



**Avinashilingam Institute for Home Science and Higher Education for Women**

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

**School of Commerce and Management**

**Bachelor of Business Administration (TOURISM) 2025 Batch**

**Programme Outcomes (POs)**

On completion of the course, the students will be able to

1. Apply knowledge of Management, Research, Information Technology and Entrepreneurship for designing and establishing businesses.
2. Research and analyse theories and practices of management to identify the opportunities and problems, leverage diversity and adapt to changes.
3. Design processes, strategies and systems that meet regulatory, economic, safety and environmental norms.
4. Identify and establish innovative business formats, operations and strategies to meet the dynamic social, technological, environmental and global scenario.
5. Manage business practices to create measurable results that meet the objectives and contemporary challenges.
6. Exhibit decision making competencies, business etiquette and interpersonal skills as leaders and team members.
7. Demonstrate proficiency in communications and strategic thinking to meet cross-cultural diversity, global business needs and sustainability.
8. Demonstrate logical and critical thinking techniques for decision making.
9. Identify and abide by the regulatory standards, ethical practices and values for better corporate governance and citizenship.
10. Apply the acquired talents for Career, Entrepreneurship and Lifelong Learning.

**Programme Specific Outcomes (PSOs)**

By the end of the programme, the learners will be able to

1. Exhibit the Knowledge gained on concepts and phenomena of Travel and Tourism Industry
2. Develop professional skills and competencies to face contemporary challenges in Tourism and Hospitality Industry
3. Apply the obtained employability and entrepreneurial skills in Tourism and allied sectors

**Scheme of Instruction & Examinations**  
(for students admitted from 2025-2026 and onwards)

**Bachelor of Business Administration (TOURISM)**

Part	Subject Code	Name of paper/Component	Hours of instruction/week [L+T+P]	Scheme Examination				
				Duration of exam	CI A	CE	Total	Credit
	First Semester							
I	23BLT001/ 23BLH001/ 23BLF001	தமிழ் பொதுத்தாள் I – இக்காலா இலக்கியம் Prose and Non Detailed Texts/French I	2+0+0	3	50	50	100	2
II	23BAEEC1	Ability Enhancement Compulsory Course English for Communication	4+0+0	3	50	50	100	4
III	Discipline Specific Core Courses							
	25BTOC01	Principles and Practices of Management	3+0+2	3	50	50	100	4
	25BTOC02	Tourism Principles and Practices	3+0+2	3	50	50	100	4
	25BTOC03	Business Economics	3+0+2	3	50	50	100	4
	25BTOC04	Tourism Resources	2+0+4	3	50	50	100	4
IV	Skill Enhancement Courses							
	23BVBNC1/ 23BVBNS1/ 23BVBSP1	Value Based Courses Elective I- NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
	25BTOPD1	Professional Development Course (PDC) Business Etiquette	2+0+0		100	-	100	Remarks
		Games-Practical	1		-	-	-	
		Total	30					26/23
	Second Semester							
I	23BLT002/ 23BLH002/ 23BLF002	பொதுத்தமிழ்தாள் II – அறிஇலக்கியம்/Grammar, Translation and General Essay/French II	2+0+0	3	50	50	100	2
I	25BLABC1	Ability Enhancement Compulsory Course Business Communication I	1+0+2	3	50	50	100	2

II	25BAEES1	<b>Ability Enhancement Compulsory Course</b> Environmental Studies	4+0+0	3	50	50	100	4
III	<b>Discipline Specific Core Courses</b>							
	25BTOC05	Computer Applications in Tourism	2+0+4	3	50	50	100	4
	25BTOC06	Indian Cultural Heritage (Eco Tour / Field Visits/Industrial Visits)	3+0+2	3	50	50	100	4
	25BTOC07	Organizational Behaviour	3+1+0	3	50	50	100	4
	25BTOC08	Travel Agency and Tour Operations Management	2+0+2	3	50	50	100	3
IV	<b>Skill Enhancement Courses</b>							
	23BVBNC2/	<b>Value Based Courses Elective I-</b>						
	23BVBNS2/ 23BVBSP2	NCC/NSS/Sports	3/2/2	2	60	40	100	4/1/1
	25BTOPD2	<b>Professional Development Course(PDC)</b> Indian Economy	1+0+0		100	-	100	Remarks
		Games-Practical	1		-	-	-	
		<b>Total</b>	<b>30</b>					<b>27/24</b>
<b>Internship during summer vacation(4 weeks)</b>								
<b>Third Semester</b>								
I	23BLT003/ 23BLH003/ 23BLF003	<b>பொதுத்தமிழ்தாள் III – சமயஇலக்கியம்</b> /Ancient and Modern Poetry/French III	2+0+0	3	50	50	100	2
I	25BLABC2	<b>Ability Enhancement Compulsory Course</b> Business Communication II	1+0+2					2
III	<b>Discipline Specific Core Courses</b>							
	25BTOC09	Financial Accounting with Tally	2+0+4	3	50	50	100	4
	25BTOC10	Destination Management	2+0+4	3	50	50	100	4
<b>Discipline Specific Elective Courses [DSE-I]</b> (Select any one course)								
	25BTODE1A	Catering Management	3+0+2	3	50	50	100	4
	25BTODE1B	World Cultural Heritage						
	25BTODE1C	Creativity and Innovation						
	25BTODE1D	Corporate Governance						
III	<b>Skill Enhancement Elective Course –I</b> (Select one electives/course of the optional groups)							
	25BTOSE1A	<b>Option A: Travel and Aviation Management</b> Airport Functions and Formalities	2+0+2	3	50	50	100	3
	25BTOSE1B	<b>Option B: Business Management</b> Business Organisation and Ethics						
	25BTOSE1C	<b>Option C: Hotel Operations Management</b> Front Office Management						

III	<b>Skill Enhancement Compulsory Course – I</b>							
	25BTOSEC1	Internship			75	25	100	4
IV	<b>Skill Enhancement Courses</b>							
	23BSBCS1	<b>Skill Based Compulsory Course-I</b> Communication Skill	0+0+4	3	50	50	100	2
IV	23BVBNC3/ 23BVBNS3/ 23BVBSP3	<b>Value Based Courses Elective I-</b> NCC/NSS/Sports	2	2	60	40	100	4/1/1
IV		<b>Value Based Courses Elective II</b>	2				100	2
IV	25BTOPD3	<b>Professional Development Course (PDC)</b> Research Methodology for Service Industry	2+2+0		100	-	100	Remarks
		<b>Total</b>	<b>30</b>					<b>31/28</b>
	<b>Fourth Semester</b>							
I	23BLT004/  23BLH004/ 23BLF004	<b>பொதுத்தமிழ்தாள் IV –</b> <b>சங்கஇலக்கியம்</b> <b>Introduction to Functional Hindi</b> <b>and Journalism/</b> <b>French IV</b>	2+0+0	3	50	50	100	2
III	<b>Discipline Specific Core Courses</b>							
	25BTOC11	International Business Management	3+0+2	3	50	50	100	4
	25BTOC12	Marketing Management	3+0+2	3	50	50	100	4
	25BTOC13	Tourism Geography	3+0+2	3	50	50	100	4
III	<b>Discipline Specific Elective Courses [DSE-III]</b> (Select anyone course)							
	25BTODE2A	Event Tourism	3+0+2	3	50	50	100	4
	25BTODE2B	Project Management						
	25BTODE2C	Mind Management						
	25BTODE2D	General Insurance						
III	<b>Skill Enhancement Elective Course-II</b> (Choose the same elective opted)							
	25BTOSE2A	<b>Option A: Travel and Aviation Management</b> Itinerary Planning and Costing	2+0+2	3	50	50	100	3
	25BTOSE2B	<b>Option B: Business Management</b> Advertising and Personal Selling						
	25BTOSE2C	<b>Option C: Hotel Operations Management</b> House Keeping Management						
IV	23BVBNC4/ 23BVBNS4/ 23BVBSP4	<b>Value Based Courses Elective I-</b> NCC/NSS/Sports	2	2	60	40	100	4/1/1
IV		<b>Value Based Courses Elective III</b>						2
IV	<b>Skill Enhancement Courses</b>							
	23BSBSS1	<b>Skill Based Compulsory Course-II</b> Soft Skill	0+0+4	3	50	50	100	2
IV	25BTOPD4	<b>Professional Development Course (PDC)</b>	2+0+2		100	-	100	Remarks

