, relationships with theory and concepts taught in the course.

INTERNAL/EXTERNAL ASSESSMENT:

Through Seminar Presentation and Viva-Voce: The student will give a seminar based on his training report, before an expert committee constituted by the concerned department/external examiners.

The evaluation will be based on the following criteria:

- Quality of content presented.
- Proper planning for presentation.
- Effectiveness of presentation.
- Depth of knowledge and skills.

- Attendance record, and daily diary, shall also be analyzed along with the Internship Report. Seminar presentation will enable sharing knowledge & experience amongst students & teachers and build communication skills and confidence in students.

Mark Distribution -Internship:

Sections	Marks
Internship Report&Training Dairy	40
Communication, Grooming and Etiquette& Viva	10
Total	50

CORE COURSE VIII: TOUR REPORT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B08 BBA(TTM)	1	1	-

COURSE OUTCOME

CO 1: Understand the professional aspects of operating tours

CO2: Apply the knowledge to develop tour itinerary for the study tour

CO3: Create and present tour guiding modules

CO4: Analyze the tour experience from the eye of a tourist and that of a tourism professional

Destination Visit (DV) / Study Tour: The students of BBA TTM shall be required to undertake Destination Visit (DV)/Study Tour to important tourist destinations in India/abroad to study about the various types of tourism products during the third or fourth semester. The duration of the study tour shall be 7 to 11 days.

- The students shall organize to plan and develop the itinerary for their trip.
- Since the students learn airline operations and hence to get a practical knowledge, one leg of journey in the study tour must be by air.
- The students include a museum / institute/organization related to tourism or hospitality to visit during the trip.
- Students should learn to use resources from tour guidebooks, travel websites, maps and tour guide apps.

Once the itinerary is finalized, each student must be allotted with an attraction/part of the attraction, for creating a plan for guiding with interpretation. This must be presented before the commencement of the tour. The student should perform tour guiding and interpretation of the same during the tour and evaluated by the accompanying teachers.

The department should develop a schedule containing the list of all students to grade the performance of students against the tasks given to them in planning phase of the tour, in terms of punctuality, involvement, enthusiasm, and effectiveness on a five point scale. Another schedule may be developed for the accompanying teachers to evaluate the performance of students while on tour in terms of student involvement, attitude, cooperation, effectiveness of performance of assigned tasks on a 5 point scale, to be maintained by accompanying teacher and submitted to tutor at the end of the tour. Both these schedules

The department must prepare a format for tour dairy / logbook for student daily logs. Students should document the events, activities and expenses during the study tour in the tour logbook/dairy, provided to them before the commencement of the tour. The accompanying teacher(s) must sign daily on this dairy.

TOUR REPORT

After completion of the tour, the student should prepare a comprehensive report to indicate what he/she has observed and learnt in the planning and operation of the tour. Daily diary will also help to a great extent in writing this report since much of the information has already been incorporated by the student into the daily diary. The tour report should be signed by the class tutor and HoD. The tour report should contain

1. The process of planning the tour
2. The tour itinerary
3. Brief description of the attractions visited including
 - a. Opening and closing hours and days
 - b. Entry tariffs, camera tariff etc
 - c. Observation regarding crowding, hygiene, and maintenance
 - d. Facilities available:- washrooms, souvenir shops, interpretative facilities, virtual guiding systems etc.
 - e. Suggestions of the student for making a future visit more easy at the attraction
4. Brief profile of accommodation availed
5. Details of the transportation used
6. Details of the activities engaged (eg. Adventure, theater, performances etc)
7. At least one photo of any one destination visited in the tour with the student in the picture.

EVALUATION: 20 marks will be given for external examination and 5 marks for internal; examination

INTERNAL EVALUATION(5 MARKS)

The internal marks are to be provided based on the following criteria

Mark Distribution -Internal evaluation

Sections	Marks
Student cooperation and involvement in tour activities	2
Preparation and performance of tour guiding module	3

EXTERNAL EVALUATION (20 MARKS)

The reports are to be evaluated by the external examiner, at the end of the fourth semester along with internship report evaluation. No separate viva is conducted for this course. The viva for this may be conducted along with internship viva. The report will be evaluated on the basis of following criteria:

- i. Originality.
- ii. Adequacy and purposeful write-up.
- iii. Organization, format, drawings, pictures, style, language etc.
- iv. Variety and relevance of learning experience.
- v. Tour diary/ logbook, shall also be analyzed along with the tour report.
- vi. Appraisal of the student made by the accompanying teacher(s)/ teachers involved in tour planning as available from the pre-tour evaluation schedule and on-tour evaluation schedule provided to the examiners by the department on the day of evaluation.

Mark Distribution -External evaluation

Sections	Marks
Tour Report	15
Tour Dairy/logbook	5

CORE COURSE IX: TOURISM PRACTICUM AND VIVA VOCE-II

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4B09BBA(TTM)	2	1	3

COURSE OUTCOME

CO 1:Apply the hospitality skills in industry training/internship

CO2:Create Air itineraries and travel solutions

CO3:Understand the importance of communication in tourism and hospitality

CO4:Create the practical reports

Tourism Practicum II covers areas that the students learn during their Semester III and Semester IV.

1. Travel itinerary making
 - a. Handling Telephonic / direct enquiries for travel
 - b. Obtaining airfares in various online portals
 - c. Ability to use codes used in any GDS for ticketing
 - d. Using www.irctc.co.in website for rail itinerary, reservation and ancillary services
 - e. Knowledge of using digital money transfer using debit/credit cards, digital wallets, online/mobile banking, etc
 - f. Preparation of brochures/handouts of tour packages
2. Hotel Operations:
 - a. Role play and demonstration of personality traits required for front office personnel “
 - a. Conversation between a caller (prospective customer/ guest) and the Front Office / reservation executive.
 - b. Registration process
 - c. Check-out process
 - b. Practical Bedmaking

Mark Distribution - Practical:

Sections	Marks
Tasks performed- written/practical	20
Communication, Grooming and Etiquette	10
Viva	10

CORE COURSE X: BANKING AND INSURANCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B10BBA(TTM)	4	4	3

COURSE OUTCOME

CO 1: Understand an idea about modern banking system

CO2: Understand various banking operations

CO3: Understand the concept of insurance

CO4: Understand the system of travel insurance

Unit I :

Evolution of Commercial Banking in India, Definition of Banker, Customer, Functions of Commercial Bank and Reserve Bank. Commercial Bank, credit allocation policies, Types of banks, Branch banking, Unit banking, Group banking, RRB, Co operative banks, micro, NABARD, IDBI. Emerging role of bankers and Role of Banks in Economic development, Reforms in banking sector, Global financial crisis & Indian banking sector.

Unit II :

Banker and customer relationship, Procedure for opening account, different types of loans & advances, Operation of banking, cheques crossing and endorsement, Types and rules of crossing, principles of sound lending. Latest trends in banking ATM, E-banking, mobile banking, E-payment, credit card, online banking, plastic money, electronic purse, digital cash, EFT, ECS (Electronic Clearing System), Safeguard for Internet Banking, comparison of traditional banking and E-banking, role of foreign banks, advantages & disadvantages of foreign banks.

