

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-5

	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
	CC	BBA (TTM)-501	Event Tourism & Public Relations	5	1		6
		BBA(TTM)-502	Entrepreneurship &Community Development in Tourism	5	1		6
	DSE		<u>Specialization Paper-I*</u>				
		BBA(TTM)-503 A	Travel Agency & Tour Operation Management I Or	5	1		6
		BBA (TTM)-503 B	MICE Management I Or				
		BBA (TTM)-503 C	Airline & Cargo Management I				
		BBA (TTM)-594	Study Tour Report ##		1	5	6
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* Specialization: Students have to opt for any one specialization amongst three electives.

(Students have to engage in a full-length project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged wherever possible.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva.

BBA TTM 501: Event Tourism & Public Relations

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Total Credit: 6
Total hours of lectures: 60 hours

After completing this course, students will be able to:

- 1) CO 1: Demonstrate and categorize different aspects and functions of event tourism.
- 2) CO 2: Explain how to put on a successful event that can generate revenue.
- 3) CO 3: Interpret the marketing function of event tourism.
- 4) CO 4: Illustrate various strategies of public and media relations.

Module Number	Content	Total Hours
M 1	Event Management: Concept, Types, Size of Events, Five C's of Event Management, Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff.	10
M 2	Introduction to Event Planning, Event Planning Principles, Key Competencies. Pre-event responsibilities, Selection of Event Site, Event Laws & Regulations, permissions Required for Holding an Event. Negotiations, The Uniform Commercial Code, The International Contractual Consideration, Ethics.	10
M 3	Planning and Scheduling Events, Managing Events, Event Operations: Registration. Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Videoconferencing. Service quality management. Budgeting. - Sponsorship and Subsidies -Ethical Behavioural Practices in MICE industry.	10
M 4	Events Theme, Audio visual, Event Logistics, Special Needs and Disabled Requirements.Interactions in event service management, event service and programme quality gaps. Marketing Dimension of Events, Procedures - Performance Standards, Event Networks and Supply Chain	10
M 5	Post Event checklist: Post-Event Communication, Analysis. Thanking, Acknowledging & Reporting, Analytical Tools, Applying newly gained experience.	10
M 6	Public Relations: evolution & growth, definitions, models and theories of PR – Internal and External Communication, Media relations, Corporate Image, Image Building, Corporate Social Responsibility,managing crisis handling, Corporate identity	10
		60

Suggested Books:

1. Watt. D.C.; Event Management in Leisure and Tourism. Pearson, UK
2. Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AH & MA.
3. Rhonda J. Montgomery, & Sandra K. Strik.; Meetings, Conventions & Expositions - An Introduction to the Industry; Van Nostard Reinhold, An International Thomson Publishing Co.
4. Shone, A & Parry, B.Successful Event Management, Cengage Learning.

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5. D.S. Mehta; Handbook of Public Relations in India, Allied Publishers Limited
6. Sailesh Sengupta; Management of Public Relations and Communication; Vikas Publishing House Pvt. Ltd

BBA TTM 502: Entrepreneurship & Community Development in Tourism
Total Credit: 6
Total hours of lectures: 60 hours

After completing this course, students will be able to:

- 1) CO 1: Demonstrate the importance of entrepreneurship in economic development;
- 2) CO 2: Explain the importance of stimulating innovation and creativity within an entrepreneurial model and methods of implementing new ideas into community-based business development and wealth creation.
- 3) CO 3: Examines the impact of social & community-based entrepreneurship in Tourism.
- 3) CO 4: Outline the activities for developing an entrepreneurial mindset, capability and confidence.

Module Number	Content	Total Hours
M 1	Entrepreneur & Entrepreneurship: concept & characteristics of Entrepreneur & Entrepreneurial Behaviour. ; Entrepreneurship environment, Types of Entrepreneurs– Entrepreneurial Motivation, Role of Entrepreneurship in Economic Development: generation of employment opportunities, bringing about social stability & balanced regional development of industries with emphasis on tourism, foreign earnings etc.	10
M 2	Process of Creativity-Barriers for Creativity-Innovation, Role of Creativity & Innovations in Travel & Tourism, steps involved in Innovation, Businesses Contemporary Trends	10
M 3	Preparation of business plan and managerial process in small scale enterprise. Opportunity Identification –Sources of Ideas-Feasibility Report – Technical Feasibility and Economical Viability.	10
M 4	Sources of Finance for Tourism Enterprises, Subsidies & Incentives, Promotion and Development of Tourism	10
M 5	Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs - evolution of EDPs. Social responsibility in business.	10
M 6	Community Participation and Types of Community Participation and Socio- Economic Conditions. Healthy integration of community planning, business planning and tourism planning. Strategic planning to community empowerment and practice. Research-based live case studies,	10

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Suggested Books:

1. Srinivasan. R, Strategic Management: the Indian Concept, Prentice Hall India, New Delhi.
2. Thomson. A. A., Stick land. A.J. & Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker, Innovation & Entrepreneurship, Harper & Row, New York.
4. John A. Pearce II & Richard B. Robinson Jr.; Strategic Management, AITBS, New Delhi.
5. Creativity, Innovation and Entrepreneurship-- Jerinabi, U; Allied Publishers Pvt Ltd
6. Barringer, B. and Duane Ireland, R.; Entrepreneurship: successfully launching new ventures.; Pearson

BBA TTM 503 A: Travel Agency & Tour Operation Management I
Total Credit: 6
Total hours of lectures: 60 hours

After completing this course, students will be able to:

- 1) CO 1: Develop adequate knowledge and skills applicable to travel industry.
- 2) CO 2: Recall and explain in details of the fundamentals and advance areas of itinerary.
- 3) CO 3: Interpret the current trends and practices in the tourism and travel trade sector;
- 4) CO 4: Develop adequate knowledge and skills applicable to travel industry.

