



Autonomous (2016-17)

Malad Kandivli Education Society's
NAGINDAS KHANDWALA COLLEGE
OF COMMERCE, ARTS & MANAGEMENT STUDIES
AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)

ISO 9001 : 2015 Certified

Educational Excellence Award By Indus Foundation, U.S.A.

IMC Ramkrishna Bajaj National Quality Commendation Certificate

Highlighted Syllabus


DR. (MRS.) ANCY JOSE
PRINCIPAL



Nagindas Khandwala College

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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester I

Paper 2012UHTMTG: Tourism Geography

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2020-21


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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester I

Core Course

Paper 2012UHTMTG: Tourism Geography

Course Objectives

1. To help the students identify the resources of India.
2. To equip the students with the knowledge of Tourism geography.
3. To lay emphasis on the importance of geography in travel and tourism

Course Outcomes (Employability & Entrepreneurship)

After successful completion of the course the learner will be able to:

CO1: Explain the concept of geography and its relevance in tourism. (Level: Remember)

CO2: Identify the destinations and resources of India. (Level: Understand)

CO3: Explain Tourism Circuits. (Level: Understand)

CO4: Illustrate contemporary destinations in India. (Level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Tourism Geography	15
Module 2	Geography of India	15
Module 3	Tourism Circuits	15
Module 4	Contemporary destinations in India	15
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Tourism Geography	15
	<ul style="list-style-type: none"> ● Definition of Tourism Geography. ● Classification of Geography. ● Importance of Geography in Tourism. ● Climatic elements and Tourism, Impact of weather and climate on tourists' destinations. ● Local Time and Greenwich Mean Time, Tropic of Cancer, Tropic of Capricorn, Arctic Circle and Antarctic Circle, International Date Line. ● Maps: Importance of Maps, Conventional Signs and Symbols, Weather Signs and Symbols, Wind Rose Diagram, Qualitative and Quantitative Map, Layout of Map, Interpretation of Tourist Map. 	
2	Geography of India	15
	<ul style="list-style-type: none"> ● Facts about India: Transport, Communication, Economy, Currency, Postal and Courier Services, Physical geography, Cultural Patterns, Ethnicity, Political Geography of East, West, North & South India, State and Capitals. ● Natural resources: Wildlife Sanctuaries, National Parks & Biosphere reserves, Backwater tourism, Mountains & hills, Island, Beaches, Caves and Deserts in India. 	
3	Tourism Circuits	15
	<ul style="list-style-type: none"> ● Major tourist circuits of India: Interstate circuit, Religious circuits, Heritage circuits & Wildlife circuits, Buddhist Circuit, Desert Circuit, Sufi Circuit, Char Dham Yatra, Golden Triangle, The South India Triangle, East India Triangle, Diamond Triangle. ● Activities: Adventure sports, Commercial attractions & Amusement parks, Gaming, Shopping & Live entertainments, Zoological & Botanical Gardens. ● Art & Architecture: Mauryan Architecture, Gandhara, Mathura School, Contribution of Guptas, Temple Architecture, Indo Islamic, Mughal architecture and Colonial architecture. 	
4	Contemporary destinations in India	15
	<ul style="list-style-type: none"> ● Places & Packages for Eco-tourism, Rural Tourism & Golf tourism, Camping Tourism, Medical tourism, Adventure Tourism, Cultural Heritage Tourism. ● Pilgrimage: Major tourist destinations of East, West, North & South India. 	

Reference Books

1. Velvet nelson, An Introduction to the Geography of Tourism, Rawat publications.


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2. S.P. Gupta (2002), Cultural Tourism in India, New Delhi: Indraprastha Museum of Art and Archaeology.
3. Ball, Stephen, (2007). Encyclopedia of Tourism Resources in India, B/H.
4. Dixit, Manoj. (2002). Tourism Products, Lucknow: New Royal Book Co.
5. Douglas, Norman. Ed. (2001), Special Interest Tourism, Australia:John Wiley & Sons.
6. Singh, Sarina. (2008), Lonely Planet, India.
7. Jacob, Robinet. (2007), Indian Tourism Products, Delhi:Abhijeet Publications
8. Mitter. Partha (2001), Indian Art, Oxford Publications, London.
9. Basham. A.L. (2004), The wonder that was India, Picador; Indian ed edition.
10. Singhanian. Nitin (2015), Indian Art and Culture, Tata McGraw Hill Education, First Edition.
11. India The Journey - A Travel Book on India,by MRM Publications (Author), Subhash Kulkarni (Editor),2019.



