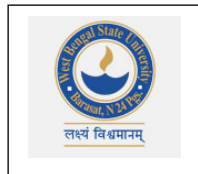


WEST BENGAL STATE UNIVERSITY



Bachelor of Business Administration [B.B.A.] (Hons.) **Courses in Tourism, Aviation & Hospitality**

UNDER THE CHOICE BASED CREDIT SYSTEM (CBCS)
Recommended by the University Grants Commission (UGC)

[to be effective from the Academic Session 2019-20]

**Three year B.B.A. Honours Course [Tourism, Aviation & Hospitality]
Structure of Syllabus under Semester System with CBCS
to be effective from the Academic Session 2019-20**

Sem	Core Course (CC)	Ability Enhancement Core Course (AECC)	Skill Enhancement Course (SEC)	Generic Elective (GE)	Discipline Specific Elective (DSE)	Total
I	2	1		1		4
II	2	1		1		4
III	3		1	1		5
IV	3		1	1		5
V	2				2	4
VI	2				2	4
A. Total Courses	14	2	2	4	4	26
B. Credit per course	6	2	2	6	6	
Total Credits (A x B)	84	4	4	24	24	140

**Three year B.B.A. Honours Course [Tourism, Aviation & Hospitality]
Structure of Syllabus under Semester System with CBCS
to be effective from the Academic Session 2019-20**

Year 1 : Semester 1

Code	Paper	Credit	Remarks
ENVSAEC01T	Environmental Studies	2	Ability Enhancement Compulsory
BTHACOR01T	Principles & Practice of Management	6	Core Discipline
BTHACOR02T	Fundamentals of Tourism Management	6	Core Discipline
	To be taken from any branch of Science/Social Science/Commerce**	6	Elective Course – Generic
		20	

Year 1 : Semester 2

Code	Paper	Credit	Remarks
ENGLSAEC01M/ [MIL]SAEC01M	To be exactly the same as taught by the English/Modern Indian Language Department for other courses	2	Ability Enhancement Compulsory
BTHACOR03T	Financial Accounting	6	Core Discipline
BTHACOR04T	Fundamentals of Aviation and Hospitality	6	Core Discipline
	To be taken from any branch of Science/Social Science/Commerce**	6	Elective Course – Generic
		20	

Year 2 : Semester 3

Code	Paper	Credit	Remarks
BTHACOR05T	Marketing Management & Human Resource Management	6	Core Discipline
BTHACOR06T	Business Legislations & Business Environment	6	Core Discipline
BTHACOR07T	Tourism, Aviation & Hospitality : Products and Services	6	Core Discipline
	To be taken from any branch of Science/Social Science/Commerce**	6	Elective Course – Generic
BTHSSEC01M	Fundamentals of Computer for Tourism, Aviation & Hospitality/ SEC from any related subject with corresponding paper code	2	Skill Enhancement Course
		26	

Year 2 : Semester 4

Code	Paper	Credit	Remarks
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4 | Vide Resolutions taken at U.G. BOS Meeting for B.B.A.(Hons.) Course in Tourism, Aviation & Hospitality, dt. 07.08.2019. and in concurrence with CBCS Guidelines provided by UGC, WBSCHSE and WBSU.

BTHACOR08T	Tourism Marketing	6	Core Discipline
BTHACOR09T	Ticketing and Transportation Management	6	Core Discipline
BTHACOR10T	Customer Relationship Management in Tourism, Aviation & Hospitality	6	Core Discipline
	To be taken from any branch of Science/Social Science/Commerce**	6	Elective Course – Generic
BTHSSEC02M	Field Study and Project/ SEC from any related subject with corresponding paper code	2	Skill Enhancement Course
		26	

**Generic Elective course may be chosen from Food & Nutrition, B.Com or B.B.A.(Hons.) HGEC Courses. But while choosing from any of these syllabi, the relevant subjects offered by these departments are to be followed in toto.

Year 3 : Semester 5

Code	Paper	Credit	Remarks
BTHACOR11T	Different Aspects in Tourism, Aviation & Hospitality : Ecotourism, Medical Tourism, Adventure Tourism	6	Core Discipline
BTHACOR12T	Food Services Management and Applied Nutrition	6	Core Discipline
BTHADSE01T BTHADSE02T BTHADSE03T	Other Indian Language Any Foreign Language Secretarial Practice & Office Procedure [any two to be taken]	6+6	Discipline Specific Elective
		24	

Year 3 : Semester 6

Code	Paper	Credit	Remarks
BTHACOR13T	Business Communication & E-Commerce	6	Core Discipline
BTHACOR14T	Entrepreneurship Development and Small Business in Tourism, Aviation & Hospitality	6	Core Discipline
BTHADSE04T BTHADSE05T BTHADSE06T	Ethics in Tourism, Aviation & Hospitality Soft Skills Management Internship Report (Based on Industry /Govt. Institution/Field Work) & Viva-voce [any two to be taken]	6+6	Discipline Specific Elective
		24	
Grand Total		140	

Year 1 : Semester 1

Principles and Practices of Management

Paper 2 : Semester 1

Paper Code : BTHACOR01T

Full Marks: 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

Credits: 6 [75 Hours]

Unit 1. Introduction

[15 L]*

Management - Concept, Importance, Functions; Management as profession; Management as Science and Art, Universality of management; Levels of management; Managerial tasks and skills. Different Schools of Management Thought: Classical School--- Contributions of Taylor and Fayol; Neo-classical School---Human Relations approach and Behavioural Science approach.

Unit 2. Planning

[05 L]

Concept, Importance, Types, Steps, Barriers to effective planning and remedial measures; Strategic Planning---Concept; Forecasting---Concept, Techniques

Unit 3. Organizing

[15 L]

Concept, Importance, Principles, Departmentation – Need, Basis, Principles; Delegation of Authority - Elements, Steps, Barriers; Centralization and Decentralization of Authority; Span of Management - Concept and determining factors.

