



**MANGALAGANGOTRI**

**Curriculum as per  
National Educational Policy (NEP 2020)  
BACHELOR OF BUSINESS ADMINISTRATION (TOURISM  
AND TRAVEL)  
BBA (TT)  
III and IV Semester Syllabus.**

**As per NEP 2020 and as per resolutions of BOS on BA-TTM held on 09-09-2022**

## BBA(TOURISM AND TRAVEL)

<b>Third Semester BBA(TT) Basic/Honors</b>							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 3.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 3.2	Language - II	AECC	3+1+0	60	40	100	3
BBATT 3.1	Air Transportation & Airport Operations	DSCC	4+0+0	60	40	100	4
BBATT 3.2	World Geography for Tourism-I	DSCC	3+0+2	60	40	100	4
BBATT 3.3	Basics of Financial Accounting	DSCC	4+0+0	60	40	100	4
BBATT 3.4	Artificial Intelligence	SEC	1+0+2	30	20	50	2
BBATT 3.5	Travel Agency and Tour Operations	O E C	3+0+0	60	40	100	3
BBATT 3.6	Sports +		0+0+2	-	25	25	1
	NSS/NCC/Any Other		0+0+2	-	25	25	1
	<b>Total</b>			<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>
<b>Fourth Semester BBA (TT)Basic/Honors</b>							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 4.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 4.2	Language - II	AECC	3+1+0	60	40	100	3
BBATT 4.1	Sustainable Tourism	DSCC	3+0+2	60	40	100	4
BBATT 4.2	World Geography for Tourism-II	DSCC	4+0+0	60	40	100	4
BBATT 4.3	Entrepreneurship Development	DSCC	4+0+0	60	40	100	4
BBATT 4.4	Constitution of India	AECC	2+0+0	30	20	50	2
BBATT 4.5	Introduction to Hospitality Business	O E C	3+0+0	60	40	100	3
BBATT 4.6	Physical Education-Sports	SEC-VB	0+0+2	-	25	25	1
BBATT 4.6	NSS/NCC/Any Other	SEC- VB	0+0+2	-	25	25	1
	<b>Total</b>			<b>390</b>	<b>310</b>	<b>700</b>	<b>25</b>

# **PRACTICALS:**

## **1. Study Tour**

Study Tour to be offered to the students as a compulsory component during the third/fourth semester. The objective of the study tour is to give exposure to the students about various attractions and resources /amenities available at tourist destinations. Students have to submit tour report within 15 days of completion of the tour. A presentation/ viva-voce examination (Internal) on their tour report to be conducted during third/fourth semester and its mark to be considered for internal assessment. Out of the 40 marks per subject allocated for internal assessment, 20 marks (Tour Report- 10 Marks + Presentation/Viva Voce- 10 Marks) per subject shall be allocated for the study tour component in the respective semester/s. The entire process of evaluation shall be conducted internally by the concerned department.

## **2. Internship**

Internship Training shall be a compulsory component for the students of BBA(TT). Each student has to undergo minimum one month industry training in Tourism, Travel and Hospitality Organizations under the guidance/supervision of a faculty advisor at the end of fourth semester. The objective of this is to create an opportunity for the students to gain hands on experience from the various sectors associated to the travel and tourism industry. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business. Students have to submit internship report within 15 days of completion of the training. Internship report should contain the daily log book (signed by industry supervisor and teacher supervisor), Internship Certificate and a detailed report (about the organization, daily progress, training outcome etc.). A presentation/ viva-voce examination (Internal) on their report to be conducted during the fifth semester and its mark to be considered for the internal assessment. Out of the 40 marks per subject allocated for internal assessment, 20 marks (Report- 10 Marks + Presentation/Viva Voce- 10 Marks) per subject shall be allocated for the internship component in the fifth semester. The entire process of evaluation shall be conducted internally by the concerned department.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.1**

**Name of the Course: Air transportation and Airport Operations**

CourseCredits	No.ofHours per Week	TotalNo.of Teaching Hours
4Credits	4Hrs	45Hrs

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Practical's and Book Reviews.