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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester I

Paper 2013UHTMPM: Principles of Management

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2020-21

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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester I

Core Course

Paper 2013UHTMPM: Principles of Management

Course Objectives

1. To demonstrate an understanding of current and relevant management knowledge
2. To describe the effective management skills needed to maximize individual and organizational productivity related to the internal and external environment and issues of ethics and social responsibility
3. To employ writing skills that are compatible with standards in business
4. To demonstrate the ability to communicate his/her ideas and opinions in a clear and logical form.

Course Outcome

After successful completion of the course the learner will be able to:

CO1: Identify the significance and evolution of management. (Level: Remember)

CO2: Explain the importance, elements and process of Planning and Decision Making. (Level: Understand)

CO3: Describe the concept of organizing and delegating responsibilities in an organisation. (Level: Understand)

CO4: Discuss the theories of leadership (Level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Evolution and Nature of Management	10
Module 2	Decision Making	20
Module 3	Organizing and Delegation	10
Module 4	Leadership	20
	Total	60



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Evolution and Nature of Management	10
	<ul style="list-style-type: none"> ● Concept, Significance, Role and Skills of Management ● Thoughts and Evolution of Management ● Levels of Management 	
2	Decision Making (Employability & Entrepreneurship)	20
	<ul style="list-style-type: none"> ● Importance, Elements and Process of Planning ● Importance, Elements and Process of Decision Making 	
3	Organizing and Delegation (Employability & Entrepreneurship)	10
	<ul style="list-style-type: none"> ● Concept and Structure of Organizing ● Departmentation Basis and Significance ● Delegating Authority and Responsibility Relationship 	
4	Leadership (Employability, Entrepreneurship & Skill Development)	20
	<ul style="list-style-type: none"> ● Leadership Management, Styles ● Qualities of Good Leader ● Recent Trends in Leadership ● Theories of Leadership 	

Reference Books

1. Certo Samuel C. and CertoTervis(2012), Modern management: Concepts and Skills,Pearson Education.
2. Essentials of Management Koontz H & W McGraw Hill, New York.
3. Principles of Management Ramaswamy Himalaya, Mumbai.
4. Management Concept and Practice Hannagain T McMillan, Delhi.
5. Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India.
6. Management-Text & Cases VSP Rao Excel Books, Delhi Assessment Pattern.
7. Essentials of Management Massie Joseph Prentice Hall of India.
8. Management: Principles & Guidelines Thomas N. Duening & John IvancevichBiztantra.
9. Management Concepts and OB P.S.Rao & N.V.Shah Ajab Pustakalaya.
10. Management Concepts and Strategies J S ChandranVikas Publishing House.
11. Principles of Management Tripathi P.C. Tata McGraw Hill.


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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester I

Paper 2011UHTMPT: Principles & Practices of Travel & Tourism

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2020-21

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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester I

Core Course

Paper 2011UHTMPT: Principles & Practices of Travel & Tourism

Course Objectives

1. To impart knowledge of basic concepts in Tourism.
2. To analyse tourism impacts on various aspects.
3. To identify tourism demand and motivators.

Course Outcomes

After successful completion of the course the learner will be able to:

CO1: Define the basic concepts of Tourism (Level: Remember)

CO2: Explain the factors impacting tourism. (Level: Understand)

CO3: Describe tourism demand and motivators. (Level: Understand)