		Digital Marketing						
		<b>Total</b>	<b>30</b>					<b>29/26</b>
	<b>Internship/Capstone project during summer vacation (4 weeks)</b>							
	<b>Fifth Semester</b>							
II	<b>Multi Disciplinary Elective / Generic Elective(MDE – I /GEC - I)</b>							
	23BENGE2A/ 23BENGE2B/ 23BENGE2C/ 23BENGE2D	Introduction to Literature/British Literature/ Modern Indian Literature/New Literatures in English	5+1+0	3	50	50	100	6
III	<b>Discipline Specific Core Courses</b>							
	25BTOC14	Entrepreneurship Development	3+1+0	3	50	50	100	4
	25BTOC15	Human Resource Management	3+0+2	3	50	50	100	4
	25BTOC16	Business Statistics	3+0+2	3	50	50	100	4
III	<b>Discipline Specific Elective Courses [DSE-III] (Select anyone course)</b>							
	25BTODE3A	Transport Management	3+1+0	3	50	50	100	4
	25BTODE3B	Business Ethics and Human Values						
	25BTODE3C	Industrial Relations and Labour Laws						
	25BTODE3D	Goods and Service Tax						
III	<b>Skill Enhancement Compulsory Course II</b>							
	25BTOSEC2	Project			75	25	100	4
III	<b>Skill Enhancement Elective Course –III (Choose the same elective opted)</b>							
	25BTOSE3A	<b>Option A: Travel and Aviation Management</b> Air Fare Construction	2+0+2	3	50	50	100	3
	25BTOSE3B	<b>Option B: Business Management</b> Business Data Analytics						
	25BTOSE3C	<b>Option C: Hotel Operations Management</b> Food and Beverage Services						
IV	23BVBNC5/ 23BVBNS5/ 23BVBSP5	<b>Value Based Courses Elective I -</b> NCC/NSS/Sports	2	2	60	40	100	4/1/1
IV	25BTOPD5	<b>Professional Development Course (PDC)</b> Personality Development and Team Building	2+0+0		100	-	100	Remarks
		<b>Total</b>	<b>30</b>					<b>33/30</b>
	<b>Sixth Semester</b>							
II	<b>Multi Disciplinary Elective / Generic Elective(MDE-II /GEC - II){Choose course offered by other Departments}</b>		5+1+0	3	50	50	100	6
III	<b>Discipline Specific Core Courses</b>							
	25BTOC17	Sustainable Tourism and Disaster Management ( Eco	4+0+2	3	50	50	100	5

		Tour / Field Visits / Industrial Visits)						
	25BTOC18	Hospitality Management	2+0+4	3	50	50	100	4
III	<b>Discipline Specific Elective Course[DSE-IV]</b> (Select any one course)							
	25BTODE4A	E-Tourism	3+0+2	3	50	50	100	4
	25BTODE4B	Recreation and Adventure Tourism						
	25BTODE4C	Financial Literacy						
	25BTODE4D	Consumer Affairs						
III	<b>Skill Enhancement Elective Course –IV</b> (Choose the same elective opted)							
	25BTOSE4A	<b>Option A:Travel and Aviation Management</b> Air Ticketing and CRS	2+0+2	3	50	50	100	3
	25BTOSE4B	<b>Option B:Business Management</b> Management Accounting						
	25BTOSE4C	<b>Option C: Hotel Operations Management</b> Food Production Management						
IV	23BVBNC6/ 23BVBNS6/ 23BVBSP6	<b>Value Based Courses Elective I-</b> NCC/NSS/Sports	2	2	60	40	100	4/1/1
IV	25BTOPD6	<b>Professional Development Course(PDC)</b> Logical Reasoning and General Aptitude	2+1+0		100	-	100	Remarks
		<b>Total</b>	<b>30</b>				<b>Total</b>	<b>26/23</b>
		<b>Grand Total</b>						<b>172/154</b>

➤ **Ability Enhancement Compulsory Courses:**

- English for Communication
- Environmental Studies
- Business Communication I
- Business Communication II

➤ **Skill Enhancement courses**, are Skill Based and / or Value Based which are aimed at providing hands on training, competencies, skills etc. and may be opted by the students from the electives offered by the departments or from SWAYAM MOOCs/NPTEL.

**Skill Enhancement courses offered to Tourism Management Students**

S.No	Skill Enhancement courses (II,IV,V,VI)	Semester	Hours of Instruction	Credit/ Course
1.	<ul style="list-style-type: none"> <li>• 25BTOSE1A-Airport Functions and Formalities</li> <li>• 25BTOSE1B-Business Organization and Ethics</li> <li>• 25BTOSE1C-Front Office Management</li> </ul>	3	4/2+4	2
2.	<ul style="list-style-type: none"> <li>• 25BTOSE2A- Itinerary Planning and Costing</li> <li>• 25BTOSE2B-Digital Marketing</li> <li>• 25BTOSE2C-House Keeping Management</li> </ul>	4	4/2+4	2

• Value Based Courses- Elective I

Value Based Courses Elective I	Subject Code	Semester	No of .Credits
NCC/	23BVBNC1-6/	1-6	24Credits
NSS/	23BVBNS1-6/		6Credits
Sports	23BVBSP1-6		6Credits

• Value Based Courses- Elective II/III offered by Tourism department

Value Based Courses Elective II/III	Subject Code	Semester	Hours of Instruction	Credit/ Course
Airline and Cargo Management	25BTOVB1	3	2Hrs	2
Indian Culture and Spirituality	25BTOVB2	4	2Hrs	2

- **Discipline Specific Elective Courses** should be related to their own core which may be from SWAYAM MOOCs/NPTEL

S. No.	DSE Courses	Semester	Hours of Instruction	Credits
			Theory+ Practical/ Theory+ Tutorial	
1.	• 25BTODE1A- Catering Management	3	3+2	4
2.	• 25BTODE1B-WorldCulturalHeritage			
3.	• 25BTODE1C- Creativity and Innovation			
4.	• 25BTODE1D-Corporate Governance			
5.	• 25BTODE2A-Event Tourism	4	3+2	4
6.	• 25BTODE2B-Project Management			
7.	• 25BTODE2C- Mind Management			
8.	• 25BTODE2D-General Insurance			
9.	• 25BTODE3A-Transport Management	5	3+1	4
10.	• 25BTODE3B-Business Ethics and Human Values			
11.	• 25BTODE3C-Industrial Relations and Labour Laws			
12.	• 25BTODE3D- Goods and Service Tax	6	3+2	4
13.	• 25BTODE4A- E-Tourism			
14.	• 25BTODE4B- Recreation and Adventure Tourism			
15.	• 25BTODE4C- Financial Literacy			
16.	• 25BTODE4D-ConsumerAffairs			

- **Multi Disciplinary Elective /Generic Elective Courses** offered for other disciplines/departments

- A Core Course offered in a Discipline / Subject may be offered as a Generic Elective for other departments.