Module Number	Content	Total Hours
M 1	Travel Agency Business: Definition, Concept, Origin and Development. Growth of Travel Agency & Tour Operation Business, Historical Perspectives, Types of Tour & Types of Tour Operators, Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade.	10
M 2	Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Incentive and Concessions Applicable to Tour Operators in India.	10
M 3	Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of a Travel Agency, Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Diversification of Business.	10
M 4	Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Custom made itinerary and readymade itinerary; Seasonal itinerary; Product based itinerary; All-inclusive itinerary. Feedback	10

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	needed to make an itinerary; characteristics of best itinerary; feasibility check of an itinerary, Problems and procedures involved with the introduction of new itineraries.	
M 5	Tour Formulation and Designing Process, Tour Costing, Preparation of cost sheet, tour voucher and invoicing,	10
M 6	Travel Documentation: Familiarization with Travel Information Manual, Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Inoculations, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.	10
		60

Suggested Books:

1. D.L. Foster; The Business of Travel agency Operation & Administration: Glencoe/McGraw-Hill Post-Secondary
2. S.K. Swain and J. M. Mishra; Tourism: Principles and Practices: Oxford University Press
3. J.M.S. Negi; Travel Agency & Tour Operations: Concepts & Principles; Kanishka Publishing House;
4. Chand, M.; Travel Agency Management: An Introductory Text: Anmol Publications Pvt Ltd
5. Syrratt, G. and Archer J; Manual of Travel Agency Practice; A Butterworth-Heinemann Title
6. Holloway, J.C; The Business of Tourism; Pearson Education

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BBA TTM 503 B: MICE Management I
Total Credit: 6
Total hours of lectures: 60 hours

After completing this course, students will be able to:

- 1) CO 1: Demonstrate MICE Management.
- 2) CO 2: Compare conference and meeting different from general event planning.
- 3) CO 3: Explain how MICE travel as a global management tool used as an exceptional travel experience to motivate and recognize participants for increased levels of performance in support of organizational goals.
- 4) CO 4: Organize sufficient opportunities to use knowledge and skill in MICE tourism.

Module Number	Content	Total Hours
M 1	Concept of MICE: Scope, Nature and Importance, Types of Events in MICE. Key steps to a successful operation of MICE - Conference program designing, Pre and Post event responsibility.	10
M 2	Stakeholders of MICE industry. Types of Events - cultural, festivals, religious & business etc. The nature and demand of conference markets-, process of convention management.	10
M 3	Need of event management. The Economic and Social significance of conventions Important convention and conference centers in India. Impact of conventions on communities.	10
M 4	Stakeholders of MICE industry. Types of Events - cultural, festivals, religious & business etc. The nature and demand of conference markets- The Economic and Social significance of conventions, process of convention management. Need of event management. Important convention and conference centers in India.	10
M 5	Marketing of MICE- Components, Basic Marketing Mix and segmentation for MICE industry- Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.	10
M 6	Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart. Role of events for the promotion of Tourism. Short study of ICPB and ICCA.	10
		60

Suggested Books:

1. John Swarbrooke and Susan Horner; Business Travel and Tourism; Taylor & Francis
2. Shannon Kilkeny; The Complete Guide to Successful Event Planning; Atlantic
3. Doug Matthews; Special Event Production: The Process; Routledge

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4. Saget Allison; The Event Marketing Handbook; CreateSpace Independent Publishing Platform
5. Mark Sonder; Event Entertainment and Production; Wiley & Sons, Inc
6. Cheryl Kimball: Start Your Own Event Planning Business: Your Step-by-Step Guide to Success; Entrepreneur Press.

BBA TTM 503 C: Airline & Cargo Management I
Total Credit: 6
Total hours of lectures: 60 hours

After completing this course, students will be able to:

- 1)CO 1: Demonstrate the structure and dynamics of aviation industry.
- 2) CO 2: Explain various operations and management of aviation industry;
- 3) CO 3: Illustrate the rules for cargo operations.
- 4) CO 4: Recall & determine the role of IATA, DGCA. AAI and ICAO.

Module Number	Content	Total Hours
M 1	Aviation Geography, Familiarization with OAG - letter city - code & Airport code, Airline designated code, Minimum connecting time, Global indicator. Mileage Principles, Currency Regulation	10
M 2	Aviation History- Open Sky Policy- Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and AAI - Types of Airlines - Types of Aircrafts: Boeing, Air Bus; International Conventions; Licensing of Air Carriers- Limitations of Weights and Capacities.	10
M 3	Travel Documentations–Types of Airports -Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices.	10
M 4	Introduction to Air Cargo, Types of Cargo, World scene and Indian context. Contribution to Indian economy. Cargo Acceptance	10
M 5	Indian Export- Import by Air, Problem and Prospect, Cargo Rates – Different types of Cargo rates, Cargo Documentations.	10
M 6	Air Safety: Safety of the Cargo, Issues and challenges, Industry Regulations, Time Management.	10
		60

Suggested Books:

- 1) Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
- 2) Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
- 3) Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.

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- 4) Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers
- 5) Prem Nath Dhar; Global Cargo Management: Concept, Typology, Law and Policy; Kanishka Publishing House;
- 6) Joemon Pappachan (Editor), Babu P (Author); Introduction to Air Cargo Management: - an illustrative reference material for beginners; Independently Published