CO4: Discuss future growth and development of Indian Tourism. (Level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Basic concepts & development of tourism	15
Module 2	Factors affecting tourism and their impact	15
Module 3	Tourism Demand & Travel Motivators	15
Module 4	Future growth and development of Indian tourism	15
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Basic concepts & development of tourism	15
	<ul style="list-style-type: none"> ● Basic Concepts: Tourism, Excursion, Leisure and Recreation, Tourist, Visitor, Traveller. ● History and evolution of tourism - Roman Empire and Early travel, Trade routes, Concept of annual holiday, Social(paid)Tourism, Grand Tour, Dark age, Renaissance in Tourism, Emergence of Modern-day Mass Tourism. ● Typology and forms of tourism: International Tourism, National Tourism, Inbound, Outbound, Inter-regional, Intraregional. ● Types of Tourist. ● Contemporary trends in Indian Tourism. 	
2	Factors affecting tourism and their impact	15
	<ul style="list-style-type: none"> ● Economic factors. ● Social factors. ● Political factors. ● Technological factors. ● Ecological factors. ● Changing needs and Expectations. 	
3	Tourism Demand & Travel Motivators (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> ● Basics of Tourism demand, Net travel propensity, Gross travel propensity. ● Tourists travelling to India. ● Travel Motivators, Physical Motivators, Interpersonal Motivators, Status & Prestige. 	
4	Future growth and development of Indian tourism (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> ● Major Tourism schemes of Govt. of India: Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Incredible India. ● Tourism organizations: World Tourism Organisation (WTO), Pacific Area Travel Association (PATA), World Tourism & Travel Council (WTTC), International Hotel & Restaurant Association (IHRA), International Hotel Association (IHA), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), Universal Federation of Travel Agents Association (UFTAA). ● Role and functions of Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), State Tourism Development Corporation (STDC), Travel Agents Association of India (TAAI), Indian Association of Tour Operators(IATO), Airport Authority of India (AAI), Indian 	



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	Railways Catering and Tourism Corporation(IRCTC), Travel Agents Federation of India(TAFI), Tourism Finance Corporation of India (TFCI).	
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Reference Books

1. Goeldner, C.R. & Brent Ritchie, J.R.(2006),Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. A.K. Bhatia (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Swan, Sampatid Kumar, and Mishra, Jitendra Mohan (2012). Tourism Principles and Practices, Oxford Higher Education. “(L)”.
4. Sunetra Roday (2009), Tourism Operations and Management, Oxford University Press.
5. Arvind Kumar, Basic of Tourism Management, Walnut Publication
6. M.R. Dileep, Tourism: Concepts, Theory and Practice, I K International Publishing
7. Ms Gillian Dale, BTEC Nationals Travel & Tourism Student Book + Activebook, Pearson
8. Sue Stewart (Author), Fiona Warburton (Author), John D. Smith, Cambridge International AS and A Level Tourism and Travel Coursebook, Cambridge University Press.
9. Introduction to Tourism and Travel Management and Tourism Resources of India - Dr. Aravind Kumar.
10. Holloway, J. C. (1994). The Business of Tourism, Pitman Publishing, London. “(L)”
11. Medlik, S. (1997). Understanding Tourism, Butterworth Heinemann, Oxford.
12. Hayward, Peter (2000). Leisure and Tourism, Heinemann GNVQ Intermediate, Heinemann Educational Publishers.



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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester I

Paper 2014UHTMHR: Human Resources Management

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2020-21

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Core Course

Paper 2014UHTMHR: Human Resource Management

Course Objectives

1. To help students to understand the basic concepts of HRM.
2. To enable the students to learn the job selection process.
3. Determine the concepts of performance appraisal and career planning.
4. To enable the students to understand the methods and process of performance appraisal.
5. Identify the process of career planning and development.
6. To understand the methods and process of performance appraisal.

Course Outcomes

After successful completion of the course the learner will be able to:

CO1: List down the basic concepts, functions, and features of Human Resource Management. (Level: Remember)

CO2: Explain and Interpret the concept of Job Analysis, Job Design, Job Evaluation, Selection, Induction and Recruitment. (Level: Understand)

CO3: Demonstrate an understanding of the methods of performance appraisal. (Level: Understand)

CO4: Explain the concept, features and trends of Participative Management, Industrial Relations & Trade Unions. (Level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Job Analysis & Recruitment	15
Module 3	Performance Evaluation	15
Module 4	Participative Management & Industrial Relations	15
	Total	60



