

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Travel & Tourism Management)-In-house
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

Programme Outcomes:

- 1) PO1: To provide adequate fundamental understanding about management studies among the students and to develop language abilities of students to inculcate writing skills and business correspondence as well as to help students acquire subject knowledge & practical skills in the entire major arenas of the industry.
- 2) PO2: To develop and implement functional and general management skills to make strategic decision in real situation.
- 3) PO 3: To develop industry related culture and behaviour and to enhance student's competencies.
- 4) PO 4: To identify and assess different business problems using analytical and creative tools, and integrative abilities and to solve business problems in an ethical manner.
- 5) PO5: To develop leadership, team-work, team harmony, social soft skills and communicate efficiently in different contexts.
- 6) PO6: To facilitate the students' to go for professional courses and to develop professional behaviour and entrepreneurial skills.
- 7) PO 7: To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
- 8) PO8: To understand finance and other core business components which help them to encourage for new entrepreneurial development.
- 9) PO 9: To develop adequate industrial knowledge and innovative thinking to design and plan appropriate action plan for long run survival in corporate industry.

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 |

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Paper Code: BBA (TTM) - 101
Paper Name- Tourism Principles & Practices
Total Credit: 6
Total hours of lectures: 60 hours

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| <ol style="list-style-type: none"> 1) CO1: Familiarizing student with the fundamental concept, growth and development of tourism & historical development of tourism. 2) CO2: To understand 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: To familiarize with travel formalities and documents required for international travel. 4) CO 4: To familiarize with the role and functions of important organizations of tourism. 5) CO5: To understand the importance of tourism legislation and its usage in the current scenario. 6) CO 6: To understand the tourism demand and supply as well as develop niche tourism concept. |
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| 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. | 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. Overview of Niche Tourism: Eco-tourism, Sustainable Tourism, Responsible Tourism, Tea Tourism, Ethnic Tourism, Adventure Tourism, Photography Tourism. | 10 |

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Suggested Reading:

- 1) Tourism - Principles, Practices: Sampad Kumar Swain (OXFORD University Press)
- 2) Tourism Operations and Management: Roday, Biwal, Joshi (OXFORD Higher Education)
- 3) Tourism Principles, Practices & Philosophies: C. R. Goeldner, J.R. B. Ritchie (Wiley)
- 4) Introduction to Tourism : A.K.BhatiaSterling Publishers Pvt. Ltd
- 5) Tourism System : Mill R.C & Morrison :Kendall/Hunt Publishing Co ,U.S.
- 6) Successful Tourism Management : PranNathSethPublisher: Sterling, 1985 Original from Cornell University

Paper Code: BBA (TTM) - 102
Principles of Management
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO1: Recognize the role of a manager and how it relates to the organization's mission.
- 2) CO2: Define management, its four basic functions and skills. Identify the stages of team development and the skills a team must acquire to become effective.
- 3) CO3: Recognize the concept of social responsiveness and its benefits.
- 4) CO 4: Explain the relationship between strategic, tactical, and operational plans
- 5) CO5: Define change management and explain where it fits in the management function.
- 6) CO6: Explain the concept of continuous change and its impact on change management.

| 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 : Approaches to Management – Classical, Neo-classical and Modern Contributors to Management Thought ; Taylor and Scientific Theory, Fayol’s and Organization Theory, Elton Mayo & Behavioural school & human relations school ; Peter Drucker and Management Thought.; Various Approaches to Management i.e. system approach , contingency approach etc., Indian Management Thought. | 10 |
| 3. | Module 3 : Planning And Decision Making- Planning: Nature, importance, forms, types, making planning effective, Significance & Limitations of | 10 |

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|----|---|----|
| | 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 | |
| 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 Decentralization – Meaning; Degree of Decentralization; Difference between Delegation and Decentralization. Organization structure common in tourism industry | 10 |
| 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. Management: Stoner James .A. , Freeman Edward, Gilbert Daniel , 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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Paper Code: BBA (TTM)-104
Paper Name- Business Communication
Total Credit: 2
Total hours of lectures: 20 hours

- 1) CO 1: Students will be able to Remember & Understand the basic concepts of the usage of English grammar & vocabulary in communication.
- 2) CO 2: Students will be able to Comprehend facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.
- 3) CO 3: Students will be able to Synthesise and Apply acquired linguistic knowledge in producing various types of written texts.
- 4) CO 4: Students will be able to Comprehend facts and ideas from aural inputs and Synthesise and Apply acquired linguistic knowledge in giving spoken response.

| 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.