Unit 4: Directing and Staffing

[20 L]

Concept of directing, Importance of directing, Leadership: Concepts, Importance, Types, Leadership Traits, Tannenbaum & Schmidt's Model, Blake & Mouton Model, Staffing: Concept & importance

Unit 5. Motivation, Co-ordination and Control

[20 L]

Motivation: Concepts, Importance, McGregor, Maslow and Herzberg theory of motivation, Co-ordination & Control: Concepts, Significance, Principles, Techniques, Steps, Control: Concepts, Importance and tools

Suggested Readings

- ❖ Koontz and Weirich, Essentials of Management, Tata McGraw Hill, New Delhi.
- ❖ Drucker, P F, Management Challenges for the 21st Century, Butterworth, Oxford.
- ❖ Luthans, F, Organizational Behavior, McGraw Hill, New York.
- ❖ Allen, L A, Management and Organisation, Tokyo.
- ❖ Stoner and Freeman, Management, PHI, New Delhi.
- ❖ Griffin, R W, Management, Houghtan Mifflin, Boston.
- ❖ Tripathy, P C, Reddy, P N, Principles of Management, Tata McGraw Hill, New Delhi.
- ❖ Ravichandran, K, Nakkiran, S, Principles of Management, Avinash Paperbacks, Delhi.
- ❖ Jwalkar, Ghanekar & Bhivpathaki, Principles & Practice of Management, Everest Publishing House.

* L = 1 Hour.

Fundamentals of Tourism Management

Paper Code : BTHACOR02T

Full Marks: 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

Credits: 6 [75 Hours]

Unit 1 – Concepts and Significance of Tourism

[15 L]*

Definitions, Tourist, Tourism, Leisure, Recreation, Definitions and Terminology, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel.

Unit 2 – Historical Background of Tourism

[15 L]

Historical Development of Tourism, A historical perspective of travel, The antiquity of travel, Famous travellers, The Industrial revolution and travel, History of transport and its impact on tourism development, History and development of hotels and travel accommodations, travel and tourism through ages, early travels, Renaissance and age of grand tours.

Unit 3 – Tourism Systems, Types and Scope

[30 L]

Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality, Emerging areas of tourism – Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Ideals of Responsible Tourism, Alternate Tourism, International Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory, Tourism System, Mathieson and Wall Model & Leiper’s Model, Stanley Plog’s Model of Destination Preferences, major types and forms of tourism-list/definitions.

Unit 4 – Tourism Organizations and Associations

[15 L]

Role and Functions of International Organizations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), National Tourism Organizations Ministry of Tourism, Govt. Of India, ITDC, State Tourism Departments of Tourism, FHRAI, IH & RA, IATA, TAAI, IATO, UFTAA.

Suggested Readings:

- ❖ Bhatia A.K. (2001), *International Tourism Management*, Sterling Publishers, New Delhi.
- ❖ Sunetra Roday, et al (2009), *Tourism Operations and Management*, Oxford University Press.
- ❖ Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York
- ❖ Ghosh Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.
- ❖ Michael M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*, Van Nostrand Reinhold, New York.

* L = 1 Hour.

Year 1 : Semester 2

Financial Accounting

Paper 2 : Semester 2

Paper Code : BTHACOR03T

Full Marks: 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

Credits: 6 [75 Hours]

Unit	Topic	Details	Hour
1	Introduction	<ul style="list-style-type: none"> • Nature of accounting; Users of accounting information; Qualitative characteristics of accounting information. • Double entry book keeping system – Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses. Accounting Cycle - Recording of transaction: Journal, Ledger and preparation of Trial Balance. <ul style="list-style-type: none"> • Bases of accounting; Cash Basis and Accrual Basis. • Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality, matching and full disclosures. 	10

2	Determination of business income	<ul style="list-style-type: none"> • Revenue recognition: Meaning of revenue; objective; timing of recognition. Recognition of expenses • Inventories: meaning. Significance of inventory valuation. Lower of cost or market rule; Inventory ascertainment and reconciliation. • The nature of depreciation--Accounting concept of depreciation--Factors in the measurement of depreciation--Methods of computing depreciation: Straight Line Method and Diminishing Balance Method; Disposal of depreciable assets; Change in estimate and method of charging depreciation. Accounting for depreciation: Asset-depreciation, Asset-provision. • Reserves and provisions: Meaning; Objective; Types & Accounting. • Capital and revenue expenditures and receipts (general introduction only). • Adjustment and rectification entries 	15
3	Introduction to Accounting Standard	Financial Accounting Standards: Concept, Benefits, Procedure for issuing accounting standards in India. Need for a global standard, IFRS (concept only).	10
	Introduction to Accounting Theory	Concept of accounting theory; Relation with practice; GAAP; Capital – Capital Maintenance concepts; Limitations of Historic Cost accounting; Introduction to Fair Value accounting .	
4	Final accounts of Trading Concern	Preparation of financial statements of sole proprietorship business entities from a trial balance – Manufacturing, Trading, P/L A/c and Balance Sheet.	10
5	Financial statements from Incomplete records and of NPO	Preparation of financial statements: a) from incomplete records b) of non-profit organization	10
6	Accounting for special sales transaction	<ul style="list-style-type: none"> • Consignment: Basic features; Difference with sales. Recording in the books of Consignor – at cost & at invoice price, Valuation of unsold stock; Ordinary commission. Treatment and valuation of abnormal & normal loss. Special commission; Del credere commission (with and without bad debt) – Concept of Consignment Debtors; Recording in the books of Consignee. • Accounting for sale on approval. 	20
	Sectional and Self balancing ledger	<ul style="list-style-type: none"> • Concept of sectional balancing, Self balancing Ledger: advantages; Recording process; preparation of Adjustment accounts. 	