**Course Outcomes: On successful completion of the course, the Students will:**

- a) Understand the air transportation system
- b) Learn about the structure and facilities of airports along with acquitting with the airport operations.
- c) Understand the functions of airport
- d) Understand different facilities at the airport
- e) Know different planning and developmental authorities.

**Module I**

History of air transportation-Early history- evolution till second world war-growth of air transportation after world war- Deregulation and effects- Open sky policy- Mergers and alliance- History of civil aviation in India - public and private sector airlines in India. ICAO-Formation, objectives and activities- Role of AAI and DGCA. IATA and activities, role of IATA in air transportation, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

**Module II**

Air Transportation: Aviation and air transportation- Types of Aviation-Military Aviation-General Aviation and types- Civil Aviation Types- Air transport system- Airports-Aircraft-Aircraft-Air navigation services- Aircrafts parts and types-aircraft manufactures- International regulations- bilateral agreements, Multilateral Agreements and freedoms of air- Chicago and Warsaw conventions.

**Module III**

Airports: Concept and Definition- Functions- Socio-economic Situations- Airport product and consumers- Revenue Sources- Airport Ownership- Structure of a airport- Airside various parts and facilities- Terminal parts and facilities- Landside parts and facilities- Certifications for airports- organization structure and personnel-

**Module IV**

Airport Operations: Ground handling- Deplaning and boarding- Cargo and baggage loading-Turn around operations- Refueling- Power supply-rescue and firefighting-winter operations. Safety and Security Issues-Measures for safety and security in airports.

**Module V**

Passenger handling-Passenger Handling- Departure Procedures- check-in formalities, free baggage allowance- types of baggage-excess baggage allowance- baggage pooling-security check- emigration services-gate handling and boarding-Arrival Procedures- transit passenger handling-emigration activities-baggage claim-missed baggage-customs formalities-red channel and green channel-Baggage handling procedure- Air navigation services- Air cargo operation.

Airport Codes (IATA airport codes of major cities)

**Recommended Practical Activity.**

A visit to an International Airport is recommended during course. The visit should focus to get idea about the facilities in the Airport.

**References**

1. M R Dileep, (2019). Tourism, Transport and Travel Management. Routledge, Oxon:New York: ISBN 978-1-138-55744-4
2. Graham, A., 2014. Managing Airports: An International Perspective, 4th Edn. Oxon: Routledge.
3. Odoni, A, 2009, Airports, in Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (Eds.) The Global Airline Industry, John Wiley & Sons, West Sussex: UK.
4. Page, J.S., 2009, Transport and Tourism: Global Perspectives, Essex: Pearson Education Ltd.
5. Wells, T.A. and Young, S., 2004. Airport: Planning and Management, 5th Edn., McGraw-Hill.
6. Wensveen, G, J., 2016, Air Transport: A Management Perspective, 8th edn., Routledge.Oxon.
7. Wittmer, A. and Bieger, T., 2011, Fundamentals and Structure of Aviation Systems, In Andreas Wittmer, Thomas Bieger and Roland Muller (Eds.), Aviation Systems: Management of the Integrated Aviation Value Chain, New York: Springer.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.2**

**Name of the Course: World Geography for Tourism-I**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4Credits</b>	<b>4Hrs</b>	<b>45Hrs</b>

**Pedagogy:** A combination of Lecture, Destination Analysis, Case Study, Group Discussion, Seminars, Assignments, Videos and Map Markig.

**Course Outcomes: On successful completion of the course:**

**CO1:** Students should be able to remember and locate countries, cities and other geographic features.

**CO2:** Students will develop physical and political perspective of world geography

**CO3:** Study the climate, whether and tourism resources of the world in a regional approach.

**CO4:** Gain knowledge on physical and human geography and tourism characteristics of North America

**CO5:** Understand the physical and human geography and tourism characteristics of South America

**CO6:** Understand the physical and human geography and tourism characteristics Europe

**MODULE I Introduction to Geography** – Meaning and definition, relationship between tourism and geography, elements of Geography — Importance of Geography in Tourism – The world’s climates – climatic elements and tourism - Impact of weather and climate on tourist destinations. **Latitudes & Longitudes** - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World’s continents - destinations on world map.