Unit III:

Insurance; Definition – concept - terminologies - Characteristics – Benefits and importance – Brief history of insurance in India -Public and Private sector companies - IRDA – Meaning and functions Classification of insurance: The concept of life insurance, life insurance products- traditional and market related, pension plans, group insurance, tax treatment of life insurance, claims settlement, General insurance types- health, accident, motor and fire insurance

Unit IV:Travel Money - Travelers cheque: purchasing and cashing, advantages, lost/stolen travelers cheque.

Travel Insurance: types -flight, baggage, trip interruption/cancellation, Medical, Evacuation - Health/medical insurance – types - insurance as Visa requirement – Major travel and medical insurance companies and products in India.

References

Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.

Bank Financial Management, IIBF, Macmillan 2010.

Neelam.C.Gulati – Principles of insurance management

Karampal, B.S.Bodla, M.C.Garg – Insurance management, principles and practices.

Marks including choice:

Unit	Marks
1	15
2	20
3	15
4	10

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XI: TOURISM AND HOSPITALITY MARKETING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B11BBA(TTM)/ TTM / BBA(AH)	5	4	3

COURSE OUTCOME

CO 1: Understand the basic concept of marketing

CO2: Understand the consumer buying behaviour

CO3: Understand the marketing mix in tourism and hospitality

CO4: Prepare marketing communications for tourism and hospitality

Unit I :

Marketing – meaning –importance of tourism and hospitality marketing –core concepts—
meaning –process –Marketing Management- MIS

Unit II :

Consumer buying behavior – factors affecting — the buyer decision process. S-T-P
Strategy - Segmentation – basis for segmenting– segmenting the Tourist Market - market
targeting – market positioning.

Unit III:

Marketing Mix – importance– 7 P’s of tourism & hospitality marketing mix . Steps of
new product development – product lifecycle stages -Branding –Advantages- Pricing:
factors influencing pricing – general pricing approaches – pricing strategies in tourism,
Hospitality and aviation.

Unit IV:

Channels of distribution: Functions - Channel strategies – marketing intermediaries in the
tourism industry – direct marketing and its characteristics, Relationship Marketing in
Tourism and hospitality, Green Marketing.

Unit V:

Marketing Communication – Integrated Marketing Communication – DAGMAR
approach –AIDA Principle-- Mass Communication - mass media. Advertising: objectives
of advertising –advantages and disadvantages of advertising – Advertising media –
activities of PR department, PR methods and tools in tourism, Brochures-preparation of
brochure for tourism and hospitality business (Practical)

Books for Study:

1. Philip Kotler, Bowens and James Makens – Marketing for Tourism and Hospitality
2. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall, India
3. Holloway and Robinson, Marketing for tourism, Longman publisher
4. Ravi Shankar Service Marketing
5. NimitChaudhary – Service Marketing

Marks including choice:

Unit	Marks
1	8
2	12
3	15
4	10
5	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XII: RESEARCH METHODS AND BASIC BUSINESS STATISTICS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B12BBA(TTM)/ TTM/ BBA(AH)	4	3	3

COURSE OUTCOME

CO 1:Understand the basic concept of research

CO2:Describe sampling techniques

CO3:Apply different data collection techniques

CO4:Prepare synopsis, and questionnaires for the UG project

Unit I :

An introduction meaning of research, objectives of research, significance of research, types of research. Research Problem –selection of research, necessity of defining a problem

Unit II :

Research Design – Meaning of research design, need for research design, features of research design, different types of research design.

Sampling -purpose, method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors

Methods of Data Collection – Primary data, data collection through questionnaires, Schedules and other methods of data collection, primary data , secondary data, tertiary data

Unit III:

Sources and methods of data collection. Principles of data classification. Tabulation of data. Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions. Measures of Central Tendency – Arithmetic Geometric and Harmonic mean. Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations -introduction to SPSS-creating a data file in SPSS

Unit IV:

Interpretation and report writing – meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, different steps of report writing.

Books for Study:

Research Methodology by C.R. Kothari

Business Statistics – S. P. Gupta & M. P. Gupta

Statistical Methods – S. P. Gupta & M. P. Gupta
Statistic for Management – Jit, Chandan Das**Marks including choice:**

Unit	Marks
1	12
2	18
3	18
4	12

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSEXIII: ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B13BBA(TTM)/ TTM	4	3	3

COURSE OUTCOME

CO 1: Understand the concept of entrepreneurship

CO2: Understand the behavior of an entrepreneur

CO3: Know about EDP

CO4: Prepare a draft proposal to establish a new tourism/hospitality company as an assignment

Unit I :

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

Unit II :

Promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

Unit III:

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

Unit IV:

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

Books for Study:

1. Vasant, Desai, “Entrepreneurship”, Himalaya Publishing House, 2003.
2. Taneja & Gupta S.L., “ Entrepreneurship Development”, 2003.
3. Pandey, I.M., “Venture Capital –The Indian Experience”, Prentice Hall of India, 2003.
4. Tandon B.C., “Environment and Entrepreneur”, Chug Publications, Allahabad.

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XIV: INFORMATICS FOR TOURISM & HOSPITALITY

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
5	5B14 BBA(TTM)/TTM /BBA(AH)	4	4	3

COURSE OUTCOME

CO 1: Understand the importance of IT

CO2: Apply the knowledge of digital banking/e commerce as a user

CO3: Apply the electronic payment interfaces and applications in India

CO4: Understand Digital marketing in Tourism, Aviation, and hospitality

Unit I :

Overview of Information Technology: Cyber ethics, cyber crime, cyber threats, security, and privacy issues, cyber laws in India, cyber addictions and health issues- guide lines for proper usage of computers.

Unit II :

Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing and storage, Social media, and Internet of Things (IoT), Opportunities and Challenges in Digital Business

Digital Banking: Online banking, mobile banking, tele-banking, Automatic Clearing House, BHIM, UPI, Digital Wallets, Credit Cards, Debit Cards, E-cheque

E Commerce: E-business Models, e-commerce Sales Life Cycle (ESLC) Model - Electronic Payment Systems: Payment interfaces, Gateways, Digital payment methods, Smart Cards, Popular Electronic Payment Systems, Risks in Electronic Payment Systems

Unit III:

IT and Disintermediation in Tourism and Hospitality, Online reservations, online check in/checkout, virtual front office, Check-in / immigration kiosks in Airports.

Digital security in Tourism and Hospitality – CCTV, Smart Cards - Access control – biometric security systems, biometric passport/e-passport

Online Travel Agencies – Aggregators - Online selling platforms in Tourism and Hospitality, Travel Portals

Use of GPS and maps in Travel and hospitality marketing

GDS: Structure of GDS, GDS in Tourism and hospitality - Codes of GDS for Booking, Changing the PNR Elements and Itinerary Pricing

Unit IV:

Digital Marketing: Owned media: (Websites, Blogs, News Letters), Earned Media (Social Media, Online Directories, Review websites) and Paid Media (Text Advertisements, Display Advertisements, Search Advertisements etc)

Web 2.0, User Generated Content (UGC) –Search Engine Marketing (SEM): SEO, SMO - Social Media Marketing strategies: e-WoM communication – Online customer engagement- Influencer Marketing – Social listening – Viral marketing - Online Reputation Management techniques – Customer Relations Management using new media

Reference

1. Digital Business Concepts and Strategy –Eloise Coupey –Pearson
2. Digital Marketing All-in-One for Dummies - Stephanie Diamond, John Wiley and Sons
3. A textbook on E-commerce - Publisher: Neha Publishers & Distributors

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XV: LOGISTICS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B15BBA(TTM)/ TTM	4	4	3

COURSE OUTCOME

CO 1: Understand the concept of logistics management

CO2: Understand the procedures of sending cargo by air and water

CO3: Familiarize with various shipping documents

CO4: Understanding the functions of warehouse

Unit I :

Logistic- Basic concept, Definitions, Functions, Types, Logistic Management- logistic solutions, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Shipper's Logistics Requirements in trade, 7R's of Logistics Management, 5 P's of Logistics

Unit II :

Logistics and Documentation: Consular Invoice, Commercial Invoice, Certificate of Origin, certificate of Value, Bill of Lading, Cargo Manifest or Packing List, Health Certificate, Import license, Insurance Certificate, Export Declaration Forms

Shipping Formalities: Booking Shipping Space, Conference Shipping, Non-conference Shipping, Charter Shipping, Charter Party, Shipping Storage, Ocean Shipping procedure.