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> ● Introduction to HRM Definition, Features, Scope/Functions of HRM. ● Evolution of HRM, Trends in HRM, Difference between HRM and PM, Challenges before the HR Manager, Role of the HR manager, Traits/Characteristics of the workforce, Personnel Philosophy, Personnel Manual. ● Human Resource Planning: Definition of HRP, Process of HRP along with brief coverage of personnel demand and supply, Forecasting techniques, Factors affecting HRP, HRIS, VRS, Outsourcing, Pink slip/termination/retrenchment/downsizing/ Separation Contracting and Sub-Contracting, Promotions and Transfers. 	
2	Job Analysis & Recruitment (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> ● Job analysis: Definition, Method of collecting job data, Merits and demerits/ limitations. ● Job Design: Definition, Factors affecting job design, Approaches to job design. ● Job evaluation: Definition, Methods of job evaluation, Process of job evaluation. ● Recruitment: Definition, Sources of recruitment, Merits and demerits. ● Selection: Definition, Process of selection, Types of selection tests, Types of interviews. ● Induction/orientation: Definition, Methods, Process, Placement. ● Training and Development: Definition of training and development, Methods of training Managers, Process/ Procedure of conducting training programs, How to evaluate effectiveness of training program, Advantages of T & D. 	
3	Performance Evaluation (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> ● Performance Appraisal: Definition, Methods of appraisal for managers, Traditional and Modern, Process/procedure of conducting performance appraisal, Advantages of performance appraisal, Limitations of performance appraisal. ● Compensation management, Definition of compensation Components of salary/ salary slip. ● Fringe benefits, Definition and Types Performance linked 	



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	<p>incentives/incentives, Advantages and Disadvantages.</p> <ul style="list-style-type: none"> • Career planning and Development: Definition of career planning and career development, Process /procedure Career stages/career life cycle and how to handle personnel at each stage, Essentials to make career planning successful, Career counselling, Employee Retention techniques, Succession planning. 	
4	Participative Management & Industrial Relations (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> • Participative Management: Definition of participative management, Levels of participation, Trends in Participative management, Factors important for effective participative management, Forms of participation, Participation through quality circles, Empowered teams. • Industrial Relations: Definition of industrial relations, Features of industrial relations, Importance of industrial relations, Approaches to industrial relations, Parties to industrial relations. • Trade Unions: Definition of a trade union, Features of a trade union, Trade Union movement in India, Trends in TU. 	

Reference Books

1. Griffin, Ricky W: Organizational Behaviour, Houghton Mifflin Co., Boston.
2. Prasad L M, Organizational Behaviour, Sultan Chand.
3. Khanka S. S., Organizational Behaviour, S. Chand.
4. P.L. Rao-International Human Resource.
5. Ivancevich; John and Micheol T. Matheson: Organizational Behaviour and Management, Business Publication Inc., Texas.
6. Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of management, Tata McGraw-Hill, New Delhi.
7. Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York.
8. Human Resources and Personnel Management K Aswathappa Test and Cases.
9. Personnel Management Mamoria.
10. Personnel Management FlippoMcgraw.
11. Excellence through HRD M Nair and T V Rao.
12. Handbook of Human Resource Armstrong and Management Practice Michael Kogan.


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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester I

Paper 2015UHTMBC: Business Communication

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2020-21

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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester I

Core Course

Paper 2015UHTMBC: Business Communication

Course Objectives

1. To help students enhance their communication skills through business correspondence.
2. To hone language and writing skills.
3. To help students for better correspondence.
4. To enable the students to cultivate good listening skills.
5. To help students enhance their business writing skills.
6. To orient and sensitize the student community to actual business practices.
7. To enable the students to develop speaking skills.

Course Outcomes

After successful completion of the course the learner will be able to:

CO1: Recall the fundamentals of Communication. (Level: Remember)

CO2: Outline the obstacles to communication in the business world. (Level: Remember)

CO3: Explain the methods and modes of communication. (Level: Understand)

CO4: Use appropriate tone and language while communicating in business world. (Level: Apply)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Theory of Communication	15
Module 2	Obstacles to Communication in Business World	15
Module 3	Business Correspondence	15
Module 4	Language and Writing Skills	15
	Total	60


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Detailed Syllabus

Module	Topics	No. of Lectures
1	Theory of Communication	15
	<ul style="list-style-type: none"> Fundamentals of Communication Definition, Meaning, Types, Process and Importance. 	
2	Obstacles to Communication in Business World	15
	<ul style="list-style-type: none"> Effective Communication: Concept & Practice of Effective Communication, Barriers to Effective. Communication Methods to Improve Communication Skills. 	
3	Business Correspondence (Skill Development, Employability, Entrepreneurship)	15
	<ul style="list-style-type: none"> Written Communication skills: Report Writing, Letter Writing, Preparation of Promotional Material. 	
4	Language and Writing Skills (Skill Development, Employability, Entrepreneurship)	15
	<ul style="list-style-type: none"> Oral Communication skills: Understanding Audience, Use of Language, Use of Tone, Understanding Body Language. 	