**MODULE II : Geography of Tourism in North America** - Geography and tourism in North America – Tourism characteristics - major tourism destination and attractions of Canada and United States - Major tourist destination in Mexico and the Caribbean countries.

**MODULE III : Geography of Tourism in South America** - The tourism geography of South America - Division of South American Tourism- the Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil.

**MODULE IV: Geography of Tourism in Europe** - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland

**MODULE V: Geography of Tourism in Scandinavia and Eastern Europe** - North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).

**Assignments:** Field trips to various tourist destinations in India and report submission.

**Skill Development:** Map plotting of popular tourist destinations: North America, South America, and Europe.

**References:**

1. Dawne M. Flammger (1993), Destination: North America.
2. Simon Calder and et al (2014), 48 Hours In... North American Cities.
3. Philip.G. Davidoff (2002), Geography for Tourism.
4. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
5. Lonely Planet – Asia, North America, South America, Europe.
6. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
7. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
8. Husain Masjid,(2003),Indian and World Geography, Rawat Publications, Delhi and Jaipur
9. J. K Chopra, World Geography.
10. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
11. Tim Liffel (2008), the World's Cheapest Destinations- Asia Edition

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.3**

**Name of the Course: Basics of Financial Accounting**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 credits</b>	<b>4 Hrs</b>	<b>45 Hrs</b>

**Pedagogy:** A combination of Lecture, Group Discussion, Seminars, Assignments, Practical's and Book Review

**Course Outcomes:** On successful completion of the course, the students will:

- a) Will be able to understand accounting as an information system;
- b) will be able understand accounting practice for measurement and disclosure of information and financial decision making,
- c) To develop the skills of using accounting equation in processing business transactions;
- d) To develop an understanding about recording of business transactions and preparation of financial statements;
- e) To analyze and interpret published financial information.

**Module 1:- Introduction of Accounting**

Introduction-meaning, definitions, objective, functions and limitations of accounting-Users of accounting information- book keeping and accounting- Accounting Cycle-Basic Accounting Terms-kinds of accounting activities - role of accountants –branches of accounting.

**Module 2:- Accounting Principles**

Meaning and Definition of Accounting Principles –Accounting Concepts-Money Measurement Concept, Separate Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accounting Period Concept, Periodic Matching of Cost and Revenue Concept and Realisation Concept-Accounting Conventions-Conventions of Conservatism- Conventions of Full Disclosure- Conventions of Consistency- Conventions of Materiality.

**Module 3:- Recording of Business Transactions**

Voucher and Transactions: Origin of Transactions – Source documents and Vouchers, Preparation of vouchers-Accounting equation approach – Meaning and Analysis of transactions using accounting equation-Rules of debit and credit-Recording of Transactions-Books of original entry – Journal, Special purpose books - Cash book – Simple, Cashbook with bank column and Petty cashbook - Purchases book, Sales book, Purchases returns book, Sale returns book.

**Module 4:- Ledger Posting, Trail Balance and Negotiable Instruments**

Ledger -Meaning-Definition-Relation between ledger and journal- Rules regarding Posting – Trail balance. Negotiable Instruments- Promissory Note-Bills of Exchange—Cheque-Bills Receivables and Payable Books

## Module 5:- Preparation of Final Accounts

Preparation of Trading Account, Profit & Loss Account and Balance Sheet

### References:

1. Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc.
2. Gupta. R.L.and Radhaswamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi.
3. Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back.  
Nokia.
4. Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts: S. Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi.
6. S N Maheshwari and S K Maheshwari; Financial Accounting
7. Paresh Shah; Basics of Financial accounting for Management

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 3.5**

**Name of the Course: Travel Agency and Tour Operations**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	45Hrs

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion Students will demonstrate**

- a) An understanding of the travel trade business.
- b) An ability to describe the functions travel agency business.
- c) An understanding of the need of travel agency approval and types of travel agency business.
- d) An understanding of tour operation business.
- e) An understanding of the techniques of tour packaging and preparation of tour itinerary.