Shipping Intermediaries: Function and Roles of Custom Brokers, Freight Forwarders and Consolidators, Shipping Agents, Stevedores.

Unit III:

Transport- Mode of Transport, Transportation Network, Containerisation, Intermodal Transport, Ownership Transport, Routing Vehicles, Freight Management, Factors Affecting Freight Cost, Advantages and disadvantages of Air cargo, Sea Cargo and carriage of goods by land

Multimodal Transport in India : Multimodal Transport Operators. Just In Time (JIT) Transport, Outsourcing of transport and logistics services, 3PL, 4PL logistics service providers. Integrated Logistics and Transportation.

Unit IV:

Warehousing- Definition, Principles, Role, Purpose of warehouse, Types of warehouse, Planning and Distribution.

Logistical Packaging: Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs

Books for Study:

1. Logistics Management for International Business – Text and Cases, by Sudalaimuthu and Anthony Raj, PHI, 2009 Edition.
2. Global Operations and Logistics: Text and Cases by Dornier, Ernst, Fender and Kouvelis, Wiley India, 2006
3. Handbook of Logistics and Distribution Management – John Gattorna
4. Logistics Management – P. Fawcett, R. McLeish and I Ogden

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XVI: LEADERSHIP&EMPLOYABILITY ORIENTATION

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B16BBA(TTM)/ TTM/ BBA(AH)	5	4	3

COURSE OUTCOME

CO 1: Understand about personality development

CO2:Analyse own personality

CO3:Understand about working with others

CO4:Apply persuasive speaking and presentation skills

Unit I :

The concept of personality - Dimensions of personality –Types of personality- introverts and extroverts- self-analysis- SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem, aggressive, submissive and assertive behaviours - Out of box thinking, Lateral Thinking.- Intrinsic & Extrinsic Motivators.

Unit II :

Leadership qualities of a successful leader - Group behavior; leadership in a group; Perception-Perceptual pitfalls- Attribution -Conflict- reasons -conflict Management- Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. Value of time, Weekly Planner To do list, Prioritizing work. Time Management- Team work

Unit III:

Emotional Intelligence- emotional quotient -Emotion Scales. Managing Emotions.- Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Differences between personalities having positive and negative attitude- Attitude Change

Unit IV:(Orientation to Practical sessions)

Persuasive Speaking and Presentation Skills- The concept of success and failure - Overcoming hurdles - Factors responsible for success –Causes of failure- Types of Body Language, Role of Body Language- group discussion, interview techniques, Frequently Asked Questions - mock interview sessions- Business Etiquette, telephone etiquette-dress codes- Work ethics –Good manners-(practical)

Books for Study:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.

Reference Books:

3. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.
4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
5. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
6. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
7. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
8. Smith, B . Body Language. Delhi: Rohan Book Company. 2004
- 9.SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XVII: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B17BBA(TTM)/ TTM/ BBA(AH)	4	3	3

COURSE OUTCOME

CO 1: Understand the scope of event management

CO2: Understand the process of event management

CO3: Identify the entrepreneurial opportunities in event management

CO4: Describe the major tourism trade fairs

Unit I :

Introduction to MICE: Components of MICE; evolution of meetings; incentives, convention and expositions. Event Management: Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management.

Unit II :

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics.

Unit III:

Process of Event Management – Planning and organizing events – Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation Event promotion- marketing events- interrelation between event and tourism industry

Unit IV:

Entrepreneurship opportunities in Event Management - Trade fare –marriages. Conferences and meetings – Exhibitions - Case study of Kerala Travel mart, Surajkund Craft Mela, and ITB Berlin

Books for Study:

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.
2. Event Management, PurnimaKumarri, Anmol Publisher
3. Event Management for Tourism, Der Wagen, Pearson
4. Successful Event Management, Shone.A, Cengage Learning.

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XVIII: CUSTOMER RELATIONSHIP MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B18 BBA(TTM)/ BBA(AH)	4	3	3

COURSE OUTCOME

CO 1: Understand the significance of CRM in hospitality and aviation

CO2: Familiarize with the concept of customer relationship management and relationship marketing

CO3: Understand the practices of CRM

CO4: Understand the trend and techniques of e-CRM

Unit I :

Customer Relationship Management : Introduction, Meaning and Definition of CRM, Importance of CRM, Scope of Relationship Marketing- Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

Unit II :

Creating Value: Customer-centric culture, Customer acquisition, Customer retention - Customer loyalty: Brand equity, Satisfaction, Supply chain management-- concept of Lifetime Customer , Benefits and difficulties of CRM- B2B (business-to-business) B2C (business-to-customer), Consumer lifetime value (LTV).

Unit III:

Technological Support in CRM : Introduction, technological Applications in CRM, types of Technological Applications in CRM, Customer Databases and Information Systems, Database Marketing Strategies, CRM Software Solutions for B2C and B2B Markets, Accounting Systems for Customer Acquisition and Retention Costs, Customer Loyalty and Profitability through Technology

Unit IV:

e-CRM – Emerging Trend in CRM Introduction, Importance of e-CRM in Hospitality, tourism and aviation marketing, Challenges involved in formulating and implementing e-CRM strategies, e-CRM architecture and its components, Five engines of e-CRM, Evolution of e-customer and e-marketing, e-CRM for personalized services – Online customer engagement.

References

1. Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011

2. S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008
4. V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XIX: HUMAN RESOURCE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B19 BBA(TTM)	4	3	3

COURSE OUTCOME

CO 1: Understand the concept of HRM

CO2: Understand the demand and supply in tourism

CO3:Analyse the impact of seasonality on tourism demand and supply

CO4: Understand the economic impacts of Tourism

Unit I :

Introduction to Human Resource Management: Concept & Importance; Scope & Role; Organization of H.R.D; Personnel Policies.

Unit II :

Planning Human Resource: Tourism work environment and its determinants. Seasonality and Human Resources in tourism - Human Resource Planning: Demand and Supply; Downsizing and Retention.

Unit III:

Human Resource Management Process: Recruitment; Selection and Induction. Performance Management: potential assessment and competency development. Training and Development: Training process and methods. Performance appraisal; motivation and moral; managing cultural diversity in Tourism Industry.

