

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Travel & Tourism Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

SEM-1

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA (TTM)-101	Tourism Principles & Practices	5	1		6
2.		BBA (TTM)-102	Principles of Management	5	1		6
3.	GE		Any one course from GE Baskets				6
4.	AECC	BBA (TTM)-104	Business Communication	2			2
Total Credit							20

BBA (TTM) – 101: Tourism Principles & Practices
Total Credit: 6
Total hours of lectures: 60 hours

After completing this course, students will be able to:

- 1) CO1: Outline the fundamental concept, growth and development of tourism & historical development of tourism.
- 2) CO2: Demonstrate the various elements of tourism & understand the framework of the system, types and form of tourism as well as the impacts of tourism
- 3) CO3: Categorized travel formalities and documents required for international travel.
- 4) CO 4: Explain the tourism demand and supply as well as develop niche tourism concept.

Topics	Hours
Unit – 1: Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveller, excursionists; Forms of tourism: inbound, outbound, domestic and international. Overview of Tourism Industry and Growth of the Tourism industry.	10
Unit – 2: Overview of Tourism System. Nature, Characteristics and Components of tourism industry. Push-pull factors in Tourism. The Nature and Role of Destinations.	10
Unit -3: Motivation for travel- basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.	10
Unit -4: Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC and ITDC. (note shared for reading)	10
Unit – 5: Impacts of tourism at the destination: Economic impact of tourism; Socio-cultural impact of tourism; Environmental impact of tourism. Impact of negative events on tourism and destinations. Factors affecting the future of tourism business.	10
Unit – 6: Overview of Seasonality in tourism. Concept of Sociology of tourism.	10

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Overview of Niche Tourism: Eco-tourism, Sustainable Tourism, Responsible Tourism, Tea Tourism, Ethnic Tourism, Adventure Tourism, Photography Tourism.	
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Suggested Reading:

- 1) Sampad Kumar Swain, Tourism - Principles, Practices; OXFORD University Press
- 2) Roday, Biwal, Joshi; Tourism Operations and Management; OXFORD Higher Education
- 3) C. R. Goeldner, J.R. B. Ritchie Tourism Principles, Practices & Philosophies, Wiley
- 4) A.K.Bhatia, Introduction to Tourism; Sterling Publishers Pvt. Ltd
- 5) Mill R.C & Morrison: Tourism System; Kendall/Hunt Publishing Co, U.S.
- 6) PranNathSeth, Successful Tourism Management; Publisher: Sterling, Original from Cornell University

BBA (TTM) – 102: Principles of Management

Total Credit: 6

Total hours of lectures: 60 hours

After completing this course, students will be able to:

- 1) CO1: Identify the role of a manager and how it relates to the organization's mission.
- 2) CO2: Demonstrate management, its four basic functions and skills & identify the stages of team development and the skills a team must acquire to become effective.
- 3) CO 3: Illustrate the relationship between strategic, tactical, and operational plans
- 4) CO 4: Explain change management and explain where it fits in the management function.

Sl.	Topic/Module	Hour
1.	Module 1 : Introduction to Management- Nature, meaning and significance of management, Management as a Science or an Art, Difference between management & administration; management as a process, management as a functions, managerial skills, and managerial roles in organisation; quality of a good manager; relevance of management in travel & tourism organization.	10
2.	Module 2: Pre-scientific Management Period, Classical Theory, Scientific Management of Taylor, Administrative Management of Fayol, Managing Resources: Concept, Components: Materials, Manpower, Money, Machinery (4M's), Information (Knowledge), Service, Time, Scarcity of resources.	10
3.	Module 3: Planning and Decision Making- Planning: Nature, importance, forms, types, making planning effective, Significance & Limitations of Planning; Planning Premises – Meaning & Types, Strategic Planning – Meaning & level, BCG model etc, MBO – Meaning, Process, importance; Decision Making – Meaning, Types, Process, schools of decision making	10
4.	Module 4 : Organization Design And Structure - Organization – Meaning, Process, Principles, Or Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Project, Matrix and Committees; Formal and Informal Organization; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors Influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and	10

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	Decentralization – Meaning; Degree of Decentralization; Difference between Delegation and Decentralization. Organization structure common in tourism industry	
5.	Module 5: Directing – motivation & leadership- Motivation – Meaning, Definition, Significance & Limitations; contemporary theories of motivation; Financial and non-financial incentives of Motivation; Leadership - Definition, Significance of Leadership, Leadership styles; Process and Barriers of Communication.	10
6.	Module 6 : Controlling & Change- Control – meaning & importance of control, steps of controlling process, designing control systems, financial control ; Organizational change – meaning, drivers of change, process of change, resistance to change, overcoming resistance to change; Management trends in tourism - managing quality, innovation, concern for environment & sustainability of the organization & industry	10

Suggested Readings:

1. Stoner James.A., Freeman Edward, Gilbert Daniel, Management; Pearson
2. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
3. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books
4. Ramaswami T: Principles of Mgmt., Himalaya Publishing
5. Dipak Kumar Bhattacharyya: Principles of Management - Text and Cases, Pearson.
6. Robbins, S. P: Management, Prentice Hall.

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BBA (TTM)-104: Business Communication
Total Credit: 2
Total hours of lectures: 20 hours

After completing this course, students will be able to:

- 1) CO 1: Recall the basic tenets of English grammar, using them in formation of sentences for speaking and writing skills.
- 2) CO 2: Compare the skill sets to be used for given situations.
- 3) CO 3: Test the skills which they have learnt such as the concepts of note-taking via lesson on Minutes of Meeting to real-life situations.
- 4) CO 4: Modify their narratives/discourse in accordance to their requirement and individuality.

Sl.	Topic/Module	Hour
1.	Module 1: Functional Grammar & Vocabulary: Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.	2
2.	Module 2: Reading Skills: Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy	2
3.	Module 3: Writing Skills: Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements.	8
4.	Module 4 : Listening & Speaking Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening Speaking: Presentations, Extempore, Role-plays, GD, Interview	8

Suggested readings:

1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J & Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi:PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.
6. Mukesh Chaturvedi (2012), Fundamentals of Business Communication; Pearson Education India