### Unit I :

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



**Unit II :**

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

**Unit III:**

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

**Unit IV:**

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

**References:**

1. Babu, A Satish, Tourism development in India, APH- New Delhi.
2. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
3. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
5. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.
6. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
7. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
8. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
9. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
10. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 4.1**

**Name of the Course: Sustainable Tourism**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4Hrs</b>	<b>45Hrs</b>

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion Students will:**

**CO1:** Understand the principle of sustainable development and the link with tourism.

**CO2:** Explain and evaluate critical issues and industry trends in contemporary sustainable tourism practice

**CO3:** Develop practical solutions to problems in the field using principles of sustainable tourism management.

**CO4:** Understand the relevance of sustainable tourism planning.

**CO5:** Analyze the conceptual basis on which sustainable tourism is founded.

**MODULE– I Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change.**

**MODULE – II Sustainable Tourism Development: Meaning- Principles – rio earth summit 1992 and Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 – Global Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration on responsible tourism**

**MODULE – III Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio- economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity**

**MODULE – IV Approaches to Sustainable Tourism- Standardization and Certification - Alternative Tourism -Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.**

**MODULE – V Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa**

**References:**

1. Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.

2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, UK.
6. Wahab, S and John J. Pigram, J.J. (1997), Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 4.2**

**Name of the Course: World Geography for Tourism - II**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4Hrs	45Hrs

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion students:**

**CO1:** Students should be able to remember and locate countries, cities and other geographic features.

**CO2:** Students will develop physical and political perspective of world geography

**CO3:** Study climate, weather and tourism resources of Asia, Africa and Australia in a regional approach.

**CO4:** Gain knowledge on physical and human geography and tourism characteristics of North India

**CO5:** Understand the major tourist destinations and tourism characteristics of South India

**MODULE- I Geography of Tourism in Africa and the Middle East** – Geographical features. Tourism in the countries bordering to the Middle East – Mediterranean and Israel, Egypt, Syria – Turkey – Iran – Iraq. The North African Coast – Tunisia – Algeria – Morocco, Characteristics of tourism in Sub Sahara Africa – West Africa – East Africa and Southern part of Africa

**MODULE- II: Geography of Tourism in Asia** -Major Tourism resources of East Asia and South East Asia: – East Asia: Japan – China – Hong Kong – South Korea – South East Asia – Singapore – Indonesia – Malaysia – Thailand – The Philippines – Laos, Vietnam and Cambodia. South Asia and Tourism potential. -Nepal and Bhutan – Sri Lanka – The Maldives Island – Bangladesh, Pakistan and Myanmar.

**MODULE- III Geography and Tourism in Australia** – Tourism Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand’s Tourist Regions. The Pacific Islands.

**MODULE- IV: Major Tourist destinations in India** - Jammu and Kashmir, Himachal Pradesh, Rajasthan, Delhi, Punjab, , Uttar Pradesh, Maharashtra, Goa, Karnataka, Kerala, Andhra Pradesh, Gujarat, Tamil Nadu.

**MODULE- V: Tourism in Developed and Industrialized Countries** - International Tourism in Developed Countries- International tourism in industrialized countries- Trends in International tourism- World and regional tourism trends-international tourist flow-WTO forecast for international tourism.