Reference Books

1. Effective Communication RaiUrmila Himalaya, Mumbai.
2. Business Communication Kaul Prentice Hall India.
3. Basic Business Communication Lesikar TMH.
4. Business Communication & Personality Development, Das Excel Books, Delhi.
5. How to Listen Better? PramilaAhuja& G Ahuja Sterling Publication.
6. Contemporary Business Communication, Scot Biztantra.
7. Business Communication for Managers: An Advanced Approach Penrose Thomson Learning.
8. Business Correspondence Whitehead G & H A.H. Wheeler, Allahabad.
9. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, HarperCollins College Publishers, New York.
10. Bhargava and Bhargava 91971) Company Notices, Meetings and Regulations Black, Sam (1972) Practical Public Relations, E.L.B.S. London.
11. BoveeCourtland,L and Thrill, John V(1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.


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12. Burton, G and Thakur, (1995) Management Today- Principles and Practices. T.M.H.,New Delhi.
13. Darrow, Richard, Forrstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, The Dartwel.



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BBA

I - Sem - II

2020 - 21

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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester II

Paper 2023UHTMIP: Tour Itinerary Planning and Design

Under Academic Autonomy and Credit, Grading and Semester System

With effect from Academic Year 2020-21

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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester II

Core Course

Paper 2023UHTMIP: Tour Itinerary Planning and Design

Course Objectives

1. To enable the students to understand the basics of itinerary planning and development.
2. To determine various pricing strategies.
3. To analyse tour packages of famous players.
4. To equip students with skills required to operate a package tour.

Course Outcomes

After successful completion of the course the learner will be able to:

CO1: Recognize and define basic concepts in itinerary planning and development. (Level: Remember)

CO2: Explain the tour formulation and designing process (Level: Understand)

CO3: Explain the concept of costing while designing tour packages. (Level: Remember)

CO4: Identify various procedures carried on while conducting a package tour. (Level: Remember)

CO5: Chart out a tour package (Level: Apply)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Itinerary Planning & Development	15
Module 2	Developing & Innovating Package Tour	15
Module 3	Concept of Costing	15
Module 4	Operation of Package Tour	15
	Total	60



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Itinerary Planning & Development	15
	<ul style="list-style-type: none"> Itinerary Planning & Development: Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Don'ts of Itinerary Preparation. Custom made itinerary and Readymade itinerary, Factors to be considered while preparing an itinerary, Seasonal itinerary, Product based itinerary, All-inclusive itinerary. 	
2	Developing & Innovating Package Tour (Skill Development, Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> Developing & Innovating Package Tour: Tour Formulation and Designing Process: Free Independent Travellers (FIT) & Group, Special Interest Tours (SITs). Tour Packaging: Importance of Tour Packaging, Classifications of Tour Packages, Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management. 	
3	Concept of Costing (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> Concept of Costing: Types of Costs, Components of Tour Cost, Preparation of Cost Sheet, Tour Pricing, Calculation of Tour Price – Pricing Strategies, Tour Packages of SOTC, Cox & Kings and TCI. 	
4	Operation of Package Tour (Skill Development)	15
	<ul style="list-style-type: none"> Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, the Do's and Don'ts of Sightseeing. Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts. 	


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Reference Books

1. Arvind Kumar, Travel Agency Management & Operations, Walnut Publication.
2. Jacqueline Holland (Author), David Leslie, Tour Operators and Operations: Development, Management and Responsibility, CABI Publishing.
3. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
4. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
5. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
6. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
7. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
8. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi.



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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester II

Paper 2024UHTMAF: Introduction to Accounts & Finance

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2020-21

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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester II

Core Course

Paper 2024UHTMAF: Introduction to Accounts & Finance

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Meaning and Scope of Accounting	15
Module 2	Accounting transactions	15
Module 3	Introduction to Final Accounts	15
Module 4	Ratio analysis and Interpretation	15
	Total	60

Course Objectives

1. To enable the students to understand the meaning and significance of accounting.
2. To explain the sub-fields of accounting.
3. To help the students to draw meaningful conclusions from financial statements & ratios.