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SEM-2

| | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|--|--------------|---------------|---|---------|---|---|---------------|
| | | | | L | T | P | |
| | CC | BBA (TTM)-201 | Transport in Travel & Tourism | 5 | 1 | | 6 |
| | | BBA (TTM)-202 | Travel Agency & Tour Operation Management | 5 | 1 | | 6 |
| | GE | | Any one course from GE Baskets | | | | 6 |
| | AECC | BBA (TTM)-204 | Environment & Sustainable Development | 2 | | | 2 |
| | | | | | | | 20 |

Paper Code: BBA (TTM 201)
Paper Name: Transport in Travel & Tourism
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO 1: Recognise the development of passenger transport and how it facilitates tourism development & better understand the framework for analyzing the tourist transport needs.
- 2) CO: 2: Identify the principal forms of passenger transport and their key operational characteristics as well as describe different types of transport services and how they interact with the entire tourism system.
- 3) CO 3: Analyse the contemporary issues and challenges facing in the transportation business that relates to the tourism industry & documentations related with various transport systems.
- 4) CO 4: Explain the framework that provides a means of understanding how tourists interact with transportation & learn about various case studies.
- 5) CO 5: Explain the complexity and relationships which coexist between tourism and transportation & Transport Management process in Logistics as well as transport & Environmental Impact Assessment.
- 6) CO 6: Explain the framework that can synthesize the different factors and processes affecting the organization, operation and management of activities associated with tourist travel.

| Module Number | Content | Total Hours |
|---------------|---|-------------|
| M 1 | Evolution of tourist transport system - importance of transport in tourism. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and | 10 |

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| | marketing strategies. | |
| M 2 | Air transport and its evolution. Check in formalities; Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India. International Air Transport Regulations. A case study of Air-India. Emergence and Growth of No-frill airlines; Case studies of Indigo Airlines and Spice jet. Industry codes, terminology. Baggage, Major Airports and flights. Indian aviation market. | 10 |
| M 3 | Surface Transport System and its different types. Advantages of Surface transportation in India. Approved Transit Transport, RTO's and its role in transportation. Recreational Vehicles. Documentation needed for a tourist transport. A study of Major Highways across India. Role of a tourist transport driver in tourism. Qualities necessary to become a tourist transport driver. | 10 |
| M 4 | Concept of Railways. Major Railway System of world, Amtrak, Eurail, Brit Rail, Indian Railways. Importance of Railways in Indian Tourism. Growth and development of Indian Railways. Different railway zones in India. Ministry of Railways. Rail Transport System. Facilities offered by Indian Railways to its passengers. Popular National & International Luxury trains for tourism: Major Case Study Analysis. | 10 |
| M 5 | Water Transport System. Merits and demerits. Historical Past, Cruise ship, River Canal boats. Water transportation in India. Future prospects and growth of Water Transport in India. A case study of: Kerala backwaters, Sundarbans, Ganga Trail of West Bengal. Water Transportation system in Venice. | 10 |
| M 6 | Transport Management process in Logistics, Transport & Environmental Impact Assessment (EIA), Objectives of the transport Industry, Selection criteria of mode of transport. | 10 |
| | | 60 |

Suggested Books:

1. ChuckY. Gee, Travel Industry
2. Stephen Page, Transport for Tourism
3. Mill, R.C. and Morrison, Tourism System
4. P.N. Seth, Successful Tourism Management
5. Les M. Lumsdon , Stephen J. Page Tourism and Transport: Issues and Agenda for the New Millennium (Advances in Tourism Research)
6. P. C. Sinha, Tourism Transport and Travel Management