S. No.	Multi Disciplinary / Generic Elective Courses	Semester	Hours of Instruction	Credits
			Theory+ Practical/ Theory+ Tutorial	
1.	25BTOGE1–Travel Formalities and Airport Handling	1,3,4,6	5+1	6
2.	25BTOGE2– Services Marketing			
3.	25BTOGE3 – Event Management			

#### Total credits to earn the degree

1. Part I Components- 8credits (Languages)
2. Part II Components 24 credits (Ability Enhancement compulsory courses –12credits and Multidisciplinary Elective Courses–12 credits)
3. Part III components - 108 credits (Discipline Specific Core Courses – 72 Credits, Discipline Specific Elective Course-16 credits , Skill Enhancement compulsory course- 8 Credits and Skill Enhancement Elective Courses –12 Credits)
4. Part IV Components – 32/14 (– Skill based Courses – 4 credits, Value based courses Elective I (NCC/NSS/Sports) – 24/6/6, Value based Elective Courses II& III –4credits)
5. Minimum One Course should be from SWAYAM MOOCs/NPTEL.

# One to 4 Courses may be from SWAYAM MOOCs/NPTEL for Credit Transfer in DSE /Generic Elective.

#### Professional Development Courses

Each of the Professional Development Courses is evaluated based on Assignment/Activity: 5 numbers and each carry 20Marks, totaling 100Marks. The marks secured by the students out of 100 are converted into remarks, as follows:

#### Criteria for Remarks for Professional Development Courses

Range of Marks	Remarks
90– 100	Excellent
75– 89	Very Good
60– 74	Good
40– 59	Fair
Less than40	Not Completed



## Principles and Practices of Management

Semester: I

Hours of Instruction/Week:5 L:3,T:0,P: 2

25BTOC01

No. of Credits:4

### Course Objectives:

1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To learn the key concepts team dynamics, and strategic management concepts to make effective decisions and drive sustainable business success.

### Unit I: Introduction to Management

9

Definition, nature, significance, principles and levels of management, management and administration, role of managers and managerial skills; Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.

### Unit II: Planning, Organizing

9

Nature, Importance and Purpose of planning in management, Types of plans ; Planning process and technique Decision-making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures, Authority, responsibility, and delegation.

### Unit III: Staffing and Controlling

9

Nature and Importance of staffing – Process of selection and recruitment, Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management. Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE

### Unit IV: Leading, Directing

9

Meaning and nature, process of directing, Leadership theories traits-Leadership styles, Motivation-meaning, process, theories and practices -Maslow, Herzberg two factor, McGregor's theory x & theory y, Hawthorne effect. Communication meaning and importance in management, Team building and group dynamics

### Unit V: Strategic Management, Ethics and Social Responsibility

9

Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices

**Total Hours:45**

### List of Practicals :

- 1.Role play activity for describing the various levels of Management and the ways the Principles of Management are used in defining the policies of the chosen organisation.
2. Participate in simulation activity wherein each learner is asked to prepare plans with respect to increasing the effectiveness in their respective organisation.
- 3.Role play activity on Recruitment process where the process of Recruitment of particular organization can be depicted.
4. Participate in simulation activity wherein learners are asked to draft roles and responsibilities of members in the chosen organization.
- 5.Participants can create a SWOT analysis related to the field of interest.

**Total Hours:30**

### Text Books:

- 1.Prasad L. M., *Principles and Practice of management*(2019),Sultanchand& Sons Ltd. New Delhi.
- 2.Pilla R.S.N & Kala S., *Principles and Practice of management*(2013) S chand& company
- 3.Principles of management – K.N.NatarajanK.P.Ganesan –Himalayas Printing House

### Reference Books:

- 1.Weihrich Heinz and Koontz Harold - *Management: A Global and Entrepreneurial Perspective* (Mc Graw Hill, 12th Edition 2008).
- 2.Principles of Management, C.B.Gupta, Sultan Chand & Sons, New Delhi.

### Course Outcomes:

- 1.Knowledge on Management Concepts for organization Practices.
- 2.Analyze on the planning activity and enhance their decision making ability, personality, attitudes, beliefs, values, learning, emotions.
3. Apply the concepts of organization structure, recruitment, training and development.
4. Understanding of motivational theories and leadership styles.
- 5.Ability to incorporate the various management strategies and frame CSR.

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	M	M	M	H	H	H	H	M
CO2	H	M	M	H	H	M	M	M	M	M	M	H	M
CO3	M	H	M	H	H	H	H	H	M	L	H	H	M
CO4	H	M	M	H	H	M	H	H	L	H	H	M	M
CO5	H	M	H	H	H	M	H	H	M	H	H	M	M

**High-H, Medium-M, Low- L**

## Tourism Principles and Practices

Semester I  
25BTOC02

Hours of Instruction/Week 5-L:3,T:0,P:2  
No of Credits:4

### Course Objectives:

1. To impart the principles of tourism business.
2. To inculcate Knowledge on early tourist attractions and future tourism.
3. To provide insights on tourism distribution process and Tourism organizations.

### Unit I: Tourism in perceptives

Tourism – Definition, concepts, components, importance, benefits, types, GIT/FIT, Basic approaches to the study of tourism, economic impact on tourism, environmental impact on tourism, socio-cultural impact on tourism, future of tourism. Interdisciplinary approaches to tourism

9

### Unit II: Tourism through Ages

Early Beginning, Early Tourist Attractions, Early transportation, Early accommodation, Chronology of travel, History of travel, early economic references, Future tourism-political and Economic Challenges.- Factors affecting growth and development of International and national Tourism; Concept of Push and Pull factors in Tourism; Impacts of Industrialization and Technological Advancements on tourism industry.

9

### Unit III: World National Regional Organizations

International Organizations: UNWTO/IATA, WTTC, PATA, ICAO-National Organizations: ITDC, IATO, TAAI, FHARI-Regional organizations-state and community organizations.

9

### Unit IV: Tourism Distribution Process

The Tourism System-Demand and Supply, Components of Supply, Services-Attractions, Transportations, promotions, External Factors, Tourism Distribution Channel- Suppliers, Tour Wholesalers, Travel Agents, Specialty Channels.

9

### Unit V: Tourism Planning

Tourism Planning, Nature of Tourism Planning, Tourism Policy, Planning Process, Goals of Tourism development, Tourism planning Scales, Planning for Tourism Destinations- Objectives, Methods, Steps and Factors. Tourism planning approaches and techniques, levels of tourism planning, Role of Government in Tourism in India.

9

**Total Hours:45**

### List of practical's:

1. Visit a local tourist destination (historical site, eco-tourism site, cultural heritage site)
2. Design a tour package that includes transport, accommodation, and sightseeing
3. Identify and categorize different types of tourism (eco-tourism, cultural tourism, medical tourism, etc.)
4. Role Play as a Travel Consultant and Customer
5. Examine the economic, socio-cultural and environmental impacts of tourism.

**Total Hours:30**

**Text Books:**

1. John Fletcher (2018), *Tourism Principles and practices*, 6th Edition, Pearson Education.
2. Charlers R. Goeldner & J.R. Brent Ritchie (2013), *Tourism Principles, Practices & Philosophies*, 12<sup>th</sup> Edition, Wiley publications.

**Reference Books:**

1. Stephen J. Page and Joanne Connell (2020), *Modern Synthesis of Tourism*, 5<sup>th</sup> edition.
2. J. Christopher Holloway (2016), *The Business Tourism*, Pearson education, 10<sup>th</sup> edition.
3. John Swar brooke and Susan Horner (2016), *Business Travel and Tourism*, Routledge Publication.