	Insurance claim for loss of stock and for loss of profit	<ul style="list-style-type: none"> • Loss of stock: Physical & ownership concept; Concept of under-insurance and average clause; Computation of claim – with price change; Consideration of unusual selling line; price reduction etc. • Loss of profit: Concept – Insured & uninsured standing charges, GP rate, Short sales and increased cost of working, Average clause and computation of claim (simple problems). 	
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Notes : Relevant Accounting Standards issued by the Institute of Chartered Accountants of India are to be followed.

Suggested Reading

- ❖ Sukla, Grewal, Gupta: Advanced Accountancy Vol. I, S Chand
- ❖ R. L.Gupta & Radheswamy, Advanced Accountancy Vol. I, S. Chand
- ❖ Maheshwari&Maheshwari, Advanced Accountancy Vol. I, Vikash Publishing House Pvt. Ltd.
- ❖ Sehgal & Sehgal, Advanced Accountancy Vol. I, Taxman Publication
- ❖ B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.
- ❖ Hanif & Mukherjee, Financial Accounting, McGraw Hill
- ❖ Frank Wood, Business Accounting Vol 1, Pearson
- ❖ Tulsian, Financial Accounting, Pearson
- ❖ Accounting Standards issued by ICAI

FUNDAMENTALS OF AVIATION AND HOSPITALITY

Paper 3 : Semester 2

Paper Code : BTHACOR04T

Full Marks: 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

Credits: 6 [75 Hours]

Unit – 1: Principles of Aviation The Evolution of Aviation, Growth Drivers, Issues & Challenges; IATA, ICAO, National Aviation Authorities & Role of State and Central Governments, Airports Authority of India, Agencies(India & International), Aviation Law, Freedoms of Air & Civil Aviation Conventions;

[20 L]*

Unit – 2: Airport Fundamentals Functional Layout of an Airport, Ground Handling & types of Airports, Civil, Military, Training, Domestic/International, Passenger/Cargo Terminals; IATA Airline & Airport Codes, Aviation Abbreviations, National & International Airlines, Types of Aircrafts.

[20 L]

Unit – 3: Airport Operations & Airline Terminal Management; Flight Information Counter/Reservation and Ticketing – Check In/Issue of Boarding Pass – Customs, Security hold area and Immigration Formalities, Coordinator, Security Clearance.

[20 L]

Unit – 4: Hospitality Introduction to Hospitality Industry & Organisation Structures; Accommodation Operations, Front Office & Guest Rooms Collection and Study of Hotel Brochures and Tariff; Classification of Hotels, Hotel Chains Associations & Types of Rooms.

[20 L]

Unit – 5: Accommodation Operations Introduction to the Accommodation Operations, Front Office & Guest Rooms; Introduction to Housekeeping, Cleaning Agents and Equipments; Use of Cleaning Equipments, Agents, Dusting, Cleaning Methods in Housekeeping, Bed Making, Cleaning Guest Rooms, Bathrooms, Arranging Maids Trolley, Room Supplies, Flower Management and Pest Control.

[20 L]

Suggested Readings:

- The Principles and Practice of International Aviation Law (English), 2014, Gabriel S. Sanchez Brian F. Havel.
- Airport Management – World Class & Beyond Paperback – 2010 by P.C.K. Ravindran.
- Civil Aircraft: 300 of the World’s Greatest Civil Aircraft (Expert Guide Series)
- Aviation Hospitality Management by Ravi Sharma.
- Academic Dictionary of Civil Aviation by R.K.C. Shekar.
- Hotel Housekeeping Operations and Management, Second Edition, 2011 by G. Raghubalan & Smritee Raghubalan.

* L = 1 Hour.

Year 2 : Semester 3

MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

Paper 1 : Semester 3

Subject Code : BTHACOR05T

Total No. of Credits - 6

Full Marks 75

[Internal Assessment: 25 Marks Semester End Examination: 50 Marks]

Total Credits: 6 [90 Hours]

TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Module: I – Marketing Management (3 Credit)

Unit – 1: Introduction to Marketing Management

[15 L]*

Marketing Management: Definition, Nature & Importance. Distinction between selling & marketing. Traditional & Modern Concept of marketing. Concept of Marketing Environment: Micro & Macro environment of marketing. Marketing Mix: Concept & Elements. Consumer Behaviour: Meaning, Nature & Importance. Consumer decision making Process. Market Segmentation: Concept, Definition & Importance. Bases of Market segmentation. Factors determining Market Segmentation.

Unit – 2 : Product & Pricing

[12 L]

Product: Meaning & importance, Classification, Product Mix. Product life Cycle: Definition, Stages, Marketing Strategies in each stage. New product Development Process. Concept & Importance of Branding, Packaging, labeling. Price & Pricing: Concept & importance, Pricing methods & policies. Factors to be considered in pricing of a product.

Unit – 3 : Physical Distribution & Promotion

[13 L]

Distribution Channels: Meaning and Importance, Types of Distribution Channel. Factors determining choice of Distribution Channel. Promotion: Meaning & Importance, Promotion Mix-Elements. Concepts of Advertising, Salesmanship, Sales promotion & Publicity. Functions of advertising, essential qualities of Good salesmen.

Suggested readings:

- Kotler & Keller, Marketing Management, Pearson.
- Venugopal, P., Marketing Management, Sage.
- Bhagwati, Pillai, Marketing Management, S.Chand .
- Ramaswamy and Namakumari, Marketing Management, McMillan.

- Dr Pranam Dhar, Monalisa Maity & Bidhan Baidya, Fundamentals of Marketing Management & Human Resource Management, International Publishing House.
- Sushil Mukherjee & Kallol Saha, Marketing Management & Human Resource Management, B.B. Kundu Grandsons.