**Assignments:** Field trips to various tourist destinations in India and report submission.

**Skill Development:** Map plotting of popular tourist destinations: Africa, Middle East, Asia and Australia.

**References:**

1. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth Publications.
2. Hudman, Lloyd and Jackson Richard (1999), Geography of Travel and Tourism, Delmar Publishers.
3. Lonely Planet – Europe, Australia and Africa (Recent)
4. Perlitz, Lee and Elliot, Steven (2001), International Destinations, Prentice Hall Publications.
5. Tour brochures of Thomas Cook, Cox and Kings, Travel Corporation of India etc.
6. Kjell M. Torbiorn, Destination Europe: The Political and Economic Growth of a continent.
7. Tim Leffel, the World's Cheapest Destinations of Europe
8. Chris Dorsey, World's Greatest Wingshooting Destinations: Europe, Africa and Latin America
9. Thomas Preston & Elizabeth Preston, The Double Eagle Guide to 1,000 Great! Western Recreation Destinations Pacific Coast: Pacific Coast: Washington, Oregon, California Double Eagle Guides)
10. Jonathan Grupper, Destination Australia.

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 4.3**

**Name of the Course: Entrepreneurship Development**

<b>CourseCredits</b>	<b>No.ofHours per Week</b>	<b>TotalNo.of Teaching Hours</b>
<b>4Credits</b>	<b>4Hrs</b>	<b>45Hrs</b>

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion of the course, the Students:**

- a) Understand the concept of entrepreneurship
- b) Understand the behavior of an entrepreneur
- c) Know about EDP
- d) To avail different government schemes when starting a business
- e) Prepare a draft proposal to establish a new tourism/hospitality company as an Assignment

**Module I**

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

**Module II**

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

**Module III**

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

**Module IV**

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

**Module V**

Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in Economic Development. Management performance, assessment and control in tourism enterprises. Women Entrepreneurship- Characteristics, Importance, Types an Various Schemes.

**References:**

1. A.K. Rai – Entrepreneurship Development, (Vikas Publishing)

2. Barringer M J - Entrepreneurship (Prentice-Hall, 1999)
3. Couger, C- Creativity and Innovation (IPP, 1999)
4. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
5. Kakkar D N – Entrepreneurship Development (Wiley Dreamtech)
6. Lall & Sahai: Entrepreneurship (Excel Books 2 edition)
7. Nina Jacob, - Creativity in Organizations (Wheeler, 1998)
8. Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
9. R.V. Badi & N.V. Badi - Entrepreneurship (Vrinda Publications, 2nd Edition)
10. Sehgal & Chaturvedi-Entrepreneurship Development (UDH Publishing edition 2013)

**Name of the Program: BBA(Tourism and Travel)**

**Course Code: BBATT 4.5**

**Name of the Course: Introduction to Hospitality Business**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	45Hrs

**Pedagogy:** A combination of Lecture, Case Study, Group Discussion, Seminars, Assignments.

**Course Outcomes: On successful completion Students;**

**CO1:** Students to get a recognized employment in hospitality sector.

**CO2:** Able to manage and operate hospitality segments and prepare them to face the managerial tasks by giving practical exposures

**CO3:** It familiarizes the students about the renaissance and its effects on the hospitality industry

**CO4:** Able to compare the contrast between past and present scenario in tourism and hospitality industry

**CO5:** Creates an aware about the various types of hospitality units in the globe

### **Module I**

The term 'Hotel', evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

### **Module II**

Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: 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. Yield Management: Elements of yield management.

### **Module III**

Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

### **Module IV**

Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations - Hotel Tariff Plans-Types of Guest Rooms.

### **Module V**

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organizations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

### **Recommended Practical Activity**

Visit a star category hotel to get knowledge about functional departments of a star category property (Preferably a 5-star Hotel)

### **References**

1. RK Malhotra - Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker - Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)
3. Dennis. L. Foster - VIP and Introduction to Hospitality (Mc Graw Hill)
4. Michael. L. Kasavana and Richard. M. Brooks - Front Officeprocedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews -Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill - Dynamics of Tourism -Vol. 4 - Tourism and Hotel Management (Anmol Pub. New Delhi)
8. K. Anil Kumar and Shelji Mathew - An Introduction to Hospitality Management (Kalyani Publishers, Ludhiana)
9. Jag Mohan Negi - Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
10. John R Walker Introduction to Hospitality Management - Pearson Education India
11. S Medlik& H Ingram: The business of Hotels Butterworth Heinemann, New Delhi