**Course Outcomes:**

1. Remember the concepts and dynamics of tourism businesses and its various impacts and prospects.
2. Knowledge on early tourism through ages.
3. Understand the various distribution process.
4. Comprehend the functions of various organizations involved in tourism
5. Analyze various tourism planning strategies and policies

**CO-PO Mapping:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	M	L	M	M	H	M	H	H	H	M	H	H	H
CO2	H	M	M	M	M	M	M	L	H	H	H	H	H
CO3	M	M	M	M	H	M	H	M	H	M	M	H	H
CO4	H	M	M	M	M	M	M	M	M	H	H	M	II
CO5	M	M	L	M	H	H	M	M	M	H	H	H	H

High-H, Medium-M, Low-L

## Business Economics

Semester I  
25BTOC03

Hours of Instruction/week: 5 L: 3, T: 0, P: 2  
No. of Credits 4

### Course Objectives:

- To understand the approaches to economic analysis
- To study the concept of demand and supply in business
- To understand consumer behaviour and pricing policy

### Unit – I Introduction to Economics

8

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost — Concept of Efficiency- Business Cycle:- Theory, Inflation, Depression, Recession, Recovery, Reflation and Deflation.

### Unit – II Demand & Supply Functions

10

Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting - Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.

### Unit – III Consumer Behaviour

10

Consumer Behaviour – Meaning, Concepts and Features – Law of Diminishing Marginal Utility Equi-Marginal Utility – Cardinal and Ordinal concepts of Utility - Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties – Consumer's Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods - Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.

### Unit IV: Theory of Production

8

Concept of Production - Production Functions: Linear and Non – Linear Homogeneous Production Functions - Law of Variable Proportion – Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale – Economies of Scale – Internal and External Economies .

### Unit V: Market Structure

9

Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives and importance Pricing Policy, Pricing Methods and Objectives – Price Determination under Monopoly, kinds of Monopoly, Determination of Price in Monopoly – Monopolistic Competition – Price Discrimination, Equilibrium of Firm in Monopolistic Competition–Oligopoly – Meaning – features, —Kinked Demand Curve

**Total Hours: 45**

### List of Practical's:

1. Discussion on Cyclical Trends in Business.
2. Prepare report on Production of Function in Economics.
3. Prepare a report on how individuals and small companies make choices regarding the allocation and utilization of resources-Case study analysis.

**Total Hours: 30**

**Text Books:**

- 1.H.L. Ahuja, Business Economics–Micro & Macro - Sultan Chand & Sons, New Delhi.
- 2.C.M. Chaudhary, Business Economics-RBSA Publishers - Jaipur-03.
- 3.T.P Jain, Business Economics, Global Publication Pvt. Ltd, Chennai.

**Reference Books:**

- 1.S.Shankaran, Business Economics-Margham Publications, Chennai.
- 2.P.L.Mehta, Managerial Economics–Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.
- 3.Peter Mitchelson and Andrew Mann, Economics for Business-Thomas Nelson Australia.

**Course Outcomes:**

- 1.Gained Knowledge of Scarcity and efficiency.
2. Determine the Various Methods of Demand and supply.
3. Assess the concept of consumer behaviour.
4. Understand the economic environment of business.
5. Gained knowledge on various Market Structure.

**CO-PO Mapping**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	L	M	M	L	H	H	H	M
CO2	H	M	M	H	H	H	L	M	L	L	M	H	M
CO3	M	M	M	H	L	M	H	H	H	M	H	H	M
CO4	H	L	M	H	H	L	H	H	L	L	H	M	H
CO5	H	H	L	H	H	L	H	H	L	M	H	M	L

**High-H, Medium-M, Low- L**

## **Tourism Resources**

**Semester I**  
**25BTOC04**

**Hours of Instruction/Week:4 L:2 T:0,P:4**  
**No of Credits:4**

### **Course Objectives:**

- 1.To impart the knowledge on different tourism resources
- 2.To provide insights on natural & cultural resources.
- 3.To inculcate the uniqueness of tourism products of India.

### **UnitI: Introduction to Tourism Resources**

**5**

Tourism Resources – Definition, Classifications, Natural, Manmade - Tourism Product - Definition, Concept, Nature, Characteristic, Uniqueness, Types, Natural, Manmade, Symbiotic, event, Site based tourism products.

### **UnitII: Natural Tourism Resources**

**8**

Mountains - Hill stations: Kullu& Manali, Shimla, Nainital, Panchmarahi, Mahabaleswar, Coorg, Waynad,Munnar, Ooty, Kodiakanal, Darjeeling, Gangtok, Shillong – Waterfalls - Flora & Fauna – Wildlife Sanctuaries: Manas Wildlife Sanctuary - National Parks: Corbett National Park, Kaziranga National Park -Biosphere Reserves: Nilgiri Biosphere Reserve – Zoos - Botanical Gardens - Coastal Regions & Islands –Beaches: Baga Beach, Radha Nagar Beach, Kovalam, Marina Beach.

### **UnitIII: Manmade Tourism Resources**

**7**

Pilgrimage sites: Rameshwaram, Varanasi, Badrinath & Kedarnath, Puri, Dwaraka, Bodh Gaya,Shravanabelagola, Dilwara, Juma Masjid, Haji Ali, Ajmeer, Golden Temple Gurudwara, Basilica Bom Jesus, Velankanni Church, Kochi Jews Church - Architectural sites – Monuments: Tajmahal, Qutab Minar,Ajanta Caves - Palaces: Udaivilas Palace, Hawa Mahal, Mysore Palace –Forts: Red fort, Mehrangarh Fort, Chittorgarh Fort,Amber Fort .

### **UnitIV: Socio-Cultural Resources**

**5**

Festivals in India: National Festivals, Regional Festivals, Religious Festivals - Fairs : Social, Religious,Commercial Fairs of Touristic Significance - Indian Food & Drinks - Performing art of India: Classical Dances, Folk Dances - Music of India- Carnatic style, North Indian Music, Musical instruments - Handicrafts- textiles, clay works, stone works, woodworks - Paintings- Medieval, Modern Paintings – Souvenirs.

### **UnitV: Modern Tourism Products**

**5**

Niche Tourism, Medical Tourism, Wellness Tourism, Spiritual Tourism, Adventure Tourism, Camping Tourism, Sports Tourism, MICE Tourism, Culinary & Wine Tourism, Film Tourism, Volunteer Tourism, Agri Tourism, Rural Tourism, Tribal Tourism, Dark Tourism.

**Total Hours:30**

**List of Practical's:**

- 1.Familiarize with the Tourism Resources, Distinguish between resources and products
- 2.Visit to Natural sites: Hill stations/ Waterfalls/ Lakes/ Zoos/ Botanical Gardens/ National Parks
- 3.Visit to Religious centers/ historical/ Archeological sites/ Monuments / Museums
- 4.Participate / Facilitate any festivals
- 5.Participate / Facilitate to Fairs /Exhibitions / Expos

**Total Hours:60****Text Books:**

- 1.S.P.Gupta, & Krishna Lal(2016),Cultural Tourism in India, D.K. Print World Pvt Ltd.
- 2.Jacob,R. (2012), Indian Tourism Products, Abhijeet Publications, Delhi.

**Reference Books :**

- 1.Anurag Mathur (2016) Indian Tourism: Tourist Places of India.
- 2.Prof. Dr. Harald Pechlaner& Prof. Dr. Egon Smeral (2015), Leisure and Tourism, Springer International Publications.
- 3.Singhanian N (2015), Indian Art and Culture, Mc Graw Hill Education.

**Course Outcome:**

1. Comprehend various types of tourism resources.
2. Identify diverse natural resources of India.
3. Differentiate socio-cultural resources of India.
4. Apply the obtained knowledge on landmarks of India
5. Analyze the knowledge gained on modern and indigenous tourism resources.

**CO-PO Mapping**

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	L	M	M	L	L	H	H	M
CO2	H	L	M	H	H	L	M	M	L	L	M	H	M
CO3	M	L	M	H	H	L	H	H	L	L	H	H	M
CO4	H	L	M	H	H	L	H	H	L	L	H	M	L
CO5	H	L	L	H	H	L	H	H	L	L	H	M	L



**Professional Development Course(PDC)  
Business Etiquette**

**Semester: I  
25BTOPD1**

**Hours of Instruction/week:2**

**Course Objectives:**

1. To provide knowledge on concepts of business etiquettes.
2. To inculcate entrepreneur skills among the learners.
3. To obtain insights on different aspects of International, customs, cultural taboos and practices.