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Paper Code: BBA (TTM 202)
Paper Name: Travel Agency & Tour Operation Management
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO1: Knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.
- 2) CO 2: To learn with the concept of organization behaviour.
- 3) CO3: Knowledge about the various factors influencing the tour operator industry including setting up of travel agencies and legal aspects in travel and tour operations.
- 4) CO4: To learn about personality, attitudes, values & knowledge and skills of tour operator's products which includes travel, transfer and accommodation planning, brochure design, itinerary preparation.
- 5) CO5: To learn about formalities and factors associated with new organizational set up & knowledge about the various active organisations involved in the active development of the travel and tour operations across the globe.
- 6) CO6: Equip them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

| Module Number | Content | Total Hours |
|---------------|--|-------------|
| M 1 | Definition, History, types of Tours. Tour components-Pre & additional Tour components. Advantages of selling tours. Travel Trade Network. | 10 |
| M 2 | Travel Agency Business: Definition, Concept, Origin and Development, Significance, Organizational structure, Growth of Travel Agency & Tour Operation Business, Threats, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators. | 10 |
| M 3 | Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Sources of income of TA/TO. Tourism Intermediaries (direct & indirect). | 10 |
| M 4 | Different types of Tour operators, Different partners of tour operators, Brief study of ASTA, TAAI, IATO. Tour Package – Meaning, component and example of West Bengal, Golden Triangle of India. Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation. | 10 |

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| M 5 | Setting up a TA/TO business, Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval: Approval and Accreditation by Govt of India Ministry of Tourism. IATA Rules, Regulations and Accreditation, Documentation, Skills and competencies for running a TA/TO, Modern day travel agents and tour operators. Use of IT in TA/TO Business, Case Study analysis: Major Travel Agencies & Tour Operators. Guide – function, approval; Problems of touts. | 10 |
| M 6 | Tour Brochures& price quotations: Meaning, importance of brochure, key aspects & checklist of tour brochures. Customer service- needs & techniques. Handling a client - WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.Frontier Formalities&Travel Documentations: Passport, VISA, Insurances, health certificate, customs and currency, Auxiliary services. | 10 |
| | | 60 |

Suggested Books:

1. D.L. Foster , The Business of Travel agency Operation & Administration
2. Malik, Haris&Chatterjee,Indian Travel Agents
3. J.M.S. Negi, Travel Agency & Tour Operations: Concepts & Principles
4. C.Y. Gee,Travel Industry
5. Yale P,The Business of Tour Operations
6. Sampada Kumar Swain &Jitendra Mohan Mishra, Tourism Principles and Practices

Paper Code: BBA (TTM 204)
Paper Name: Environment & Sustainable Development
Total Credit: 2
Total hours of lectures: 20 hours

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| <ol style="list-style-type: none"> 1) CO 1: To learn about basics of environment and ecology, relationship with tourism, environmental degradation due to tourism and environment legislation to business enterprise. 2) CO 2: To learn about environmental friendly tourism practices, carrying capacities, laws and regulations associated with environmental friendly tourism practices. 3) CO 3: To better understand the eco-friendly tourism practice guidelines along with various stakeholders' participation. 4) CO 4: To learn about conservation & public protected areas and relationship with tourism actives. 5) CO 5: To understand tourism & community participation as well as Visitor management system. |
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| 6) CO 6: To learn about various conferences, summits associated with environment and sustainability. |
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| Module Number | Content | Total Hours |
|---------------|---|-------------|
| M 1 | Components of the environment, Effect of environmental (degradation) due to tourism development on air, water, & landscape. Brief outline of the Environment (Protection) Act 1986 should be discussed including effect on companies, contravention, penalties and return requirement. Relevance of environment legislation to Business Enterprise. | 6 |
| M 2 | Introduction to Eco Tourism- Definition, concept, growth, principles; Emerging Concept: Eco/Rural/Agri/ Farm/ special interest tourism. Sustainable Tourism, Sustainable development of a destination: Concept& types of carrying capacity, Laws & regulations on sustainability like CRZ, Environment Protection Act (EPA), WTO guidelines on tourism sustainability. Public Protected Areas. | 6 |
| M 3 | Guidelines forEco Tourism Practices, Practices of Responsible Tourism, stakeholder’s participation in sustainable tourism.Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation. Visitor management for sustainability. | 6 |
| M 4 | International Considerations, Stockholm Conference 1972, Agenda 21, Quebec City Declaration, IUCN, UNEP | 2 |
| | | 20 |