Module : II Human Resource management (HRM) (3 credit)

Unit – 4 : Fundamentals of HRM

[15 L]

Meaning and concept of HRM. Evolution & Developments of HRM (in brief). Nature, objectives, importance, scope and functions of HRM, Job Analysis – Definition, Human resource planning- Definition, features, objectives and needs. Levels of Human resource planning. Process of Human resource planning in an organization.

Unit – 5 : Acquisition & Development of Human Resource

[10 L]

Recruitment of Human resources – Sources (internal & external) Advantages and disadvantages of internal and external sources of recruitment. Selection of Human resources – Definition, concept , significance and steps involved in selection process. Needs, objectives, and benefits of Training and Development. Difference between training and education. Different Training methods, their comparative advantages and disadvantages. A brief idea of staff welfare programmes and fringe benefits.

Unit – 6 : Maintenance of Human Resource

[10 L]

Job evaluation- Definition, Objectives, procedures and advantages. Job Analysis- Definition, uses , process, purpose methods and aspects (Job description & Job specification).

Performance Appraisal - Meaning, objectives, methods of appraisal (brief concept of all traditional and modern methods along with their advantages and disadvantages). Potential Appraisal – objectives and requirements, Remuneration System.

Industrial Relations- definition features & objectives, Factors influencing industrial relations. Conditions for sound industrial relations. Importance of industrial relations. Systems approach to industrial relations.

Suggested Readings :

- Prof. A. K. Ghosh: Human Resource Management (with cases) : Manas Publications.
- Dr. P. Dhar, M. Maity & B. Baidya : Fundamentals of Marketing & Human Resource Management: International Publishing House.
- Sushil Mukherjee & Kallol Saha, Marketing Management & Human Resource Management, B.B. Kundu Grandsons
- C. B. Matoria & S. V. Gankar: Human Resource Management : McGraw Hill
- V.S.P. Rao : Human Resource Management : (Excel Books)
- P. Subba Rao: Essentials of Human Resource Management and Industrial Relations- Text Cases and Games : Himalaya Publishing House
- Michael Armstrong : A Hand Book of Human Resource Management : Kogan Page Ltd.
- M. S. Saiyadin: Human Resource Management : Tata McGraw Hill
- Gary Dressler : Human Resource Management : Prentice Hall
- DeCenzo Robbins: Personnel/Human Resource Management: Prentice Hall.
- K. Aswathappa, Human Resource Management, Himalaya Publishing House.

* L = 1 Hour.

BUSINESS LEGISLATIONS & BUSINESS ENVIRONMENT

Paper 2 : Semester 3

Subject Code : BTHACOR06T

Total No. of Credits - 06

Full Marks 75

[Internal Assessment: 25 Marks Semester End Examination: 50 Marks]

TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit	Topic	Details	Hours
1	The Indian Contract Act, 1872	a) Contract – meaning, characteristics and kinds, Essentials of a valid contract b) Offer and acceptance (Definition, Rules, Communication and Revocation of offer and acceptance) c) Consideration (Definition, Elements, Types, Rules), “No Consideration No Contract” and its exceptions; Capacity to Parties (Definition and Types) d) Consent, Free consent, Coercion, Undue Influence, Fraud, Misrepresentation, Mistake e) Legality of objects and Consideration f) Void and Voidable agreements – Definition, Types and Distinction g) Discharge of a contract – Modes of discharge, Breach and Remedies against breach of contract h) Specific Contracts - Contingent contracts, Quasi, Contract of Indemnity, Guarantee, Bailment, Pledges	20 L
2	The Sales of goods Act, 1930	a) Contract of sale, meaning and difference between sale and agreement to sell b) Conditions and warranties c) Transfer of ownership in goods including sale by a non-owner d) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer	10 L
3	<u>The Partnership Laws</u> 3A. The Partnership Act, 1932	a. Definition – Partner, Partnership b) Nature and Characteristics of Partnership c) Types of Partners d) Registration of a Partnership Firms and consequences of non-registration e) Rights and Duties of Partners f) Dissolution of firms – meaning and grounds	10 L
	3B. The Limited Partnership Act, 2008	a) Definition b) Salient Features of LLP c) Advantages and disadvantages of LLP d) Differences between: LLP and Partnership, LLP and Company e) Incorporation of LLP	10 L
4	The Negotiable Instrument Act, 1881	a) Definition, Features, Types, Parties of Negotiable Instruments: Promissory Note, bill of exchange, Cheque (Definition and Types) b) Endorsement: Types of Endorsement c) Holder and Holder in Due Course, Privileges of Holder in Due Course. d) Dishonour of Negotiable Instruments: Modes,	20 L

		Consequences, Notice of Dishonour; Noting and Protesting e) Discharge of Negotiable Instruments: Meaning and Modes	
5	The Consumers Protection Act, 1986	a) Objectives and features of Consumers Protection Act b) Definitions – Complainant, Complaint, Consumer, Consumer Dispute, Defect, Deficiency, District Forum, Person c) Unfair trade practices d) Consumer Protection Council (Central, State and District – their constitutions and objectives) e) Consumer Dispute Redressal Agencies: Composition and jurisdiction of District forum, State Commission and National Commission	10 L
6	Electronic Commerce Act, 1998	a) Definitions: Computer, Electronic signature, Internet, Information. b) Formation and Validity of Electronic Contracts (e-contracts) (Section 15) c) Effectiveness between parties (Section 16)	10 L
			90 L**

**** including 15 hours for tutorial.**

Notes : If any new provision is enacted in place of the existing provisions, the syllabus will accordingly include such new provisions in place of existing provisions with effect from such date as prescribed West Bengal State University. Similarly if any existing provision becomes redundant due to changes, it will be left out of the syllabus)

Suggested Readings

Tulsian & Tulsian, Business Laws, S.Chand Kapoor N.D., Business Laws, Sultan Chand
Das S.K. & Roy P., Business Regulatory Framework, OUP Gulsan S.S., Business Laws, Excel Books
Roychowdhury, Bhattacharjee & Datta, Business Regulatory Framework, Elegant Publishers. Bhadra, Satpati and Mitra, Ainer Ruprekha (Bengali Version), Dishari.