**Unit I: Introduction to Business Etiquettes**

**5**

Business Etiquette: Meaning, concept-characteristics-Importance- Rules of Business Etiquette -Types of Business Etiquette, elements-classification of etiquette.

**Unit II: Types of Business Etiquettes**

**7**

Work etiquette, Applying titles and forms of address, remembering name in written format- Telephone etiquette, speaking and listening on the phone- Net etiquette, Email etiquette, Chat Etiquette, Table manner and meal, Table setting, Practice proper table manner approach, posture, ordering, passing and adding, Dress etiquette-Grooming for men, authoritative, classic suits for professional appearance, Grooming for Women- clothing. Verbal and Nonverbal aspects of interview point of view.

**Unit III: Oratory Skills:**

**8**

Meaning- Steps in preparation skills, group discussion, panel discussion, key note starts with Welcome address and ends with vote of thanks. Presentation Skills: Meaning and role of presenter, Types of presentation skills, Factors to remember in role of moderator art of conducting sessions. Resource person: Meaning, Quality profile, Utilization of guidelines in resource person, presentation of sessions, forming groups, Ice breaks, group name and time management.

**Unit IV: Professionalism**

**5**

Work etiquette- Rules of business and professional etiquettes, Professionalism- Definition, Overview, Attributes of professionalism, Meaning, Concepts, Qualities of professionalism in business etiquettes, Meeting -Common rules of meeting etiquettes, social media Etiquette- Do's and Don'ts of Business etiquettes, Golden rules of good customer service etiquette.

**Unit V: Global Manner**

**5**

Global Manners -Business meetings, Importance of awareness of international customs, cultural taboos and practices, traveling etiquette, business etiquette in ASIA, USA, Europe, Africa, Middle East, Latin America.

**Total Hours 30**

**TextBooks:**

1. Taxmanns(2022), *Business SucessionPlans*, CARavi, Mamodiya.
2. RajeshSrivastava(2021), *The new rules of business get a head or get left behind*, PenguinPublications.

**ReferenceBooks:**

1. TomButler -Bowdon(2018), *50 The greatest books in business classics*, NicholarBrealergPublishing.
2. Pravindurai(2015), *Principles of management*, Pearson Education India.
3. FlorenceHartley(2019), *The ladies Book of Etiquette and Manual of Politeness*”, Publisher Lector House.

**Course Outcomes:**

1. Remember the concepts to business etiquettes.
2. Knowledge on various types of business etiquettes and verbal and non verbal aspects of interview.
3. Apply the essentials of oratory, presentation, resources skills.
4. Relate the rules of business of professionalism and social media etiquettes.
5. Evaluateonthe globalmanner,Internationalcustoms, cultural taboos and practices.

**CO-PO Mapping:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	M	H	H	M	M	L	M	H	H
CO2	H	H	H	H	M	II	II	II	L	M	II	II	M
CO3	M	M	M	H	M	H	H	H	H	L	H	H	H
CO4	H	M	M	M	H	H	H	H	H	H	M	H	H
CO5	H	H	M	H	H	H	H	H	H	H	H	H	H

**High-H, Medium-M Low-L**

## Business Communication I

**Semester II**  
**25BLABC1**

**Hours of Instruction/Week:3 –L:1,T:0,P:2**  
**No.ofCredits:2**

### Course objective

1. To obtain skills in reading writing, comprehension, and communication in business field, especially using electronic media.
2. To enable appropriate grammatical constructions and vocabulary to communicate effectively.
3. Ability to prepare effective business correspondence and documentations.

### Unit I: Introduction

3

Business Communication - Nature, Process and Importance; Types of Communication : Verbal and Non – Verbal, Written Communication and Oral Communication - Communication Process - Features of Effective Communication - Communication Barriers: Linguistic, Psychology, Interpersonal,Cultural and Physical - Organisational Group Discussion, Initiating a Discussion, Sharing Opinionsand Views, Polite Ways of Agreeing and Disagreeing Voicing Agreements and Disagreements,Closing a Discussion - Interpersonal Communication, Decision Making, Leadership Skills and Negotiation Skills

### Unit II: Business Correspondence

3

Letter Writing, Notices, Sales Letter, Claims and Adjustment Letter, Notices and Social Correspondence - Meeting Agenda – Memorandum - Office Memo- Minutes of Meeting - Job Application Writing and Resume Writing.

### Unit III: Report Writing

3

Objectives and Importance of Report Writing, Types of Reports - Report Formats - Types of Report Writing-Process of Report Writing:Use of Pictures, Charts, and Tables inthe Report -Citation Styles and Rules.

### Unit IV: Business Language and Presentation

3

Business Language: Importance, Business Vocabulary - Oral Presentation: Importance, Characteristics and Plan - PowerPoint Presentation: Style and Visual Aids.

### UnitV: Technology and Business Communication

3

Technology in Business Communication: Role, Effects and Advantages - E-Mail, Text Messaging, Instant Messaging - Modern Technologies: Video Conferencing and Social Networking - Strategic Importance of E-Communication.

**TotalHours:15**

### List of Practical:

- 1.Interview employees of an Organisation to find out communication issues and challenges at work place. 3
- 2.Document the vocabularies used in business correspondence. 3
- 3.Draft application letters, Resume,Biodata and Curriculum Vitae for employment 3
- 4.Prepare trade correspondence: Draft Complaints from customers and suitable reply from relating to adjustments, collection letters to debtors, circular business letters and sales letters. 3
- 5.Draft Bank correspondence letters- customers requisition to open a bank account,applying for loan/OD, bank guarantee etc., 3

6. Group Discussion on any topics like: Policy of Globalization, E-Commerce, Business Process Outsourcing, Privatisation, Foreign Direct Investment(FDI), Industry 4.0 etc., 3
7. Prepare the correspondence of company secretary to directors, shareholders and others. 3
8. Draft sample letters for offering agencies and relating application for an agency etc., 3
9. Draft Import-Export correspondence incorporating Inco-terms. 3
10. Collect some samples of business correspondence and documentations and find out their Effectiveness. 3

**Total Hours: 30**

**Text Books:**

1. Rajendra Paland Korlahalli. J.S. (2020), Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Sharma R.C. and Krishna Mohan (2022), Business Correspondence and Report Writing, Tata McGraw Hill Publishing House, New Delhi.

**Reference Books:**

1. Marry Ellen (2018), Essentials of Business Communication, Guffey South Western College Publishing House, New Delhi.
2. Urmila Rai (2015), Business Correspondence and Report Writing, Himalaya Publishing House, New Delhi.
3. Sanjay Gupta (2019), Business Communication, SBPD Publications, Uttar Pradesh.
4. Mathukar P.K. (2018), Business Communication, Sultan Chand & Sons, New Delhi.

**Course Outcomes:**

- CO1** Expertise in various forms of Communications and Interpersonal Skills.  
**CO2** Comprehend a variety of Business correspondence and respond appropriately.  
**CO3** Effective Writing Skills for various commercial activities.  
**CO4** Acquire Efficacy in the Business Language Skills.  
**CO5** Equip with Business Vocabulary and Presentations.

**CO – PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	H	H	H	H	H	H	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	H	H	H	H
CO4	H	H	H	H	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H	H	H	H

Semester II  
25BTOC05

## Computer Applications in Tourism

Hours of Instruction/Week: 6 L: 2, T: 0, P: 4  
No. of Credits 4

### Course Objectives:

1. To familiarize the students with the fundamentals of computer applications.
2. To comprehend the basics of hardware, software and networking.
3. To impart knowledge on information technology in tourism and travel sector.