Course Outcomes (Employability & Entrepreneurship)

After successful completion of the course the learner will be able to:

CO1: Explain the general purpose and meaning of Accounting Principles. (Level: Remember)

CO2: Explain the Accounting cycle, rules regarding posting in Journal and Ledger. (Level: Understand)

CO3: Demonstrate an understanding of main financial statements and their purposes. (Level: Apply)

CO4: Explain the usage of financial ratios. (Level: Understand)



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Meaning and Scope of Accounting	15
	<ul style="list-style-type: none"> ● Need and Development: Definition, Book-Keeping and accounting, Persons interested in accounting, Branches of accounting, Objectives of accounting. ● Accounting principles: Introductions to Concepts and conventions. ● Accounting in Computerized Environment: Introduction, Features and Application in various areas of Accounting, Sources of Finance, Short Term/Long-term, Domestic/ Foreign equity/ Borrowings. 	
2	Accounting transactions	15
	<ul style="list-style-type: none"> ● Accounting Cycle, Journal, Journal Proper, Opening and closing entries, Relationship between Journal & Ledger, Rules regarding posting. ● Trial balance: Subsidiary books (Purchase, Purchase Returns, Sales, Sales Returns & cash book –Triple Column), Bank Reconciliation Statement. ● Expenditure: Classification of Expenditure - Capital, Revenue and Deferred Revenue expenditure, unusual expenses: Effects of error, Criteria test. ● Receipts: Capital receipt, Revenue receipt, Distinction between Capital receipts and Revenue receipts. ● Profit or Loss: Revenue, Profit or Loss, Capital profit or loss. 	
3	Introduction to Final Accounts	15
	<ul style="list-style-type: none"> ● Introduction to Trading Account, Profit and Loss Account and Balance Sheet. ● Introduction to Vertical Form of Balance Sheet and Profit & Loss A/c, Trend Analysis, Comparative Statement & Common Size. 	
4	Ratio analysis and Interpretation	15
	<ul style="list-style-type: none"> ● Ratio analysis and interpretation (based on vertical form of financial statements) including conventional and functional classification restricted to: Balance sheet ratios, Revenue statement ratios, Combined ratios. ● Different modes of expressing ratios: Rate, Ratio, Percentage, Number, Limitations of the use of Ratios. 	

Reference Books

1. Advanced Accountancy - R.L.Gupta and Radhaswamy.
2. Management Accounting - Brown and Howard.
3. Management Accounting - Khan and Jain.
4. Management Accounting - S.N. Maheswari.
5. Management Accounting - Antony and Recece.
6. Management Accounting - J.Batty.



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7. Cost Accounting Fundamentals: Essential Concepts and Examples (3rd Edition)
Steven M. Bragg (Author).
8. Cost Accounting and Management Essentials You... (Paperback) by Vibrant
Publishers, Kalpesh Ashar.
9. Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R.
Anderson.
10. Event Production - The Process.
11. Successful Event Planning with companion, Shannon Kilke.



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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester II

Paper 2025UHTMFR: Foreign Language (French)

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2020-21

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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester II

Core Course

Paper 2025UHTMFR - Foreign Language (French)

Course Objective

1. To enable the students to acquire French language skills.

Course Outcome (Employability & Skill Development)

After successful completion of the course the learner will be able to:

CO1: Identify alphabets, numbers and rules of French language. (Level: Remember)

CO2: Demonstrate an understanding of basic vocabularies and grammar of French language.
(Level: Understand)

CO3: Articulate French words and sentences. (Level: Apply)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	6
Module 2	Vocabularies	6
Module 3	Grammar	6
Module 4	Sentence and Dialogue framing	6
Module 5	French culture and self-presentation	6
	Total	30