*** L = 1 Hour.**

Tourism, Aviation & Hospitality : Products & Services

Paper 3 : Semester 3

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTHACOR07T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

UNIT I [15 L]*
Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, Asian landscapes, Environmental thought and environmentalism, Colonialism and environmental change.

UNIT II [15 L]
The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

UNIT III [15 L]
Defining national and regional culture, Rediscovering Religion, Tradition and Myth, Language, Literature and state, Unity in diversity

UNIT IV [15 L]
Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement.

UNIT V [15 L]
Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

UNIT VI [15 L]
Cultural Heritage Sites of India, Related Regulations, Policy and Steps taken by the Government for the protection and conservation of the Cultural Heritages of India, Policy Implications, Cultural Tourism, Beach Festivals, Carnivals, Fests, related issues.

Suggested Readings:

- Arnold, David and Ramachandra Guha, eds. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford University Press, 2001. Mahesh Rangarajan&K. Sivaramakrishnan, eds. India's Environmental History vol.I&II. Permanent Black 2012.
- Burke III, Edmund, and Kenneth Pomeranz, eds. The Environment and World History. Berkeley: University of California Press, 2009.
- Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006. Geertz, Clifford.. The Interpretation of Cultures. New York,1997.
- Barbara T. Hoffman, Art and cultural heritage: law, policy, and practice, Cambridge University Press, 2006.

* L = 1 Hour.

Fundamentals of Computer for Tourism, Aviation & Hospitality

Paper 4 : Semester 3

Core Discipline Course

Total Number of Credits : 2

COURSE CODE : BBAASEC01M

Total Marks : 25

Internal Assessment: 15 marks

Semester-end Examinations: 10 marks

[TOTAL CLASS HOURS : 45 [LECTURE HOURS 15 & PRACTICAL HOURS 30]

Unit I **[05 L]***
Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

Unit II **[05 L]**
Components of Computers: Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

Unit III **[15 L]**
Operating System: Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit IV **[10 L]**
Introduction to Networks and Internet: Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

Unit V **[25 L]**
Office Applications: Meaning and applications of word processing, **MS-Word** – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.
MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.
MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.

Notes : The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

Suggested Readings

- Absolute Beginner's Guide to Computer Basics by Michael Miller
- Fundamental of Computers by Akash Saxena, Kratika Gupta
- Fundamentals of Information Technology, Alexis and Mathew
- Computers Today, Donald H. Sanders.
- Basic Financial Accounting, J.R. Monga
- Computer Fundamentals, P.K. Sinha

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Time: 60 Minutes Practical 20 Maximum

Marks: 15

Practical

Maximum Marks : 15

Question No.	Description of Question	Marks	Time Allowed
1	Lab Testing of various concepts of MS	15	60 minutes

	Word, PPT and Excel as mentioned in Unit V	
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- Note 1. There will be no internal assessment in Practical component of this Paper.
 2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.
 3. Hard Copy of evaluation sheet and question paper will be given to examinees And they will produce soft copy as answer sheet for evaluation.

* L = 1 Hour.

Year 2 : Semester 4

Tourism Marketing

Paper 1 : Semester 4

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTHACOR08T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[30 L]*

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases, Market Research-methods, research problem areas, marketing research in the tourism industry, Tourism life cycle.

Unit II

[30 L]

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit III

[30 L]

Destination Planning and Product Diversification, Destination, Marketing, Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing, Complementary Marketing, Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

Suggested Readings:

- Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.
- Brigs, Susan, Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.
- Middleton, Victor T.C Marketing in Travel and Tourism, Oxford, 1994
- Brunt, Paul, Market Research in Travel and Tourism, Butterworth Heinemaun, 1997.
- Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)

- Namakumari and Rama Swami- Marketing Management.

Ticketing and Transportation Management

Paper 2 : Semester 4

Total Number of Credits : 6

COURSE CODE : BTHACOR09T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I [20 L]*

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.

Unit II [10 L]

Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector

Unit III [20 L]

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

Unit IV [20 L]

Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passengers needing special attention.

Unit V [20 L]

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

Suggested Readings:

Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, NewDelhi,

OAG, Consultant, IATA, Geneva

Air Tariff Book

Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub,

USA R. Doganis, 'Airport Business'

K. Sikdar, All you wanted to know about airlines

functions Journal of Air Transport Management by

Elsevier Science

Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002.

* L = 1 Hour.

Customer Relationship Management in Tourism, Aviation & Hospitality

Paper 3 : Semester 4

Total Number of Credits : 6

COURSE CODE : BTHACOR10T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I: Introduction: Overview of Relationship Marketing – CRM and Relationship Marketing – Definition of CRM – Elements and History of CRM – Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – Using Customer touch points – Deciding who should lead the CRM Functions. [15 H]*

Unit II: Strategy and Organization of CRM: CRM processes and systems – Dynamics of Customer Supplier Relationships – CRM strategy – The relationship oriented organization – Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM. [15 L]*

Unit III: Analytical CRM: Relationship data management – Prospect Database – Data analysis, Data Warehouse and data mining – Segmentation and selection – Analysis of Customer Relationship Technologies – Reporting results – setting evaluation criteria for the appropriate CRM package. [15 L]

Unit IV: CRM Subsystems: Contact Management, Campaign Management, Sales Force Automation Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Customer Ecosystem – Vendor Selection – Implementation Strategy. [15 L]

Unit V: Operational CRM: CRM Planning – Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy – Call centre management, Internet and website, Direct mail – Applications in various industries – in manufacturing, banking hospitality and telecom sectors – Best Practices in Marketing Technology – Indian Scenario. [15 L]

Suggested Readings:

- Customer Relationship Management – Peelen, Ed. Pearson
- The CRM Handbook – D. Jill Pearson
- CRM, A strategic Imperative in the World of eBusiness – Brown, Stanley
- CRM (Emerging Concepts, Tools & Applications) – Sheth, Jagdish N.
- Marketing Research – Harper Boyd & Ralph Westfall
- Consumer Behaviour – Schiffman

* L = 1 Hour.