### Unit I: Basic Computer Concepts

6

Introduction to Computer- Evolution, Characteristics of Computers - Hardware and software - Programming languages - Basic computer applications - Data and information - General idea of information and communication technologies.

### Unit II: Hardware, Software and Networking

6

Computer Hardware- Input and Output devices, Memory (or storage) devices, Central Processing - Computer Software- Types, System and application- Networking- Basic concepts of computer networks, local area networks and wide area networks, switches, hubs, routers, idea of distributed systems - Internet - Introduction, evolution, Use of Internet, Overview of World Wide Web.

### Unit III: Basics of MS-Word and MS-Power Point

6

MS Word - Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word - MS-Power Point Presentation - Creating a new Presentation, Working with Power Point Presentation, Tools & Animation

### Unit IV: Basics of MS-Access and MS-Excel

6

MS-Access - Introduction, Creating a new database, Table wizard, Creating tables, Relationships, Query, Reports - MS-Excel - Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and its Components, Elementary Working with MS-Excel.

### Unit V: Role of Computers in Travel Industry

6

Familiarizing Air & Rail travel availability- Introduction to E-ticketing- Air ticketing- Booking train tickets - Cancellation of tickets - Brief on CRS. Mobile Applications & Contactless Ticketing, Role of Artificial Intelligence in Tourism Industry.

**Total Hours: 30**

### List of Practicals:

1. MS WORD: Working with word document, Inserting, filling and formatting a table, Mail Merge, Sending Email from Word Import/Export of files Converting Word Document to Web Document, PDF files Hyperlinks. 12
2. MS-PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines Media Clips, Charts, Graphs, Adding the Transitions to the Slide Show Special effects in Detail, Setting Slide timings. 12
3. MS-Access: Open up Access and create a new Database, Name it, creating and Convertible table, Using Design View, creating a table design using data. 12
4. MS-Excel: Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Range, Functions & Formulae- Number, Commas and Decimal numeric formats, Working With Formulas (Maximum, Minimum, Average, Count and Sum). 12
5. Analyze and compare different E-ticketing applications. 12

**Total Hours: 60**

**Text Books:**

- 1.Rajaraman, V. (2018), *Introduction to Information Technology*, New Delhi: PHI Learning Pvt.Ltd.
- 2.Curt M White (2013), *Fundamentals of networking and data communications*, Course Technology Cengage Learning
- 3.Bharihoke Deepak (2013), *Fundamentals of Information Technology*, Excel Books India

**Reference Books:**

- 1.Sinha Pradeep K.andPritiSinha.(2010),*Computer Fundamentals*, BPB Publications.
- 2.SanjaySaxena,(2015), *AFirstcourseincomputers*, Vikas publishing House, New Delhi.
- 3.Anoop Mathew & S. Kavitha Murugesan, (2013), *Fundamentals of Information Technology*, Alpha Science International Ltd.
- 4.ITL Education solutions,(2011), *(Second Edition) 'Introduction to Computer Science'*, Pearson Education', New Delhi.

**Course Outcomes:**

- 1.Understand the basic fundamental concepts of computer system
- 2.Comprehend the usage of hardware, software and internet
- 3.Perform various features of MS-Office
- 4.Execute various mathematical,logical,and other functions using MS-Excel
- 5.Analyse and compare various forms of e-ticketing.

**CO-PO Mapping:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	M	H	H	M	H	M	M	H	H	H	H
CO2	H	M	H	H	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	M	H	H	H	H	H	H	H
CO4	H	H	M	M	H	M	H	H	H	H	H	H	H
CO5	H	H	H	H	H	M	H	H	H	H	H	H	H

High-H,Medium-M,Low- L

**Indian Cultural Heritage**  
**(Eco Tour/Field Visits/Industrial Visits)**

**Semester: II**  
**25BTOC06**

**Hours of Instruction/Week: 5 -L: 3, T: 0, P: 2**  
**No. of Credits: 4**

**Course Objectives:**

- 1.To familiarize the Cultural Heritage of India. / understand the fundamentals of Heritage Tourism
- 2.To study the Architecture of Indian monuments.
- 3.To identify cases for World Heritage sites.

**Unit I: Glimpses of Indian History**

Ancient India - 200000 BC TO 2500 BC -Vedic Civilization 1000 BC - 600 BC - The Mauryan Dynasty - Guptas - Foreign rulers of southern India.

**Unit II: Indian Architecture & Monuments**

History - Culture – Religion - Hindu, Buddhist Architecture - Rock Cut Monuments – Famous historical monuments in India - stunning architectural in India - Temple Architecture, Indo Islamic Architecture- Mughal Architecture.

**Unit III: Sculptures & Painting**

Art - History of archaeological sites and Monuments -Indian folk art painting styles - sculptures in Indian subcontinent - Terracotta's - Bronze Painting - Mural Painting - Miniature Painting.

**Unit IV: World Heritage sites**

World heritage sites- World heritage monuments in India - Heritage Convention -Nomination process-Definition – criteria world heritage site - UNESCO World heritage list.

**Unit V: Heritage Tourism Management – Case studies**

World heritage sites- World heritage monuments in India - Heritage Convention -Nomination process-definition – criteria world heritage site - UNESCO World heritage list.

**Total Hours:45**

**List of Practicals:**

- 1.Visit to various heritage places in India.
- 2.Visit to various fairs and festivals in India.
- 3.Prepare Itinerary for heritage sites of India.
- 4.Design brochure for religious centers of India.
- 5.Case study of cultural centers.

**Total Hours:30**

**Text Books:**

1. Brown Percy (2016), "Indian Architecture (Buddhist and Hindu)", Indus International, New Delhi.
2. Gupta.S.P, Krishna Lal & Mahua Buttacharyya (2016), "Cultural Tourism in India", 4th Edition, D.K, Print world, New Delhi.
3. Dr. Vishwas Mehta (2007), "Cultural Tourism and Management", West Zone Cultural Centre.

**Reference Books:**

1. Nitin Singhania (2016), *Indian Art and Culture*, McGraw Hill Education (India) Pvt. Ltd, New Delhi.
2. Anurag Mathur (2017), *Indian Culture & Heritage, Create space Independent Pub*; 1 edition.
3. Takamisthu Jimura (2019), "World Heritage Sites: Tourism, Local Communities and Conservation Activities."

**Course Outcome:**

1. Remember the Indian history of southern India
2. Attain Knowledge about Indian Architecture, Monuments
3. Obtain an insight about sculptures, paintings.
4. Gained Idea about the world heritage sites.
5. Evaluate the case study of different heritage sites in India.

**CO-PO Mapping**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	L	M	M	L	L	H	H	M
CO2	H	L	M	H	H	L	M	M	L	L	M	H	M
CO3	M	L	M	H	H	L	H	H	L	L	H	H	M
CO4	H	L	M	H	H	L	H	H	L	L	H	M	L
CO5	H	L	L	H	H	L	H	H	L	L	H	M	L

High-H, Medium-M, Low- L



## Organizational Behaviour

Semester II  
25BTOC07

Hours of Instruction/Week: 4 L: 3, T: 1, P: 0  
No of Credits: 4

### Course Objectives:

1. To familiarize the key concepts of Organizational Behaviour.
2. To explore the role of personality, values, and attitudes in the workplace.
3. To inculcate the knowledge on the dynamics of organizational change, stress management, and organizational culture.

### Unit 1: Introduction and Individual Behaviour

12

Organizational Behaviour: concepts, determinants, challenges and opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models. Personality- types, Factors influencing personality.

Values and Attitudes- Concept and types of values: Terminal value and Instrumental Value. Components of attitude, job related attitudes.