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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	6
	<ul style="list-style-type: none"> ● Introduction of the Language to first time beginner: Basic introduction of French, Alphabets and their pronunciation, Nature and rules of the language, Accents, ● Orthographic Signs, Punctuation signs, Numbers in French 0-9, Cardinal and Ordinal form of number, Greetings. 	
2	Vocabularies	6
	<ul style="list-style-type: none"> ● Basic Vocabularies (Tourism Based Vocabularies): The days of the week, Months, Item narration, Gender specification for the things, Country, City name, Time, Whether, Fruits and Vegetable names. ● Family name, Body parts, Colours, Numbers 10-100 gradual learning, French phonetics, Professions, All the necessary word meaning used in general and specifically by tourism professionals. 	
3	Grammar	6
	<ul style="list-style-type: none"> ● Basic and Introductory Grammar: The Articles, Plural forms of nouns, Gender (masculine and feminine forms), Definite articles, indefinite articles, Subject, Pronouns. ● Verbs and their types, Principal and Auxiliary verbs in French (être and avoir), Verb's groups: First, Second and Third group, Rule of making ordinal numbers, Verb conjugation in present participle. 	
4	Sentence and Dialogue framing	6
	<ul style="list-style-type: none"> ● Sentence and Dialogue framing: The affirmative form of the sentences using first, second and third group verbs (only present tense), Dialogue and phrases, Verbs aller, Negative and Interrogative form using all types of verbs. ● Tourism and Tourist based vocabulary. 	
5	French Culture and Self-Presentation	6
	<ul style="list-style-type: none"> ● French culture and self-presentation: Introduction of France and it's culture, Basic geo-political, Economical introduction of France, French history. ● French (Tourist) habits and Introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session. 	


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Reference Books

1. Gupta, Malini; Gupta, Vasanthi & Usha Ramachandran. Bon Voyage: 1 Méthode de français l'hôtelier et du tourisme pour les débutants, New Delhi: W. R. Goyal Publication House.
2. Giradet, Jacky Cridlig, Jean Marie. Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.
3. Lorusse/Collins Pocket Dictionary (Minimum 40000 Translations)
4. Bhattacharya, S. & Bhalerao, Uma Shashi. French for Hotel Management & Tourism Industry. Frank Bro & CO.



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Syllabus and Question Paper Pattern

Of

Courses of BBA in Tourism & Travel Management Programme

First Year

Semester II

Paper 2021UHTMIT: International Tourism

Under Academic Autonomy and Credit, Grading and Semester System
With effect from Academic Year 2020-21

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Syllabus of Course of BBA in Tourism & Travel Management Programme at Semester II

Core Course

Paper 2021UHTMIT: International Tourism

Course Objectives

1. To enable the students to understand the basic concepts of world Geography.
2. Enhance the map reading skills.
3. Abet the students to determine the tourist Geography of Asia and Europe.
4. To understand the tourism Geography of North and South America.
5. To help the students identify the tourist destinations of North and South America.
6. To understand the tourist Geography of Africa and Australia.

Course Outcomes

After successful completion of the course the learner will be able to:

CO1: List down the basic terms used in International Tourism. (Level: Remember)

CO2: List down the major international tourists' destinations of Asia, Europe, North and South America, Africa and Australia. (Level: Remember)

CO3: Identify and discuss social, cultural, political and environmental characteristics of destinations around the world. (Level: Remember)

CO4: Explore the kinds of tourist activities and attractions unique to major international destinations. (Level: Understand)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction	15
Module 2	Tourism places of Asia and Europe	15
Module 3	Tourism places in North and South America	15
Module 4	Tourism places of Africa and Australia	15
	Total	60

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Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction	15
	<ul style="list-style-type: none"> • Brief introduction of continents & oceans. • Map reading, Greenwich meantime, International dateline. Flying time calculation, Time zones, Daylight saving time, International dateline, Marking of cities on outline maps. 	
2	Tourism places of Asia and Europe (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> • Major Tourism Places of Interest in Asia: Bhutan, Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Vietnam, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia. • Major Tourism Places of Interest in Europe: UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, Italy, Croatia. 	
3	Tourism places in North and South America (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> • Major Tourism Places of Interest in North America: USA, Canada, Mexico. • Major Tourism Places of Interest in South America: Cuba, Brazil, Argentina, Peru, and Chile, Venezuela. 	
4	Tourism places of Africa and Australia (Employability & Entrepreneurship)	15
	<ul style="list-style-type: none"> • Major Tourism Places of Interest in Africa: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar, Ethiopia, Fiji. • Major Tourism Places of Interest in Australia: New Zealand, New South Wales, Victoria, Perth. 	

Reference Books

1. Lonely Planet.
2. Lloyd Goodman and Richard Jackson: Geography of Tourism and Travel – Delmar(1999).
3. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007).
4. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers.
5. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Tourism and Travel: A Regional Approach, Butterworth-Heinemann.
6. Colin Michael Hall, Stephen J. Page - The Geography of Tourism And Recreation Environment, Place And Space, Routledge.



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