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Unit IV:

Compensation and Reward Management: Job Evaluation, methods and types of compensation. Employee Relations and Trade Unions. Grievance Redressal, Dispute Resolution and Conflict Management. International Dimensions of HRM. Employee Empowerment

(20 Hrs)

Reference Books:

1. Agarwala, T. (2007). Strategic human resource management. New Delhi: Oxford University Press.
2. Armstrong, M. (2006). Armstrong's Handbook of human resource management practices (10th ed.). London: Kogan page.
3. Cascio, W. (2009). Managing human resources (8th ed.). New Delhi: McGraw Hill.
4. DeCenzo, D. A., & Robbins, S. P. (2010). Fundamentals of human resource management (9th ed.). New York: John Wiley & Sons.
5. Dessler, G. (2008). Human resource management (11th ed.). New Delhi: Pearson Prentice Hall.
6. Greer, C. R. (2005). Strategic human resource management: A general managerial approach (2nd ed.). New Delhi: Pearson Education.
7. Martin, J. (2010). Key concepts in human resource management: New Delhi: Sage Key Concepts Series.

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

CORE COURSE XX :TOURISM PRACTICUM AND VIVA VOCEIII

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B20BBA(TTM)	2	2	3

COURSE OUTCOME

CO 1:Understand the practical nature of tourism and hospitality

CO2:Identify the career areas of choice for each student

CO3:Analyze information to provide best travel

CO4:Apply the skills needed for hospitality and tourism

Tourism Practicum III covers areas from the courses that the students learn during their Semester 1 to Semester VI. The practical examination must check the skills and knowledge of the students acquired during the entire course of their study. It must be evaluated through slide presentations, tasks to check their professionalism, etiquette, leadership skills, organizing tour, OJT involvement etc .Students can use internet to obtain data and facts for the exercises, as instructed by the examiner. Suggested exercises are:

1. Practical aspects of front office operations
2. Travel documentation: Preparation of passport Application
3. Travel documentation: Visa counseling for a given country
4. Comparison of air fares
5. Travel counseling for prospective customers
6. Preparation and costing of tour itinerary based on customer requirement- Costing of itinerary using real cost as obtained from online resources including transportation, accommodation, activities, profit markup etc.
7. IRCTC reservation tasks

Mark Distribution - Practical:

Sections	Marks
Performance of tasks	25
Communication, Grooming and Etiquette	5
Viva	10

CORE COURSE XXI: RESEARCH PROJECT AND VIVA VOCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
6	6B21BBA(TTM)	2	2	-

COURSE OUTCOME

CO 1: Understand the scope of UG research project

CO2: Analyse research problems and develop project proposal

CO3: Understand the importance to work in consultation with the supervisor

CO4: Create the final research project report

Every student of a UG Programme shall have to work on a research project of two credits under the supervision of a faculty member as per the curriculum. Project evaluation shall be conducted at the end of sixth semester. Projects shall be submitted in the last week of February in VIth semester. Belated and incomplete projects will not be entertained. 20 % of marks are awarded through internal assessment.

Structure of the Project Report:

The project must be selected in such a way that it should provide solution/suggestions for the existing problem in hospitality/ management arena. *Repeated projects and downloaded materials shall be discouraged in the beginning itself and shall not be forwarded for external evaluation.* Use of primary data is ideal, though students can also use secondary data as well. The methodology adopted, tools used etc should be discussed in the report. The report should be of around 40 to 60 typed pages excluding the Title, Certificates, Index and Annexure.

Project Evaluation:

- The evaluation of the project will be done at two stages: Internal Assessment (supervising teachers will assess the project and award internal Marks) and External evaluation (external examiner appointed by the University). Marks secured for the project will be awarded to candidates, combining the internal and external Marks
- Internal Assessment should be completed 2 weeks before the last working day of VIth semester and published in the Department.
- In the Case of Courses with practical exam, project evaluation shall be done along with practical exams. Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

Pass conditions:

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.
2. The student should get a minimum of 40 % marks for pass in the project.
3. In an instance of inability of obtaining a minimum of 40% marks, the project work may be redone and the report may be re-submitted as per university regulations

PART B:

BBA TRAVEL & TOURISM MANAGEMENT (BBA-TTM)

GENERAL AWARENESS COURSES

[FOR BBA(TTM)/BTM/BBA(AH) PROGRAMMES]

WORK AND CREDIT DISTRIBUTION

(2019 ADMISSION ONWARDS)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HOURS
3A11 BBA(TTM)/ TTM/ BBA(AH)	LAW FOR TOURISM & HOSPITALITY	3	4	4	3
3A12 BBA(TTM)/ TTM/ BBA(AH)	BUSINESS COMMUNICATION	3	4	4	3
4A13 BBA(TTM)/ TTM/ BBA(AH)	ENVIRONMENTAL STUDIES AND DISASTER MANAGEMENT	4	4	4	3
4A14 BBA(TTM)/ TTM/ BBA(AH)	MANAGEMENT PRINCIPLES	4	4	4	3

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4
INTERNAL	1

CONTINUOUS INTERNAL ASSESSMENT - THEORY

COMPONENT	WEIGHTAGE
COMPONENT1 Test Paper	60
COMPONENT 2 Seminar Presentation /Viva	40

GENERAL AWARENESS COURSE I: LAW FOR TOURISM AND HOSPITALITY

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3A11 BBA(TTM)/ TTM/ BBA(AH)	4	4	3

COURSE OUTCOME

CO 1: Describe the structure Indian judicial system and legal remedies

CO2: Understand companies act

CO3: Understand the rights of a consumer and consumer grievance redressal mechanisms in India

CO4: Understand the law of contract with its provisions in India

CU5: Describe the tourism, hotel, and airline related laws in India

Unit I :

Definition of Law- Rule of Law-Natural Justice- Types of Laws –torts and crimes - Hierarchy of courts (civil, criminal)- jurisdiction of courts-tribunals-powers and functions of courts

Unit II :

Basic principles of company law-Registration of company, Types of company, Winding up of company.

Consumer: Consumer Rights, Consumer Protection Act, Grievance Redressal Mechanisms under the Consumer Protection Law

Unit III:

Law of Contract: Indian Contract Act, 1872: Nature of contract and essential elements of valid contract Offer and Acceptance- Consideration - Capacity to contract -free consent-Legality of object. Unlawful and illegal agreements, Contingent contracts- Performance and discharge of contracts,-Remedies for breach of contract.- Quasi contract

Unit IV:

Travel and travel related law (updated with amendments), important provisions, and rules pertaining to: the citizenship act (1955) -the foreigners act (1946) - the passport act (entry to India, 1920) -the registration of foreigners act (1939) – the emigration act (1983) - the immigration (carriers liability) act(2000) – global code of ethics for tourism

Unit V:

Hospitality law: various licenses required for opening a hotel- schemes for star Classification of hotels, heritage hotel, and time share hotels in India, role of HRACC.

Aviation Law and Regulations: Functions of AAI, DGCA, AERA, BCAS. Brief overview of Aircraft Act (1934) and Aircraft Rules, The carriage by Air Act (1972), AAI Act (1994), Aircraft Security rules, carriage of dangerous goods Rules (2003), AERA Act (2008).