Learning- Concept, Learning theories, and reinforcement. Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, Emotional Intelligence.

### Unit 2: Decision making and Communication

8

Concept and nature of decision making process, Individual versus group decision making. Communication and Feedback, Transactional Analysis (TA), Johari Window.

### Unit 3: Motivation

8

Meaning and Importance, Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas' Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and organisational effectiveness.

### Unit 4: Leadership, Power, and Conflict

8

Meaning and concept of Leadership, Trait theory, Transactional, Charismatic, and Transformational Leadership. Power and conflict, Power tactics, Sources of conflict, Conflict Resolution Strategies.

### Unit 5: Dynamics of Organisational Behaviour

9

Organisational Culture and climate- Concept and determinants of organisational culture. Organisational change - Importance, Managing Change. Individual and organisational factors to stress; Prevention and Management of stress.

**Total Hours: 45**

### List of Tutorials:

1. Assume a case for decision making in business context, write a report and present how they would proceed step by step to arrive at the final decision.
2. Design a questionnaire to measure the level of motivation & intrinsic motivation using Ken Thomas Theory.
3. Consider your role model of a leader and describe the characteristics of that leader.
4. Practice stress management tools including meditation.
5. Measure organisational culture using OCTAPACE or any other tool.

**Total Hours: 15**

**Text books:**

- 1.Chhabra, T. N. (2019). *Essentials of Organizational Behaviour*, Delhi: Sun India Publications.
- 2.Luthans, F. (2010). *Organizational Behaviour*. New York: McGraw Hill Education.
- 3.Greenberg, J., & Baron, R. A. (1996). *Organizational Behaviour*. New Jersey: Prentice Hall.

**Reference books:**

- 1.Prasad ,L.M.(2024), *Organizational Behaviour*, Sultan Chand and Sons
- 2.Robbins, S. P., & Judge, T. A. (2015). *Organizational Behaviour*. New Delhi: London: Pearson Education.
- 3.Singh, A. K., & Singh, B. P. (2007). *Organizational Behaviour*,New Delhi: Excel Books Pvt. Ltd.

**Course Outcomes:**

- 1.Understand the Concept Organizational Behaviour
- 2.Enhance self-awareness and understanding of personality types.
- 3.Comprehend the motivational theories and leadership styles.
- 4.Improve decision-making and communication skills.
- 5.Evaluate the manage organizational change and stress.

**CO-PO Mapping:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	M	M	H	H	M	H	M	M	L	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H	H	H	H
CO3	H	H	H	H	H	H	H	H	H	H	H	H	H
CO4	H	H	M	M	H	H	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H	H	H	H

High-H,Medium-M,Low- L

## **Travel Agency and Tour Operations Management**

**Semester II**  
**25BTOC08**

**Hours of Instruction/week:4-L:2,T:0,P:2**  
**No. of Credits: 3**

### **Course Objectives:**

1. To impart different types of travel intermediaries
2. To inculcate the procedures of setting up a travel agency and tour operation business
3. To provide insights on organizations and accreditations of tourism industry

### **Unit I: Introduction to Tourism Industry & Travel Intermediaries**

**6**

Tourism Industry: meaning and structure Travel Intermediaries: concept, definition, Importance of Tourism intermediaries, types of intermediaries like travel agencies, tour operations, hotels, airlines, trains, cruises-levels of tourism distribution-historical development and changing dimensions of Tourism Intermediation.

### **Unit II :Travel Agencies**

**6**

Travel Agencies: Definition, types, role, functions and responsibilities of travel agents - travel information and counseling of the tourist-travel documentation-VISA services-travel insurance and reservation procedure with hotel, airline, cruise, train- Travel retailing and operations- Travel Agency Skills and Competences- Profitability of Travel Agents - commission, service charges and mark up on tours.

### **Unit III: Tour Operations**

**6**

Tour Operations: Definition, types, role, functions and responsibilities of tour operator, Pre packaged tour components, advantages of selling tours- tour package formulation, tour booking conditions - Tour Brochure, Key aspects, tour brochure checklist, tour brochure price quotation -tour reservation and procedures, tour execution-IT Revolution and its Impact on Tour Operator - Linkages with Tourism Principals /Suppliers.

### **Unit IV: Organisation Structure of Travel Agency and Tour Operation**

**6**

Travel agency and Tour operation business setting procedure, approval from Ministry of Tourism, Govt. of India - role of IATO and TAAI in the development of travel agency business in India- Organisation structure of Tour Operator & Travel Agency business for Large-scale and small-scale. Case studies on Thomas Cook, SOTC, Cox & Kings.

### **Unit V: Leading Organizations Travel Intermediary Business**

**6**

Organizations : Functions, roles and responsibilities of organizations namely PATA, ASTA, IATO, TAAI, OTOAI, ADTOI, ATOAI and TOFT-Functioning of leading Inbound and Outbound Tour operators of India - Career opportunities in Tourism Intermediary business.

**Total Hours: 30**

**List of Practicals:**

1. A visit to Travel Agency and Tour Operator (Thomas cook, SOTC, Cox and Kings) 6
2. Case studies on multinational travel companies namely Thomas cook, SOTC and Cox & Kings. 6
3. Designing of Tour brochure containing information about destinations (domestic and International) 6
4. Itinerary Preparation (detailed plan of a journey) which includes 5A's (accessibility, accomodations, attractions, amenities and activities) 6
5. Skill training on ticket booking using software's like CRS (Airline websites namely Indigo, Spicejet), IRCTC, Travel websites like yatra.com, goibibo.com, makemytrip., etc. 6

**Total Hours:30****Text Books:**

1. Mohinder Chand (2019) *Travel Agency Management: An Introductory Text*. New Delhi: Anmol Publications Pvt. Ltd.
2. Swain, S.K., & Mishra, J.M. (2018). *Tourism: Principles and Practices*. Oxford University Press.

**Reference Books:**

1. IATA Module (2022), *Foundation in Travel and Tourism*, 5.22 edition
- Holloway, J.C. (2020). *The Business of Tourism*, London: Pearson Education Limited.
2. Goeldner, C.R., & Ritchie, J.B. (2017). *Tourism principles, practices, philosophies*. John Wiley & Sons.

**Course Outcomes:**

1. Understand the basic functions of tourism industry and travel intermediaries
2. Identify roles and responsibilities of travel agencies
3. Apply skills on tour booking and designing a tour brochure
4. Comprehend the procedures of setting up of travel agency and tour operation business
5. Analyse and compare national and international travel agency organizations

**CO-PO Mapping:**

CO / PO	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 2	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 3	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 4	H	H	H	H	H	H	H	H	H	H	H	H	H
CO 5	M	H	H	H	H	M	H	M	H	M	H	H	H

**High-H, Medium-M, Low- L**

**Professional development course  
Indian Economy**

**Semester II  
25BTOPD2**

**Hours of Instruction/week :1 L:1,T:0,P:0**

**Course Objectives:**

- 1.To understand the constituent sectors that define the Indian economy
- 2.To examine the role and contribution of different sections of the economy in economic development of India.
- 3.To explore the scope of Indian Economy.

**Unit – I Overview of Indian Economy**

**3**

Indian economy, Major features and Problems ,Role of Public and Private sector in Indian Economy, Functions and problems of public sector dis- investment private sector , Privatization –its importance in Indian Economy ,Globalization ,Liberalization, and its impact on Indian Economy.

**Unit – II Demography and Indian Economy**

**3**

Concept of Over, under and optimum population, Population explosion and trends in population growth, Demographic aspect of Indian population,literacy,Gender and Quality of manpower, Demographic divided and new trends in population management, Technology and population growth. Need to optimize population growth. Human Development Index.