Field Study and Project
Paper 4 : Semester 4
Skill Enhancement Course
Total Number of Credits : 2
COURSE CODE : BTHASEC02M
Total Marks : 25

Internal Assessment: 15 marks
Semester-end Examinations: 10 marks

Unit – 1 : Real Field Study [1 Credit]

Topics for the Project Work : Students have to select a topic related to any aspect of Tourism interest. The following are the areas from which the candidate may choose a topic.

1. Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented.
2. Abodes of Worship: a) Hindu Temples b) Mosques c) Churches
3. Religious Institutions
4. Fine Arts
5. Architecture
6. Monuments
7. Museums/Art Galleries/ Sanctuaries
8. Dams/lakes/ Water Falls
9. Picnic Spots and Hill Stations
10. Culinary Arts
11. Fairs and Festivals
12. Flora and Fauna
13. Accommodation Sector
14. Transportation Sector
15. Promotional Activities

Unit – 2 : Viva-Voce [1 Credit]

[Based on the Field Study Report submitted]

Year 3 : Semester 5

**Different Aspects in Tourism, Aviation & Hospitality :
Ecotourism, Medical Tourism, Adventure Tourism**

Paper 1 : Semester 5

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTHACOR11T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I: Medical and Food Tourism

3 CREDIT

1. Medical and Wellness Tourism:

- **Concept,** Nature and Scope of Medical Tourism in India
- Rise of Medical Tourism in India
- Hospitality industry and Medical Tourism
- Regulatory laws, Ethical issues for Medical Tourism and Travel formalities

- Indian health care therapy and medicine - drug treatments, ayurveda, yoga, naturopathy, homoeopathy and spa
- Major Indian Destinations for medical tourism
- Medical Tourism in Multi-Specialty Hospitals in India
- Potential impact of Medical Tourism on the health workforce and health systems in India

2. Food tourism:

- Concept and definition and different aspects
- Economic impact of food tourism on tourism industry,
- the role of food and tourism in regional development.
- Culinary tourism

Unit II: Ecotourism, Adventure Tourism and Heritage Tourism
CREDIT

3

1. Ecotourism:

- **Concept:** Environment and tourism, Evolution and characteristics of ecotourism, Impact of tourism on environment;
- National and State level ecotourism guidelines
- Various acts and laws Tourism bill of rights and code for environment responsible tourism
- World Ecotourism Summit,
- Sustainable Ecotourism – prospects and problems

2. Adventure Tourism:

- Definition, Scope and Nature of adventure tourism in India
- Types of adventure tourism: air, water and land based
- Challenges of adventure tourism in India,
- Problems and issues relevant to the adventure travel and tourism industry in India
- Socio-Cultural, economic and environmental impacts of adventure tourism
- Marketing and promotional strategies for adventure tourism
- Sports tourism,

3. Heritage Tourism:

- Heritage; Types of Heritage;
- Indian Culture: Concept and its essential Features; Fundamentals of Indian Culture
- Culture and tourism relationship with special reference to India •
- Organisation of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD;
- Heritage of National importance- UNSECO World Heritage Sites in India.
- Indian Architecture;
- Sustainable tourism in tribal areas;
- Dances and Music of India: -- Classical Dances and Music of India •
- Major Fairs and festivals of India and their significance for tourism.

Food Services Management and Applied Nutrition
Paper 2 : Semester 5
Core Discipline Course
Total Number of Credits : 6
COURSE CODE : BTHACOR12T
Total Marks : 75
Internal Assessment: 25 marks
Semester-end Examinations: 50 marks
[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I: Food Services Management: 3 CREDIT

- 1. Introduction to Catering Industry**
Types of catering, types of service, food production and food service basics.
- 2. Health and hygiene**
Significance of hygiene for food handlers, types of food contamination, prevention of food contamination in catering industries, HACCP.
- 3. Design and Infrastructure**
Design and Layout of Hospital kitchen, hostel kitchen and other institutional kitchen, importance of selecting correct equipment, procedure of equipment maintenance, safety in handling equipment.
- 4. Menu Planning**
Planning of nutritionally balanced meals
Factors affecting meal planning
Critical evaluation of few meals served at the Institutes/Hotels based on the principle of meal planning.
Calculation of nutritive value of dishes/meals.
- 5. Mass Food Production**
Effect of cooking on nutritive value of food
- 6. Newer Trends In Food Service Industry In Relevance To Nutrition And Health**
Need for introducing nutritionally balanced and health specific meals
Critical evaluation of fast foods
New products being launched in the market (nutritional evaluation)

Unit II: Applied Nutrition: 3 CREDIT

- 1. Basic Aspects**
Definition of the terms Health, Nutrition and Nutrients
Importance of Food – (Physiological, Psychological and Social function of food) in maintaining good health
Definition of Energy and Units of its measurement (Kcal)
Energy contribution from macronutrients (Carbohydrates, Proteins and Fat)
Factors affecting energy requirements
Concept of BMR, SDA,
Dietary sources of energy

Concept of energy balance and the health hazards associated with Underweight, Overweight

2. Nutrient recommendation and dietary guidelines.

Nutritive values of different food stuffs such as rice, pulse, meat, fish, egg, vegetables and fruits etc. Recommended Daily Allowances (RDA)- its need, application and drawbacks. Dietary guidelines for Indians, Reference man and woman.