Suggested Books

1. Chabdra. Prabhas, Global Eco Tourism, Kaniskha Publication
2. Kandari.D.P, Chandra. Asish, Tourism, Biodiversity &Sustainable Development (Vol-1)
3. Honey.Martha, Eco Tourism and Sustainable Development
4. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.
5. Weaver, D. , The Encyclopaedia of Ecotourism, CABI Publication, UK
6. MahuaBasu Xavier Savarimuthu SJ: Fundamentals of Environmental Studies

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SEM-3

| | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|--|--------------|---------------|---|---------|---|---|---------------|
| | | | | L | T | P | |
| | CC | BBA (TTM)-301 | Tourism Products & Destination Management | 5 | 1 | | 6 |
| | | BBA (TTM)-302 | Introduction to Hospitality in Tourism | 5 | 1 | | 6 |
| | | BBA (TTM)-303 | Tourism Economics | 5 | 1 | | 6 |
| | GE | | Any one course from GE Baskets | | | | 6 |
| | SEC | BBA (TTM)-305 | Foreign Language (French)-I | 2 | | | 2 |
| | | | | | | | 26 |

THIRD SEMESTER

BBA TTM 301 :Tourism Products & DestinationManagement

Total Credit: 6

Total hours of lectures: 60 hours

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| <ol style="list-style-type: none"> 1) CO1: Educating students about the concept of tourism product as well as provide insights into the process of developing and managing various tourism products 2) CO 2: To acquire knowledge about archaeological sites in India. 3) CO3 : To learn about types of Indian performing arts and its significance in tourism, Indian paintings & types, nature of Indian paintings as well as to better understand about Indian rituals, dresses, cuisine with regional variations 4) CO 4: To learn about major natural tourism products & available amenities like wildlife sanctuaries, national parks, biosphere reserves, community reserves, adventure and ecotourism destinations in India. 5) CO 5: To learn about adventure tourism & develop concept about new age tourism products. 6) CO 6: To acquire knowledge about destination management & understand planning process, policies & strategies associated with it. |
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| Module Number | Content | Total Hours |
|----------------------|--|--------------------|
| M 1 | Definition, Concept and classification of tourism product. Different categories of tourism products: natural and man-made. | 10 |
| M 2 | Monuments, Museums, Historical sites, Art and Architecture etc. Important tourist Centres. Indian Architectural sites & World Heritage sites, Art gallery, Museums, Folk art of India, Major Fairs and Festivals, Handicrafts of India. Major Case Study Analysis. | 10 |
| M 3 | Overview of Performing Arts of Indian. Paintings. Indian rituals, customs, costumes, local cuisines with regional variations & Festival menus. Major Case Study Analysis. | 10 |
| M 4 | Natural Tourism products: Locations, Accessibility, Facilities, Available Amenities: Hills & Beaches, Deserts, Lakes of India. National Parks and Wild Life Sanctuaries of India. Brief studies of major locations. | 10 |
| M 5 | Adventure Tourism – Definition, Different types of adventure sports and their brief study. New age tourism products, Deserts of India. | 10 |
| M 6 | Tourism Destination Management, Policy, strategy and Destination Management, Tourist destination demand analysis, Tourist destination resource base, Tourist destination attractiveness. Tourist destination competitiveness. Tourism product management. Tourist destinations marketing, Planning of tourism destination development. | 10 |
| | | 60 |

Suggested books:

1. The Wonder that was India: A.L.Basham
2. Cultural Heritage of India: R.Acharya
3. Indian Architecture: Percy Brown
4. Indian Tourism Products: Robinet Jacob
5. Tourism Destination Management: Tomás F. Espino-Rodríguez, Manuel Rodríguez-Díaz
6. Tourist Destination Management: Instruments, Products, and Case Studies: NamziKozak, MetinKozak

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BBA TTM 302 :Introduction to Hospitality in Tourism
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO1: Educating students about the fundamental concept Accommodation and types of accommodation as well as relationship, role and importance of accommodation in tourism.
- 2) CO 2: To acquire knowledge about accommodation products, rating, classification system & challenges of hotel as well as understand the impact of COVID-19 on the hotel industry.
- 3) CO3: To learn about management function in hotel industry & operational process.
- 4) CO 4: To learn about hotellanguages, major facilities & services.
- 5) CO 5: To learn about hotelreservation, payment system, cancellation & major administrative process.
- 6) CO 6: To acquire knowledge about hotel performance measurement process.