Books for Study:

1. Towards Legal Literacy: an introduction to law in India by Kamala Sankaran, Oxford (2008)
2. MK Nabi, MI Nabi, and KC Raut (2015) Consumer rights and Protection in India, New century Publications
3. L R Potti, Business & Corporate Law
4. Glanville Williams, *Learning the Law*
5. Atul M. Setalvad, *Introduction to Law*

Reference:

1. K. Mony and K. Usha- *Legal Language*
2. KNC Pillai, RV Kelkar's –*Lectures on Criminal Procedure*
3. Takwani-*Code of Civil Procedure*
4. Lonely planet series
5. <https://mha.gov.in/MHA1/ACtRule.html>
6. <http://tourism.gov.in/guidelines-schemes>
7. www.aera.gov.in
8. www.dgca.gov.in

Marks including choice:

Unit	Marks
1	8
2	13
3	13
4	13
5	13

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

GENERAL AWARENESS COURSE II: BUSINESS COMMUNICATION

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
2	3A12 BBA(TTM)/ TTM/ BBA(AH)	4	4	3

COURSE OUTCOME

CO 1: Understand the importance of effective communication in tourism and hospitality

CO2: Prepare documents as part of business communication

CO3: Understand the role of communication in interpersonal relations

CO4: Analyze interpersonal interactions using Transactional Analysis model

Unit I :

Basic Forms of Communication, Process of Communication, 7 C's of communication; Barriers and Facilitators to Communication, How to overcome barriers of communication. Effective Listening- Technology of Business Communication - Writing skills- List of active verbs-Blooms taxonomy

Unit II (Orientation to exercises)

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing- Problems, Organization and techniques of writing; contents of project report

Unit III:

Interpersonal relations-Kolb's cycle-direct experience, reflecting, generalization, learning)-Skill Development Exercises: individual and group- listening skills, multi-tasking exercise-role play, advantages, how to conduct role play-preparation, introduction, monitoring-post play-deriving learning.

Unit IV:

Introduction to Interpersonal Relations, Analysis, Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position.

References:

1. Phillip, Louis V; Organizational Communication: The Effective Management
2. Raman, Meenakshi and Sharma, Sangeeta; Technical Communication: Principles and Practice
3. Ross, Robert D; The Management of Public Relations
4. Stephenson, James; Principles and Practice of Commercial Correspondence

5. A COURSE IN PERSONALITY DEVELOPMENT, GOPIKRISHNAN M.
https://www.bharathuniv.ac.in/colleges1/downloads/courseware_ece/notes/BSS201%20-%20PERSONALITY.pdf
6. HaseenTaj; An introduction to Social Psychology; Neel Kamal Publications, New Delhi
7. Robert Baron A & Donn Byrne (2002); Social Psychology; Pearson Edu& Prentice Hall India, New Delhi
8. Robert S Feldman (1998); Social Psychology; Prentice Hall India
9. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .
10. TRAINING MODULE ON PERSONALITY DEVELOPMENT, Institute of Management in Government Thiruvananthapuram

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

**GENERAL AWARENESS COURSE III: ENVIRONMENTAL STUDIES&
DISASTER MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4A13 BBA(TTM)/ TTM/ BBA(AH)	4	4	3

COURSE OUTCOMES

CO 1: Understand the concepts of environmental studies

CO2: Understand the relations between tourism and environment

CO3: Understand basic concepts of Disaster Management

CO4: Understand about Disaster management

Unit I :

Ecology, Environment, Environmental factors, and Eco System; biological levels of eco system; Eco Systems and their relation with tourism: Wetland sites; coral reefs; mangroves; national parks; wild life sanctuaries; biosphere reserves and their role in tourism

Unit II :

Environmental Concerns: environment pollution; - Factors creating environmental concerns-rise in temperature; melting of snow caps; rise in sea level; monsoon and its changes. Environmental impacts of tourism, carrying capacity - Addressing Environmental Concerns: Environmental Conventions; eco-friendly practices and energy waste management; Concept of Sustainable tourism development.

Unit III:

Environmental Hazards, Environmental Disasters and Environmental Stress; - difference between hazards and disasters; difference between accidents and disasters, - Different types and classification of environmental hazards and disasters: Planetary: Endogenous and Exogenous - Volcanic Eruption–Earthquakes- Landslides, Infrequent events - Cyclones – Lightning – Hailstorms; Cumulative or atmospheric- Floods – Droughts – Cold waves – Heat waves; Extra Planetary; Man induced; Physical - Soil Erosion; Chemical - Release of toxic chemicals, nuclear explosion; Biological - Population Explosion etc; - Fast and Slow onset Disasters,- Simple and Complex Disasters, - Political, Social, Economic impacts of Disasters, Refugee problems.

Unit IV:

Approaches and Phases of Disaster Management: Disaster Cycle (Phases): Pre-disaster stage – Preparedness;– mitigation, Capacity building, Prediction of hazards and disasters, Public Awareness and Warnings, Emergency stage: immediate relief – Assessment surveys; Post Disaster stage – Provision of immediate relief measure, Rehabilitation

Unit V:

Disaster Management Act 2005 - National Institute of Disaster Management, , National Disaster Response Force (NDRF)National Disaster Management Authority, States Disaster Management Authority, District Disaster Management Authority- Cases Study- Kerala floods (2018)

Books for Study:

1. Cunningham; Environmental Science, TMH
2. A. K. De & A. K. De; Environmental Studies, New Age International
3. C. S. Rao; Environmental Pollution Control Engineering, New Age International
4. N.K. Oberoi; Environmental Management, Excel Books
5. Sithamparamathan; Ecosystem Principles and Sustainable Agriculture, SciTech
6. J Tyler & Miller; Living in the environment
7. DL Manjunath; Environmental Studies, Pearson Education New Delhi (2007)
8. Richard Wellford; Corporate Environment Management

Marks including choice:

Unit	Marks
1	14
2	14
3	14
4	10
5	8

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

GENERAL AWARENESS COURSE IV: MANAGEMENT PRINCIPLES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4A14BBA(TTM)/ TTM/ BBA(AH)	4	4	3

COURSE OUTCOME

CO 1: Understand the concepts of management

CO2: Describe the management functions

CO3: Understand the concept of planning and Organizing

CO4: Understanding the concept of Organizing Behavior

Unit I :

Introduction to Management: role of managers; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.

Unit II :

Planning: Nature and purpose of planning; planning process; types of plans& objectives; managing by objective (MBO) strategies; types of strategies& policies; decision making; types of decision; decision making process; rational decision making process; decision making under different conditions.

Unit III:

Organising: Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.

Unit IV:

Directing &Controlling: Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity.

Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

Unit V:

Introduction to Organizational Behaviour: Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management

Books for Study:

1. Principles and Practices of Management- L.M. Prasad - Sultan Chand & Sons

Books for Reference:

2. Koontz O'Donnell – Management and Principles
3. Harold Koontz & Heinz Weirich - Essential of Management
4. Peter F. Drucker - Principles of Management –
5. Robbins, Stephens P, Organisational Behaviour

Marks including choice:

Unit	Marks
1	10
2	14
3	14
4	14
5	8

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	<i>Answer any 6 questions</i>	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	<i>Answer any 2 questions</i>	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

PART C:

BBA TRAVEL & TOURISM MANAGEMENT (BBA -TTM) COMPLEMENTARY ELECTIVE COURSES

[FOR BBA(TTM)/BTM/BBA (AH) PROGRAMMES]

WORK AND CREDIT DISTRIBUTION (2019 ADMISSION ONWARDS)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HOURS
1C01 BBA(TTM)/ TTM/ BBA(AH)	GEOGRAPHY OF INDIA	1	6	4	3
2C02 BBA(TTM)/ TTM/ BBA(AH)	DESTINATION MAPPING	2	6	4	3
3C03 BBA(TTM)/ TTM/	CULTURAL HERITAGE OF INDIA	3	6	4	3
4C04 BBA(TTM)/TT M	CULTURAL HERITAGE OF ASIA	4	6	4	3

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4
INTERNAL	1

CONTINUOUS INTERNAL ASSESSMENT - THEORY

COMPONENT	WEIGHTAGE
COMPONENT1 Test Paper	60
COMPONENT 2 Seminar Presentation /Viva	40

COMPLEMENTARY ELECTIVE COURSE I: GEOGRAPHY OF INDIA

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
1	1C01BBA(TTM)/ TTM/ BBA(AH)	6	4	3

COURSE OUTCOME

CO 1: Understand the basic geography of India

CO2: Understand the physiographic features of Kerala

CO3: Describe the geographic tourism resources of India

CO4: Understand the uses of online map/ apps of maps

Unit I :

Physiographic features of India : Physical features of India: Northern Mountains or Himalayas, Northern Plains, Peninsular Plateau, Mountains in the Peninsula, Great Indian Desert, Coastal Plains, Islands, Drainage; Climatic regions; Vegetation of India; Soil types- Oceanic Currents - Wind Patterns

Unit II :

Physiographic features of Kerala: Space relationship of Kerala with neighboring states; Physical features of Kerala – Highland, Midland, Lowland; western ghats-Drainage – Rivers and Backwaters; Climate of Kerala; Monsoon in Kerala-Impact of climate in Kerala tourism/

Unit III:

Geographic Resources of Tourism in India: Major Hill stations, Mountains, Glaciers, Caves, valleys, Lakes, Beaches, other geographic formations with tourism potential in India: -national parks, wild life sanctuaries, biosphere reserves, protected areas.

Unit IV:

Maps and its use: Cartography: Definition, Maps; Scale: Types of Maps: online/digital Maps- uses of Maps with focus on travel & tourism-important digital maps/apps. Toposheets: Signs and symbols: construction of statistical diagrams: Use of GIS, GPS, Remote sensing, 3D Mapping.

Books for Study:

1. Husein, Majid (2017) Geography of India, McGrawhill India
2. Mahesh Kumar Barnawal (2018), Geography: A Comprehensive study guide. Cosmos Publication
3. RC Brunnet and SeemaMehraParihar (2019) Physical Geography in Diagrams, Pearson India
4. National Atlas of India; Government of India
5. B C Law; Mountains and Rivers of India
6. Jacob, Robinet; Mahadevan P; Sindhu Joseph; Tourism Products of India – a National Perspective; Abhijeet Publications
7. Tourism Companion – Dept. of Tourism, Govt. of Kerala

Books for Reference:

11. Lonely planet – series

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

COMPLEMENTARY ELECTIVE COURSE II: DESTINATION MAPPING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
2	2C02 BBA(TTM)/ TTM/ BBA(AH)	6	4	3

COURSE OUTCOME

CO 1: Understand the concepts of time zones and date line

CO2: Apply time zones and calculate flying time

CO3: Describe the physiographic and climatic regions of the world.

CO4: Describe the tourist destinations in the countries listed in this course

Unit I :

Basics of World Geography: Earth; Latitude and Longitude; Time Zones; GMT and IST; International Date Line; Earth Movements – Rotation, Revolution; Day and Night; Seasons; Atmospheric Layers , Biosphere; Weather and Climate; Climatic regions of the world; Major land forms – Mountains, Plains, Plateaus; Physiographic regions of the World and continents (vegetation, people, culture, economy, tourism-in brief) – 7 Natural wonders of the world

Unit II :

IATA Travel Geography : IATA Areas- Regions and sub areas- 3 letter city codes- countries and capitals-Time calculation (exercises)- flying time (exercises); UNWTO tourism regions- Mapping of important destinations in the map using 3 letter city codes.

Unit III:

Geo political regions and major tourism attractions in Europe and Americas – Overview of important tourism attractions in UK, France, Italy, Spain, Switzerland, Greece, Turkey, USA, Canada, Mexico, Brazil, Chile, Peru, Caribbean Islands- Mapping of important destinations in the map using 3 letter city codes.

Unit IV:

Geo political regions and major tourism attractions in Africa and Asia – Overview of important tourism attractions in Nepal, China, Malaysia, Thailand, Singapore, UAE, Israel, Saudi Arabia, Japan, Egypt, South Africa, Morocco, Mauritius-Mapping of important destinations in the map using 3 letter city codes.

Books for Study:

1. Christopher P Cooper; Geography of Travel and Tourism
2. B Boniflce and C Cooper; World Wide Destinations
3. N. Lande, The top ten of everything, National Geographic
4. Mahesh Kumar Barnawal (2018), Geography: A Comprehensive study guide. Cosmos Publication
5. MajidHusein (2016) World Geography. Rawat Publications
6. Poonam P Tiwari - Air Travel ticketing and Fare Construction – Centrum Press

Books for Reference:

Lonely planet series

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

COMPLEMENTARY ELECTIVE COURSE III: CULTURAL HERITAGE OF INDIA

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
3	3C03 BBA(TTM)/TTM	6	4	3

COURSE OUTCOME

CO 1: Understand the geo-cultural relations in Indian Subcontinent

CO2: Understand the history and culture of India in a nutshell

CO3: Understand the culture and heritage tourism in India

CO4: Understand culture and heritage of other countries in Indian Subcontinent

Unit I

Concept of History, Heritage- Culture, civilization - relationship between tourism and cultural heritage – Characteristics of Indian culture, . Society in India through ages- Ancient period- varna and jati, family and marriage in India, position of women in ancient India, Contemporary period; caste system (In brief).

Unit II :History andHeritage of India

History of India(in brief)- Indus Valley civilization, Vedic period, Mauryan empire, Classical and medieval period, Modern period

A Brief History of Indian Art and Architecture: Gandhara School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture, major monuments of these architectural style.

Unit III: Cultural tourism in India

Religions of India– Pilgrimages. Costumes, cuisines, languages, traditional medicine.

Major art forms- Music- Dance- ritual arts and customs- fairs and festivals- Sculpture- folk arts- handicraft- architectural styles etc. UNESCO heritage sites and monuments/sites of tourism significance.

Unit IV: Cultural tourism of Kerala

Brief history: Budhist/Jain Past - Parasurama legend -St. Thomas Tradition- Cheraman Perumal tradition - ethnicity, religion, costumes, cuisine, Kerala Ayurveda and folk medicine – Art forms, Dance- Painting- ritual arts- fairs and festivals- Sculpture- handicraft- architecture– monuments (associated with history) and destinations of cultural tourism significance in Kerala.