3. Basic concept about Proximate principles and Protective principles of foods

Carbohydrate, Protein, Lipid, Vitamins and Mineral:
Definition, structure (brief idea) , classification, sources and function, daily requirements, physical and chemical properties(brief idea)

4. Nutritional management for different categories of customers:

Infants, Individuals in special physiological conditions: Pregnancy and Lactation and Geriatric population
Basics of physiological changes and nutritional requirements of infancy, pregnancy, lactation and elderly.

5. Water

Dietary Sources (visible, invisible)
Functions Role of water in maintaining health (water balance)of water:

6. Balanced Diet

RDA for various nutrients – age,
Importance of balanced diet ,
Definition, gender, physiological state

Other Indian Language

Paper 3 : Semester 5

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTHADSE01T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

[To be prepared by the Language Department]

Any Foreign Language

Paper 4 : Semester 5

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTHADSE02T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

[To be prepared by the Language Department]

Secretarial Practice & Office Procedure

Paper 5 : Semester 5

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTHADSE03T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

UNIT I INTRODUCTION TO SECRETARIAL PRACTICE [15 L]*

Meaning, Importance, Types and Duties, Changing Profile of a Secretary, Qualifications and Personal Qualities of a Secretary, Personality Development, Time Management – Meaning and Importance, Stress Management.

UNIT II: HANDLING THE MAIL [10 L]

Meaning and Types of Mail, Handling of Incoming Mail 2.3 Handling of Outgoing Mail 2.4 Handling of Electronic Mail, Mail Room Equipment, Postal Services.

UNIT III: FILING AND INDEXING [15 L]

Filing- Meaning, Importance and Essentials, Classification of Filing – Alphabetical, numerical, geographical, subject, chronological, Methods of Filing – Horizontal and Vertical, E-filing, Weeding Out or Destruction of Old Records, Indexing – Meaning, Importance and Types, Filing Procedure.

UNIT IV: ARRANGING MEETINGS [20 L]

Meeting- meaning, importance, and types of meetings, Requisites of a Valid Meeting, Notice of a Meeting, Agenda of a Meeting, Quorum of a Meeting, Chairman of a Meeting, Motions and Resolutions, Adjournment of a Meeting, Minutes of a Meeting, Secretarial Duties relating to meetings, Terms relating to Meetings.

UNIT V: TRAVEL ARRANGEMENTS [10 L]

Modes of Travel, How to make railway reservation, Air Travel, E-Ticket and Paper Tickets, Travel Agencies, Hotel Reservation, Itinerary, Organizing Travel, Tour Advance and Tour Claim, Overseas Travel Arrangements.

UNIT VI: BANKING SERVICES [05 L]

Services provided by Bank, Terms used in Banking Transaction.

Suggested Readings:

- Chhabra, T.N., Modern Business Organisation, New Delhi, Dhanpat Rai & Sons.
- Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi.
- P.K. Ghosh, “Office Management”, Sultan Chand & Sons. New Delhi
- R.K. Chopra, Office Management, Himalaya Publishing House

Year 4 : Semester 6

BUSINESS COMMUNICATION & E-COMMERCE

Paper 1 : Semester 6

Subject Code : BTHACOR13T

Total No. of Credits - 06

Full Marks 75

[Internal Assessment: 25 Marks Semester-End Examination: 50 Marks]

TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit	Detailed	Hours
	Module I	
	Business Communication	
1.	Introduction Definition, objectives, importance, elements, process, forms, models, principles of effective communication, barriers to communication and remedial measures.	8
2.	Types of Communication Formal and informal communication, Grapevine, Characteristics of corporate communication, Characteristics of corporate communication, Communication network	08
3.	Tools of Communication Emergence of communication technology, Modern Forms of communication, Fax, Email, Video Conferencing	08
4.	Drafting Notice, Circular, Resolution & Minutes, Report, CV writing, Business letter writing- Offer letter, Quotation, Status enquiry, Confirmation, Execution, Refusal and cancellation of order, Recommendation, Credit collection, Claim, Bank loan	21
	Module II	
	E-Commerce	
5.	Introduction E-Commerce-meaning, nature, concepts, types, Advantages of E-commerce; forces behind e-commerce, e-governance [meaning, types, significance, and real life examples].	10
6.	E-commerce business models Concept, Type: Business to Consumer (B to C), Business to Business (B to B), Business to Government (B to G), Consumer to Consumer (C to C), Consumer to Business (C to B)	10
7.	Digital Payment Methods of e-payments [Debit Card, Credit Card, Smart Cards, e-Money], electronic or digital wallet, digital signature (procedures, working and legal provisions), payment gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking [meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting], risks involved in e-payments.	20
8.	New Trends in E-Commerce Social Commerce-concept, definition, features; Digital Marketing-definition, objectives, methods, limitations; Advertisement in Social Media-objectives, advantages and disadvantages, procedures	05
	Total Lecture Hours	90**

**** including 15 hours for tutorial.**

Suggested readings

- Anjanee, S. & Bhavana Adhikari, *Business Communication*, TMH
- Chaturvedi & Chaturvedi, *Business Communication : Concepts, Cases and Applications*, Pearson M.K.Shegal & Vandana Khetarpal, Business Communication, Excel Books
- Dhar, Maity and Baidya, *Fundamentals of Business Communication & E-commerce*; International Publishing House, Kolkata; May, 2018.
- R.K.Madhukar, *Business Communication*, Vikash Publishing House Pvt. Ltd.
- Rao, Kumar & Bindu, *Business Communication*, Cengage Khanna, Puja, Business Communication, Vikash Raman & Sharma, Technical Communication, Oxford Lesikar, Flatley et al, Business Communication, McGraw Hill
- T. Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
- Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, *E-Commerce: Fundamentals and Applications*, Wiley.
- Laudon, *E-Commerce*, Pearson Education India
- Schneider G., *E-Business*, Cengage
- Bhaskar, B., *E-Commerce*, McGraw Hill

**Entrepreneurship Development and Small Business in
Tourism, Aviation & Hospitality**

Paper 2 : Semester 6

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTHACOR14T

Total Marks : 75

Internal Assessment: 25 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[20 L]*

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit II

[20 L]

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalisation of management of small business in India.