| Module Number | Content | Total Hours |
|---------------|---|-------------|
| M 1 | Accommodation and types of accommodation; alternative accommodation, History and growth of accommodation industry, Role of accommodation industry in tourism development. E-Hospitality; Ethical and Regulatory Aspects in a Hotel. Yield Management, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation in India. | 10 |
| M 2 | Accommodation products, Hotel rating system, Hotel classifications, Challenges of accommodation industry, Impact of COVID-19 on the hotel industry and suggestions for post-pandemic recovery. Sustainable Accommodation. | 10 |
| M 3 | Management Function in Hotel Industry & Hierarchy, Duties & Responsibilities of Staffs. | 10 |
| M 4 | The languages of accommodation industry, Hotel facilities and services, Room types, Bedding types, Meal plan, Menu planning. | 10 |
| M 5 | Rate classifications, Factor affecting prices, Reservation & administration, Sales and payment terms, Tour orders and Vouchers, Cancellations, Currency fluctuations. | 10 |
| M 6 | Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest. | 10 |
| | | 60 |

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Suggested books:

1. Key Concepts of Hospitality Management: R.C. Wood
2. Professional Hotel Management: J. Negi
3. Hotel Management: Yogendra K. Sharma
4. Hotel Industry in India: S.Kannan
5. Hotels for Tourism Development: Economic Planning & Financial Management: J.Negi
6. Cases in Hospitality and Tourism Management :O'Halloran Robert M.

BBA TTM 303: Tourism Economics
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO 1: To learn about definition of economics & concepts of economics
- 2) CO 2: To learn about Nature, scope and importance of economic analysis along with tourism demands.
- 3) CO 3: To better understand the theory of tourism supply and changes.
- 4) CO 4: To learn about cost of production, pricing methods of tourism & tourism multiplier effects.
- 5) CO 5: To better understand the impact of macro economy on tourism industry.
- 6) CO 6: To learn about banking system & international trade.

| Module Number | Content | Total Hours |
|---------------|--|-------------|
| M 1 | Definition of Economics, Concept and Definition of Managerial Economics, Nature and scope of managerial economics, Role of Managerial Economics, Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View. Nature, scope and importance of economic analysis. | 10 |
| M 2 | Foundations of tourism demand, changes in demand – short term & long term effects. Theory of demand, Demand-functions, Demand Elasticity, Income and substitution effects, Demand forecasting-Purposes and methods, Tourism Demand. | 10 |
| M 3 | Theory of tourism supply and changes. Elasticity and its application, Demand forecasting | 10 |
| M 4 | Cost of production, Pricing methods of tourism. Price discrimination, , Pricing - Determinants, Objectives, Pricing under different Market conditions, Cost curves, Break even analysis and cost control, Theory of firm, Profit maximization, sales maximizations, Ownership, and control, Market structure perfect competition, Monopoly, Oligopoly, Monopolistic competition, | 10 |
| M 5 | The impact of macro economy on tourism industry. Banking | 10 |

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| | systems, International trade, land, labour and capital, Inflation-types and approaches, causes and effects of Inflation and employment. | |
| M 6 | Impacts of Macro economy on Tourism Industry. Economic, Socio-Cultural and Environmental Impacts of Tourism, Multiplier process, Multiplier effects and its impacts of tourism. Economical Impacts of Tourism in India. | 10 |
| | | 60 |

Suggested Books:

1. The Economics of tourism: M.Thea Sinclair & Mike Stabler
2. Managerial Economics: Chopra OP
3. Micro Economics: Jeoldean
4. Elementary Economics: Sampat Mukherjee
5. Tourism Economics and Policy: Peter Forsyth, Larry Dwyer, Wayne Dwyer
6. HANDBOOK OF TOURISM ECONOMICS: ANALYSIS, NEW APPLICATIONS AND CASE STUDIES: Clem Tisdell