Books

1. A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, - Upinder Singh, Pearson
2. Medieval India: From Sultanat to the Mughals- Mughal Empire, - Satish Chandra
3. India's Ancient Past - RS Sharma
4. A Short history of India - Gordon Kerr
5. Tourism and Cultural Heritage of India - Neeraj Agarwal
6. Cultural tourism in India - Museums, Monuments and Arts - SP Gupta and Lal Krishna
7. Lonely Planet Series

Marks including choice:

Unit	Marks
1	10
2	17
3	17
4	16

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	(6 questions x Mark 1 each = 6)
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	(6 questions x Marks 2 each=12)
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	(4 questions x Marks 3 each=12)
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	(2 questions x Marks 5 each=10)
• Total marks including choice -60		
• Maximum marks of the course- 40		

COMPLEMENTARY ELECTIVE COURSE IV: CULTURAL HERITAGE OF ASIA

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
4	4C04 BBA(TTM)/TTM	6	4	3

COURSE OUTCOME

CO 1: Understanding the geopolitical fabric of Asia

CO2: Understanding the brief cultural heritage of Asia

CO3: Understanding culture tourism in selected Asian countries

CO4: Understand the spread of Indian culture abroad

Unit I :

Brief description of Asia: regions(West, Central, South, East Asia) - Civilizations- socio cultural sphere- Cultural tourism significance- cultural tourism trends – international pilgrimages in the region.

Unit II :

Cultural tourism in Indian Subcontinent: Sri Lanka, Nepal, Bhutan, Maldives: Brief history, heritage and culture: ethnicity, religion, language, traditional medicine-Art forms, - fairs and festivals- architecture. - Historic connections with India - UNESCO heritage sites- cultural destinations of tourism significance

Unit III: :

West Asia: Major countries - Fertile Crescent - Cradle of World Religions - Agriculture – Resources- Ethnic groups and Languages: Arabs, Persians, Turks, Kurds, Assyrians, Jews and others. Arabic- Persian- Turkish- Kurdish-Hebrew and related languages. Desert Communities: Tribal Structure – Family System- Pilgrimage – UNESCO heritage sites and other Monuments of tourism significance in West Asia

Unit 4:

Spread of Indian Culture Abroad: Causes, Significance and Modes of Cultural Exchange - Through Traders, Teachers, Emissaries, Missionaries and Gypsies- Influence of Indian Culture in Central Asia, South East, and East Asia -Spice Route - India’s Cultural contact with the Arab civilization with reference to Malabar - India’s contact with Rome, China, Far East. - Account of ancient travelers to India and Kerala

References:

Coedes, George (1968) The Indianized States of Southeast Asia. Honolulu: East-West Center Press.

Daweewarn, Dawee (1982) Brahmanism in South-East Asia. New Delhi: Sterling.

South Asia: A Short History of the Subcontinent - Milton Walter Meyer Kabir, Humayun, Our Heritage, National Information and Publications Ltd., Mumbai, 1946.

Malik, S. C., Understanding Indian Civilisation : A Framework of Enquiry, Indian Institute of Advanced Study, Simla, 1975.

Mukerji, D. P., Sociology of Indian Culture, Rawat Publications, Jaipur, 1979.

Pandey, Govind Chandra, Foundations of Indian Culture, Books and Books, New Delhi, 1984

Chakravarti, Ranabir: Merchants, Merchandise & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012

Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.

Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus Books, Delhi, 2010.

McPherson, Kenneth: The early Maritime Trade of the Indian Ocean, in: ib.: The Indian Ocean: A History of People and The Sea, OUP, 1993

De Casparis, J.G., 1983, India and Maritime Southeast Asia: A lasting Relationship, Third Sri Lanka Endowment Fund Lecture.

Hall, K.R., 1985, Maritime Trade and State development in early Southeast Asia, Honolulu. Walters, O.W., 1967, Early Indonesian Commerce, Ithaca.

RS Chaurasia – History of Middle East

Bose, Sugata and Ayesha Jallal, Modern South Asia: History, Culture, Political economy (London: Taylor and Francis, 2004) 2nd edition.

Bernard Lewis: Arabs: A Short History.

Gordon Kerr – A short History of China

AkhtarMajeed : West Asia: An Introduction.

Bruce Prideaux – Cultural and Heritage Tourism in Asia and the Pacific – Routledge Lonely planet series

Marks including choice:

Unit	Marks
1	15
2	15
3	15
4	15

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(8 questions x Marks 2 each =16)
	Answer any 6 questions	<i>(6 questions x Marks 2 each=12)</i>
PART C	Essay	(6 questions x Marks 3 each =18)
	Answer any 4 questions	<i>(4 questions x Marks 3 each=12)</i>
PART D	Long Essay	(4 questions x Marks 5 each =20)
	Answer any 2 questions	<i>(2 questions x Marks 5 each=10)</i>
• Total marks including choice -60		
• Maximum marks of the course- 40		

PART D:

**BBA TRAVEL AND TOURISM MANAGEMENT (BBA-TTM)
GENERIC ELECTIVE COURSES**

**WORK AND CREDIT DISTRIBUTION
(2019 ADMISSION ONWARDS)**

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HOURS
5D01BBA(TTM)/TTM/BBA(AH)	INTRODUCTION TO TRAVEL AND TOURISM	V	2	2	2
5D02 BBA(TTM)/TTM/BBA(AH)	AVIATION INDUSTRY	V	2	2	2
5D03 BBA(TTM)	INTRODUCTION TO HOSPITALITY INDUSTRY	V	2	2	2
5D04 BBA(TTM)/TTM	TRAVEL JOURNALISM	V	2	2	2
5D05 BBA(TTM)/TTM	TOUR GUIDING	V	2	2	2

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4
INTERNAL	1

INTERNAL ASSESSMENT

COMPONENT	WEIGHTAGE
COMPONENT1 Test Paper	60
COMPONENT 2 Assignment/Seminar Presentation /Viva	40

GENERIC ELECTIVE COURSE:-INTRODUCTION TO TRAVEL AND TOURISM

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D01BBA(TTM)/ TTM/BBA(AH)	2	2	2

COURSE OUTCOME

CO 1: Understand the concept and development of travel and tourism

CO2: Understand the importance of tourism

CO3: Identify the career opportunities in Travel, tourism and hospitality

Unit I :

Travel through Ages in a nutshell (India and world); Significance of Tourism, Definition of Travel, Traveller, Visitor, Tourist, Excursion, Picnic. International Tourism and domestic tourism, Components of Tourism – importance of tourism

Unit II :

Tourism attractions – Man made and cultural – Forms of Tourism: mass tourism, and special interest tourism: cultural, ecotourism, responsible tourism, adventure tourism, farm tourism, rural tourism, health tourism, MICE tourism, Pilgrimage tourism, sports tourism.

Unit III:

Modes of tourist transportation: Types of Airlines, classes of journey and amenities, Airport – areas and passenger amenities, IATA Career opportunities in airlines and airports.

Accommodation: Primary and Secondary, Classification and categorization of hotels; meal plans, main features of each star category – functional departments of hotels. Career opportunities in Hospitality

Unit IV:

Tourism Business: Travel Agency and Tour operations: functions; Travel documents: Passport, and Visa – types, Entrepreneurial and career opportunities in Tourism.