Unit III

[20 L]

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance,

technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV [10 L]

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V [20 L]

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Suggested Readings

- Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
- Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
- Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. McGraw Hill.
- Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
- Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited
- Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi, Anmol Publications.
- Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
- SIDBI Reports on Small Scale Industries Sector.
- Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.

* L = 1 Hour.

Ethics in Tourism, Aviation & Hospitality
Paper 3 : Semester 6
Subject Code : BTHADSE04T
Total No. of Credits - 6

Full Marks 75

[Internal Assessment: 25 Marks Semester-End Examination: 50 Marks]

TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]

Module I :Business Ethics

Internal Assessment: 12.5 marks, Semester-end Examinations: 25 marks

Unit1: Introduction

[15 L]*

Nature of business ethics; ethics and morality; ethics versus law; Kohlberg's six stages of moral development; teleological approach; deontological approach;

Unit 2 : Social Aspects of Business Ethics

[15 L]

Stakeholder theory; stakeholder mapping; ethical leadership; ethical leadership styles; traits of an ethical leader;

Unit 3: Managing Ethical Dilemmas

[15 L]

Meaning and nature of ethical dilemma; characteristics of ethical dilemmas; the dilemma resolution process; common ethical dilemma in finance, marketing and HRM

Module II

Corporate Governance

Internal Assessment: 12.5 marks, Semester-end Examinations: 25 marks

Unit 1: Framework of Corporate Governance in India

[15 L]

Meaning; American, European, Japanese and Indian models of corporate governance; corporate boards and its powers, responsibilities; board committees and their functions; shareholders grievance committee; investors relation committee; risk management committee; audit committee; corporate governance reforms in the Companies Act, 2013

Unit 2: Major Corporate Scandals in India and Whistle-blowing policy

[15 L]

Case study of few Corporate Scams in India – Satyam Computers, Kingfisher Group, Punjab National Bank; The Concept of Whistle-blowing policy; types of whistleblowers; the whistle-blower legislation across countries; recent developments in India

Unit 3: Corporate Social Responsibility (CSR)

[15 L]

Concept of CSR, Corporate Philanthropy; Relationship of CSR with Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013

Suggested Readings

- Fernando, A.C., Business Ethics: An Indian Perspective, Pearson Education
- Murthy, C.V.S., Business Ethics – Text and Cases, Himalaya Publishing House
- Fernando, A.C., Corporate Governance: Principles, Policies and Practices, Pearson Education
- Bajpai, G.N., The Essential Book of Corporate Governance, Sage
- ICSI, Study Material of Professional Programme, Module 2, Paper 6, Ethics, Governance and Sustainability.

* L = 1 Lecture Hour.

Soft Skills Management

Paper 4 : Semester 6

Subject Code : BTHADSE05T

Total No. of Credits - 6

Full Marks 75

[Internal Assessment: 25 Marks Semester-End Examination: 50 Marks]

TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]

Unit I: Soft Skills

[15 L]

1. Positive Attitude
2. Body Language
3. SWOT/SWOC Analysis
4. Emotional Intelligence
5. Netiquette

Unit II: Paragraph Writing

[10 L]

1. Paragraph Structure
2. Development of Ideas

Unit III: Paraphrasing and Summarizing

[15 L]

1. Elements of Effective Paraphrasing
2. Techniques for Paraphrasing
3. What Makes a Good Summary?
4. Stages of Summarizing

Unit IV: Letter Writing

[10 L]

1. Letter Writing (Formal and Informal)
2. E-correspondence
3. Resume and CV
4. Cover Letter

Unit V: Listening Skills

[10 L]

1. The Importance of Listening
2. Types of Listening
3. Barriers/Obstacles to Effective Listening
4. Strategies for Effective Listening

Unit VI: Reading Skills

[15 L]

1. Skimming
2. Scanning
3. Intensive Reading and Extensive Reading
4. Comprehension

Suggested Readings

- Sethi, J., and P.V. Dhamija (1999) A Course in Phonetics and Spoken English New Delhi: Prentice-Hall of India
- Daniel Jones (2011) English Pronouncing Dictionary (18th Edition) Ed.
- Peter Roach, Jane Setter, and John Esling Quirk, Randolph and Sydney

- Greenbaum (1973) A University Grammar of English. Harlow: Longman. Chapters 2, 3, and 7 White,
- Goodith (2010) Listening (Resource Book for Teachers). Oxford University Press
- Nageshwar Rao and Rajendra P. Das (2009) Communication Skills. Mumbai: Himalaya Publishing House
- Burton, S.H. (1983) Mastering English Language. The Macmillan Press Limited Chapter 3: Comprehension
- Grellet, Françoise (2007) Developing Reading Skills. Cambridge University Press
- Roberts, Rachael, Joanne Gakonga, and Andrew Preshous (2004) IELTS Foundation: Student's Book. Oxford: Macmillan Education Roberts,
- Rachael, Joanne Gakonga, and Andrew Preshous (2004) IELTS Foundation: Study Skills. Oxford: Macmillan Education.

* L = 1 Lecture Hour.

**Internship Report (Based on Industry /Govt.
Institution/Field Work)
& Viva-voce
Paper 5 : Semester 6
Core Discipline Course
Total Number of Credits : 6
COURSE CODE : BTHADSE06T
Total Marks : 75
Internal Assessment: 25 marks
Semester-end Examinations: 50 marks**

Objectives: to provide basic and hand on understanding of the industry.

Note:

Each student of this Honours Course shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 75 marks, where Dissertation/Project will carry 25 Marks and the Grand Viva-voce Examination, on the basis of Dissertation/Project submitted, including presentation, if any, will carry 50 Marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the Fourth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.