BBA TTM 305 : FRENCH –I
Total Credit: 2
Total hours of lectures: 20 hours

- 1) CO 1: To learn about basics alphabets, number and gender, numbers, days, months, time, etc.
- 2) CO 2: To learn basic grammar in French.
- 3) CO 3: To learn about translation, tourism related terms.
- 4) CO 4: To learn how to introduce yourself in French.

| Module Number | Content | Total Hours |
|----------------------|--|--------------------|
| M 1 | Alphabets, Concept of number and gender, numbers, Days, Months, Time, nationality and profession, Self-Introduction in French. | 4 |
| M 2 | Definite article and indefinite article, Introduction of Verbs- Etre and Avoir and its' uses.Quantitative and Qualitative adjectives, Prepositions, | 4 |
| M 3 | Possessive and Demonstrative adjectives. Regular & irregular verbs- its conjunction in present tense, formation of affirmative, Negative and interrogative sentences in Present tense. Pronominal verbs, Imperative sentences, Partitive article | 6 |
| M 4 | Translation, Tourism related terms | 6 |

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|--|---|-----------|
| | Theory les terminologies, le restaurant, la cuisine, le material, de la cuisine, articles du restaurant, les boissons, la table, la chambred'hotel, les repas , le menu, le jour de la semaine , les nombres , les heures, les saisons , les menus francais, les recettes , les vins etc. (paragraph for translation in to English and vice versa) | |
| | | 20 |

Suggested Books:

- 1) La civilization de la langue Francaise (Part I): G. Mayger
- 2) Easy Learning French Conversation: Trusted support for learning: Collins Dictionaries
- 3) Learn French for Beginners: Your Easy French Complete Course, with Basic Grammar and Vocabulary, a Useful Phrasebook for Travel and 20 Captivating Short Stories to Become Fluent in Conversation! : Paul Irving Educational
- 4) Eyewitness Travel Phrase Book French: Essential Reference for Every Traveller (Eyewitness Travel Guides Phrase Books) : DK
- 5) Lonely Planet French Phrasebook & Dictionary: Lonely Planet, Michael Janes , Jean-Bernard Carillet , Jean-Pierre Masclef
- 6) Practice Makes Perfect: French Conversation, Premium Second Edition: Eliane Kurbegov

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SEM-4

| | Subject Type | Code | Subject Name | Credits | | | Total Credits |
|--|--------------|---------------|---|---------|---|---|---------------|
| | | | | L | T | P | |
| | CC | BBA (TTM)-401 | Tourism Marketing | 5 | 1 | | 6 |
| | | BBA (TTM)-402 | Accounts & Finance for Tourism | 5 | 1 | | 6 |
| | | BBA (TTM)-403 | Organizational Behaviour & HRM in Tourism | 5 | 1 | | 6 |
| | GE | | Any one course from GE Baskets | | | | 6 |
| | SEC | BBA (TTM)-405 | Foreign Language (French)-II | 2 | | | 2 |
| | | | | | | | 26 |

BBA TTM 401: TOURISM MARKETING
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO 1: To understand fundamental concept about marketing and marketing process.
- 2) CO 2: To acquire knowledge about MIS, Marketing research, Consumer Markets and Consumer Behaviour Buyer Decision Process.
- 3) CO3: Making student understanding the term "Service Marketing", how marketing is done in tour and travel services. Explaining different types of services and how they put an impact to the customers as well as making student aware of the term market segmentation and explaining 9p's of marketing and how to identify the market.
- 4) CO4: Explaining student the concept of product decision and giving them the concept of destination lifecycle and Total quality management. Explaining what is the role of Branding and Packaging in the Marketing Management.
- 5) CO5: Making students aware of the pricing policies. How to do sales promotion and maintain the public relation.
- 6) CO6: Explaining about the distribution channel used in Travel & tourism and making them aware about market destination. As well as essential marketing skills for tourism.

| Module Number | Content | Total Hours |
|---------------|--|-------------|
| M 1 | Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Evolution of Marketing, Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and | 10 |