Books for Study:

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol.1 and 2, Sterling Publishers

Marks including choice:

Unit	Marks
1	7
2	7
3	8
4	8

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(6 questions x Marks 2 each =12)
	<i>Answer any 4questions</i>	<i>(4 questions x Marks 2 each=8)</i>
PART C	Essay	(2 questions x Marks 6 each =12)
	<i>Answer any 1 question</i>	<i>(1 question x Marks 6 each=6)</i>
• Total marks including choice -30		
• Maximum marks of the course- 20		

GENERIC ELECTIVE COURSE II: AVIATION INDUSTRY

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D02 BBA(TTM)/TTM/BBA(AH)	2	2	2

COURSE OUTCOME

CO 1: Understand the overview of civil aviation

CO2: Understand the travel time calculations

CO3: Understand the process of air travel

CO4: Understand the functioning of Airports and airlines

Unit I :

Introduction to Aviation, Brief History–Classification of Civil Aviation, Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers

Unit II :

Passport: types, Visa: types,–Timezones, International date line, time calculation. Types of journeys (OW, CT, RT, OJ, RTW); Air ticket reservation: Online, travel Agencies, GDS

Unit III:

AIRPORTS: Types of airport- Airport Layout: Parts of Air field and Terminals area- Airport facilities for arrival and departing passengers - Freedoms of Air – Open sky Policy – ICAO, AAI, , International airports in India

Unit IV:

Arrival and departure formalities: Check in facilities-types –Landing facilities for departing passengers –Boarding Pass-Transit formalities-Baggage allowances: free; excess Charges: taxes; service charges- Baggage pooling; Baggage Standard concepts; E-check in-travel sites- automation in passenger facilities at airports - self service kiosk - web-check-in- Machine readable Travel documents- flight information display system etc

Books for Reference:

1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Richard H.Wood Aviation Safety Programs A Management Hand Book-- Jeppesen Sanderson Inc.
3. IATA course material for Foundation in Travel and Tourism
4. IATA course material for Passenger Ground Services

Marks including choice:

Unit	Marks
1	7
2	7
3	8
4	8

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(6 questions x Marks 2 each =12)
	<i>Answer any 4 questions</i>	<i>(4 questions x Marks 2 each=8)</i>
PART C	Essay	(2 questions x Marks 6 each =12)
	<i>Answer any 1question</i>	<i>(1 question x Marks 6 each=6)</i>
• Total marks including choice -30		
• Maximum marks of the course- 20		

GENERIC ELECTIVE COURSE III: INTRODUCTION TO HOSPITALITY INDUSTRY

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D03 BBA(TTM)	2	2	2

COURSE OUTCOME

CO 1: Understand the fundamentals of accommodation industry

CO2: Understand the functional departments of hotel

CO3: Understand the functions and duties of hotel front office

Unit I :

History of Accommodation and Hotel industry – Hospitality culture, Athithidevobhavah,- Classification of accommodation – Primary and secondary -Types of primary accommodation, types of hotels (based on size, location, meal plan, type of clientele, ownership etc), star categorization of hotel - Important facilities in each star category

Unit II :

Front and Back of the house - Functional Departments of Hotels, types of rooms – Type of room rates – Front Office - organization structure, duties of Front Office staff- coordination and communication between the Front Office and the other departments

Unit III:

Reservation – modes of room reservation and source of hotel bookings,– Use of internet and computer for Reservation

Registration and rooming of the guest on arrival – Registration of foreigners - dealing with walk-in guests with scanty baggage

Lobby and its functions

Unit IV:

The food and beverage – Classification of Food and Beverage – Organisational structure of Food Production - Classification of catering establishments - F&B service areas in hotel – F&B Service personnel – Menutypes

House Keeping: Organizational structure - important housekeeping activities in hotels

Books for Study:

1. John R Walker - Introduction to Hospitality Management – Pearson Education India
2. F O Management – Sudhir Andrews F O Management –
3. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
4. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
5. Mahesh Chandra, Hospitality Management , Anmol Publications (2012)
6. Food And Beverage Service: Lillicrap& Cousin, Elbs

Marks including choice:

Unit	Marks
1	6
2	6
3	10
4	8

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(6 questions x Marks 2 each =12)
	Answer any 4 questions	<i>(4 questions x Marks 2 each=8)</i>
PART C	Essay	(2 questions x Marks 6 each =12)
	Answer any 1 question	<i>(1 question x Marks 6 each=6)</i>
• Total marks including choice -30		
• Maximum marks of the course- 20		

GENERIC ELECTIVE COURSE IV: TRAVEL JOURNALISM

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D04 BBA(TTM)/ TTM	2	2	2

COURSE OUTCOME

CO 1: Understand the concept of travel writing

CO2: Understand the scope and role of electronic media in travel writing

CO3: Understanding the process and technique of travel writing

Unit I :

Travel Writing: Articles and Short Pieces, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets; Travel Books - Guides- Business Travel - Coffee Table Books, Autobiographical Tales – Anthologies

Unit II :

Use of Electronic Media: Use of electronic Media for documenting destinations, - Nature of media coverage: live webcast and telecast - Script writing - Identifying points for visual support - Conducting interviews – User Generated Content in Tourism – Writing on social media, Blogs and Vlogs

Unit III:

Travel Writing Process: Sources - Research on the Internet and on the spot - Organizing; Developing Ideas for Travel Articles – Journey, Activity, and Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences and other sources

Unit IV:

Travel Writing Techniques :Portraying the experiences: Practical tips- Choosing the right words; Illustrations - taking photographs, Non photographic illustrations; Travel Photography; Visual Media in Tourism

References:

1. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
2. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
3. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
4. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
5. Arvahan E. &Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

Marks including choice:

Unit	Marks
1	7
2	7
3	8
4	8

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
	Answer all questions	<i>(6 questions x Mark 1 each = 6)</i>
PART B	Short Essay	(6 questions x Marks 2 each =12)
	Answer any 4 questions	<i>(4 questions x Marks 2 each=8)</i>
PART C	Essay	(2 questions x Marks 6 each =12)
	Answer any 1 question	<i>(1 question x Marks 6 each=6)</i>
• Total marks including choice -30		
• Maximum marks of the course- 20		

GENERIC ELECTIVE COURSE V: TOUR GUIDING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D05 BBA(TTM)/ TTM	2	2	2

COURSE OUTCOME

CO 1: Understand the concept of tour operation

CO2: Understand the role and process of tour guiding

CO3: Understand the skills and duties of tour guide

Unit I :

Introduction to tour operation – Brief history, tour package: types and components - types of tour operators, tourist transportation and accommodation.

Unit II :

Meaning; concept and types of guide; duties and responsibilities; Qualities of a good guide; Golden Rules of Guiding

Unit III:

Conducting tours; conducting various types of tour- understanding client's need- establishing good service security measures; points to remember while guiding or escorting a tour

Unit IV:

Skills; standard of dress and personal grooming; Greeting participant and introducing self- leading the participants; skill in leading group; Communication skills required guiding.

Professional development; Interpretative planning; Training staff for interpretation; Evaluation techniques; Sources of professional assistance; Negotiation skills; Types of negotiation techniques, negotiating a business deal.

References:

1. Pond K.L; The professional guide : Dynamics of Tour Guiding, 1993
2. Pran Seth; Successful tourism Management (Vol. 1 & 2)
3. P.N. Seth; Successful Tourism Development Vol.1 and 2, Sterling Publishers
4. A.K Bhatia; International Tourism
5. A.K Bhatia; Tourism Management & Marketing.

Marks including choice:

Unit	Marks
1	7
2	7
3	8
4	8

About the Pattern of Questions:

PART A	Short answer	(6 questions x Mark 1 each = 6)
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PART B	Short Essay	(6 questions x Marks 2 each =12)
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	Answer any 1 question	<i>(1 question x Marks 6 each=6)</i>
• Total marks including choice -30		
• Maximum marks of the course- 20		