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| | Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services. Marketing for Tourism, Tourism Product- Features of Tourism Marketing, Marketing Functions. | |
| M 2 | Developing Marketing Opportunities and Strategies: Marketing Information Systems and Introduction to Marketing Research, Consumer Markets and Consumer Behaviour, Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning., STP model; Market identification & selection, 9P's of Service Marketing. | 10 |
| M 3 | Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods, Product decision & Formulation, Destination Life Cycle, Service Quality. Quality management in tourism, The Concept of TQM in tourism, Branding & packaging decisions | 10 |
| M 4 | Promotion:Advertising & publicity, Sales promotion, Personal Selling, Public relation.Channels of Distribution; Other Ps: People, Physical Evidence and Process, Destination Marketing. | 10 |
| M 5 | Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.Ethics & Consumerism | 10 |
| M 6 | Marketing Skills for Tourism: Self-Motivation-Team Building-Personality Development-Creativity & Innovation-Innovative Products in Tourism-International Perspective and Contemporary Trends. | 10 |
| | | 60 |

Suggested Books:

1. Marketing for Hospitality and Tourism: Philip Kotler, Jon Bowen
2. Tourism Marketing: Lumsdon
3. Morrison, A.M. Hospitality and Travel Marketing: A.M. Morrison
4. Principles of Marketing: Philip Kotler & G. Armstrong
5. Marketing Management Strategy and Cases: J.D. Dalrymple & J.L. Parson
6. Marketing Management: Sisir.K. Bhattacharya

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BBA TTM 402: Accounts & Finance for Tourism
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO1. Provide an in-depth view of the process in finance and accounts of the firm.
- 2) CO2. Explain the general purposes and functions of accounting
- 3) CO3. Develop knowledge on the allocation and funding of financial resources.
- 4) CO4. Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses
- 5) CO5. Identify the main financial statements and their purposes.
- 6) CO 6: To learn about problems & challenges of financial management in hospitality industry as well as scope, opportunities and challenges for investment in hotel, aviation and tourism sectors.

| Module Number | Content | Total Hours |
|---------------|--|-------------|
| M 1 | Nature of Accounting, Golden Rules of Accounting: Accounting Concepts, Principles and Standards, Basic Accounting Records and Books of Accounts | 10 |
| M 2 | Double Entry System, Journal, Ledger, Trial Balance | 10 |
| M 3 | Cash Book, Depreciation Accounting, Final Accounts with Adjustments | 10 |
| M 4 | Cost Accounting objective concepts and terminology, Cost sheet/Tender; Process Costing, Marginal costing and break even Analysis, Profit volume Analysis | 10 |
| M 5 | Introduction to Financial Management. Meaning and scope of financial management. Concept of raising funds, capital structure, elementary concepts of capital budgeting, current asset management | 10 |
| M 6 | Problems & Challenges of Financial Management Unique to Hospitality Industry, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors; Role of TFCI and Other Financial Organizations. | 10 |
| | | 60 |

Suggested Books:

1. Advanced accounts –Shukla & Grewal
2. Management accounting – Lal & Jawahar
3. Business accounting for Hospitality and tourism – H.Atkins, A.Bary & M.Cohan
4. Financial Management- Theory and Practice: P. Chandra
5. Financial Accounting: A Managerial Perspective: R. Narayanaswamy.
6. Financial Management: I.M. Pandey.

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BBA TTM 403: Organizational Behaviour & HRM in Tourism
Total Credit: 6
Total hours of lectures: 60 hours

- 1) CO1: Explaining the Nature, meaning and significance of Organization Behavior (OB); challenges and opportunities for OB. Individual Behavior: Biographical characteristics, Ability, Learning, Values, Attitudes; Personality: Definition, determination, Traits, attributes; Perception: Meaning and Significance, factors influencing perception.
- 2) CO2: Making student understand the role of the Motivation through different theories.
- 3) CO3: Giving student the concept of learning and techniques of Administration.
- 4) CO4: Explaining student the theory of Attitude and how it is related to Job satisfaction. And how to manage stress.
- 5) CO5: Explaining the concept of Group, how to behave in group and the factors affecting the group.
- 6) CO 6: To learn about detail concept,scope, importance & application of Human Resource Management in Tourism, Aviation and Hospitality Industry.

| Module Number | Content | Total Hours |
|---------------|---|-------------|
| M 1 | Nature, meaning and significance of Organization Behaviour (OB); challenges and opportunities for OB. Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes; Personality: Definition, determination, Traits, attributes; Perception: Meaning and Significance, factors influencing perception. | 10 |
| M 2 | Motivation: Meaning and importance, Theories of motivation - Maslow, Herzberg's, McClelland's, Alderfer's ERG Theory, McGregor's Theory X & Y, Vroom's Expectancy Theory, Porter and Lawler Expectancy Model. | 10 |
| M 3 | Learning – Concepts and Principles, Theories of Learning, Types, Techniques of Administration, Reinforcement, Punishment, Learning about Self. | 10 |
| M 4 | Attitudes and Job Satisfaction – Sources of Attitudes, Types of Attitudes, Attitudes and Consistency, Cognitive, Dissonance Theory, Attitude Surveys. Values: Concept, Types and sources, corporate culture, Work Stress – Understanding Stress, Potential Sources of Stress, Consequences of Stress, Managing Stress, conflict. | 10 |
| M 5 | Group Dynamics – Foundations of group behaviour – Factors affecting group behaviour, group individual dimension-group-structural dimension – task dimension-group Decision-Making-Inter-group behaviour, Understanding work team, Communication, Leadership & influence process. | 10 |
| M 6 | HRM: Concept, scope and importance of Human resource | 10 |

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|--|--|-----------|
| | Management, Human Resource Planning in Tourism and Hospitality Industry, Recruitment, Selection and Benefits in Tourism, Aviation and Hospitality Industry, Training and Career Development in Tourism, Aviation and Hospitality, Performance Appraisal and Performance Management in Tourism and Hospitality, Safety and Healthy in Tourism and Hospitality Industry. | |
| | | 60 |

Suggested Readings:

1. Organizational Behaviour: Luthans
2. Organizational Behaviour: Robbins
3. Boella, M. J. & Turner, S. G., Human Resource Management in the Hospitality Industry: A Guide to Best Practice, New York: Rutledge
4. Adhikari, D. R., Human Resource Management, Kathmandu: Buddha Academics
5. Riley, M., Human Resource Management in the Hospitality & Tourism Industry, Oxford: Elsevier Ltd.
6. Woods, R. H., Managing Hospitality Human Resource; Lensing: Educational Institute of the American Hotel & Lodge Association.

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BBA TTM 405: FRENCH II
Total Credit: 2
Total hours of lectures: 20 hours

- 1) CO 1: To learn about Conjugation of verbs
- 2) CO 2: To learn about formation of sentences in French.
- 3) CO 3: To learn about various tense.
- 4) CO 4: To learn advance grammar in French.

| Module Number | Content | Total Hours |
|---------------|---|-------------|
| M 1 | Conjugation of verbs in Past Tense, Formation of affirmative, Negative and interrogative sentences in past tense with Etre and Avoir. | 4 |
| M 2 | Formation of sentences in imparfait, comparision of Passe compose' with l'imparfait, Expression of duration in Past tense | 4 |
| M 3 | Formation of sentences in Future tense, immediate future and Recent past tense structure Comparative and Superlative degree, Adverbs and its formation | 6 |
| M 4 | Pronoun: Personal pronoun, Pronoun complements, COD & COI, Relative Pronoun, Pronoun and en. Paragraphs for translation French to English, English to French, Travel and Tourism Terminologies | 6 |
| | | 20 |

Suggested Books:

- 1) La civilization de la langue Francaise (Part I): G. Mayger
- 2) Easy Learning French Conversation: Trusted support for learning: Collins Dictionaries
- 3) Learn French for Beginners: Your Easy French Complete Course, with Basic Grammar and Vocabulary, a Useful Phrasebook for Travel and 20 Captivating Short Stories to Become Fluent in Conversation! : Paul Irving Educational
- 4) Eyewitness Travel Phrase Book French: Essential Reference for Every Traveller (Eyewitness Travel Guides Phrase Books) : DK
- 5) Lonely Planet French Phrasebook & Dictionary: Lonely Planet, Michael Janes , Jean-Bernard Carillet , Jean-Pierre Masclef
- 6) Practice Makes Perfect: French Conversation, Premium Second Edition: ElianeKurbegov