**Unit – III Indian Agriculture: Trends and problems Agriculture in Indian Economy**

**3**

Salient Features and Importance, Cropping pattern, crop insurance, water management, water harvesting and irrigation related issues. Agricultural production and productivity- Green, white, blue and yellow revolution. Government policy initiatives. Agricultural Finance and Marketing-Rural credit and Rural Finance institution and Non- Financial institution Regional Rural Bank and Micro –Finance institution ,Loan scheme Role of FCI, Export of agricultural products and agro based industries, Minimum Support Price(MSP).

**Unit IV: Industrial Economy and Service sector of India**

**3**

Industrial Scenario in India, Features and Problems of Industrial Development in India, Core industrial and their role in Indian economy , Industrial Policies and Statements, industrial development, and industrial finance-Transport and Communication IT,Tourism(Growth, Performance, Market size and exports) –Power policy and power development, Role of WTO in Service Sector, contribution of service sector to India's GDP.

**Unit V: Planning Process in India : Trends and Features**

**3**

Economic Planning process in India commission-Meaning ,objectives, features and function of Planning process and Features of and Introduction NIIT- Aayog Budgeting in India.

**Total Hours:15**

**Text Book:**

1. Puri, V. K., & Mishra, S. K. (2018). Indian Economy. Mumbai: Himalaya Publishing House.
2. Watson, D.S., 1987 Price Theory and its Uses, Khosla Publishing House, New Delhi.
3. Datt, G. & Sundharam, A (2017), New Delhi: Sultan Chand Publishing.

**Reference Books:**

1. Misra and Puri (2017) "Economics of Development and planning (Theory and Practice)", Himalaya publications, Mumbai.
2. S. Sankaran (2014) – "Indian Economy (Problem, Policies and Development)", Margham publication, Chennai.
3. Government of India Economic Survey, Ministry of Finance, New Delhi, Planning Commission – 11th five year plan, New Delhi.

**Course Outcomes**

1. Understand the magnitude, size, and dimensions of Indian economy.
2. Gain their knowledge in relation to the fundamental and technical concepts of economics.
3. Examine the role and contribution of agriculture in economic development of India.
4. Understand the role of Population as an economic resources.
5. Evaluate the recent trends in economic planning of India as well as Production and cost analysis.

**CO-PO Mapping:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	H	M	M	M	H	H	H	H	H
CO2	H	H	M	H	H	M	H	H	H	H	H	H	II
CO3	H	H	M	H	M	M	H	H	H	H	II	II	M
CO4	H	H	H	H	H	M	M	H	H	H	H	H	M
CO5	H	H	H	H	M	H	H	H	M	M	H	M	L

High-H, Medium-M, Low- L

## Business Communication II

**Semester III**

**25BLABC2**

**Hours of Instruction/week-3 L:1 T:0,P:2**

**No of Credits:2**

### **Course Objectives:**

1. To understand the concept, process and strategic imperative of business communication.
2. To guide students in understanding the basic principles and techniques of various workplace communication including digital communication skills.
3. To facilitate students to master in intra, inter organizational communication and to communicate effectively to gain employment.

### **Unit I: Written Communication: Inter- Intra organizational workplace Communication 3**

Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies; Managing Crisis Communication; Managing communication during change.

### **Unit II: Oral Communication, Professionalism and Team work 3**

Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

### **Unit III: Negotiation Skills and Cross-Cultural Communication 3**

Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

### **Unit IV: Contemporary Communication 3**

Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship –digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.

### **Unit V: Job Search in the Digital Age 3**

Introduction to Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.

**Total Hours:15**

**List of Practical:**

Negotiation exercise as Vendor/Seller.	6
Analyzing verbal and non-verbal aspects of speeches of great leaders and orators.	6
Presentations using presentation tools/software and use of info graphics.	6
Case studies on Business Communication and summarizing Annual report of a company	6
Preparing Curriculum vitae/ resume, Group discussion and Personal interviews.	6

**Total Hours:30****Text Books:**

- 1.AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), AnjanaTiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
- 3.Mukerjee H. S.,Business Communication: Connecting at Work. Oxford Publication.

**Books for Reference:**

1. Sanjay Gupta (2019), Business Communication , SBPD Publications, Uttar Pradesh.
- 2.Mathukar P.K. (2018), Business Communication, Sultan Chand & Sons, New Delhi

**Course Outcomes:**

- CO1:** Apply the skills for writing various workplace written communications
- CO2:** Effectively analyze and evaluate Business Reports
- CO3:** Demonstrate competence in delivering impressive power- point presentations.
- CO4:** Create objectives and prepare curriculum vitae/ resume precisely.
- CO5:** Equip knowledge to perform in Group discussions and personal interviews.

**CO – PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
<b>CO1</b>	H	H	H	H	H	H	H	H	H	H	H	H	H
<b>CO2</b>	H	H	H	H	H	H	H	H	H	H	H	H	H
<b>CO3</b>	H	H	H	H	H	H	H	H	H	H	H	H	H
<b>CO4</b>	H	H	H	H	H	H	H	H	H	H	H	H	H
<b>CO5</b>	H	H	H	H	H	H	H	H	H	H	H	H	H



## Financial Accounting with Tally

**Semester: III**  
**25BTOC09**

**Hours of Instruction/Week:6- L:2, T:0,P:4**  
**No. of Credits: 4**

### **Course Objectives:**

1. To acquire conceptual knowledge of the financial accounting
2. To impart skills for recording various kinds of business transactions
3. To study Accounting Methods and Tally

### **Unit I: Unit– I: Introduction to Accounting, Accounting system and process**

**6**

Meaning, Need for accounting and accounting information system, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, ,Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations.

### **Unit II: Recording transactions and Trial balance**

**6**

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

### **Unit III: Final Accounts**

**6**

Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.

### **Unit IV: Company Final Accounts**

**6**

Introduction to company – kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical).Depreciation accounting – Depreciation – Concept – Causes – Need– Basic factors – Methods : Straight line – Written down Value – Annuity – Depreciation fund.

### **Unit V:Tally**

**6**

Tally – Features - Opening Screen of Tally - Creating Company – Selecting a Company - Shutting – Altering a Company Creating Groups & Ledger - Alteration - Deletion - Voucher entry – Payment - Receipt – Journal – Contra Voucher - Alteration - Deletion.

**Total Hours: 30**

### **List of Practical's:**

- 1.Creation of Company in Tally ERP
- 2.Creating of Accounting Voucher
- 3.Entering transaction in Day Book
- 4.Prepare financial statement manually and using appropriate Software.
- 5.Prepare Trading and Profit and Loss Account and Balance Sheet collecting necessary data from small business firms
- 6.Data and Security Management in Tally ERP

**TotalHours:60**

**Text Books:**

1. Advanced Accountancy - R.L.Gupta&M.Radhasamy
2. Advanced Accountancy - S.P.Jain&K.L.Narang

**Reference Books**

1. Advanced Accountancy - M.C.Shukla&T.S.Grewa.
2. Financial Accounting - T.S.Reddy&A.Murthy.
3. Tally Education (2018), Official Guide to Financial Accounting using Tally ERP 9 with GST by Tally Education ,BPB Publication ,Karnataka.

**Course Outcomes:**

1. Understand the accounting practices of departments and branches in business Organisation
2. Gained knowledge on Recording transaction in various books of Accounting and GST
3. Describe the Final accounts and cash book of financial concern
4. Determine the Various methods in Financial Statement Analysis & Depreciation
5. Apply the Practical Knowledge on Accounting Software

**CO-PO Mapping**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	M	M	M	M	H	H	H	M
CO2	H	M	M	H	H	L	M	M	L	L	M	H	M
CO3	M	M	M	H	H	M	H	H	L	L	H	H	M
CO4	H	M	M	H	H	L	H	H	M	H	H	M	L
CO5	H	L	L	H	H	L	H	H	L	L	H	M	H

High-H, Medium-M, Low- L

## **Destination Management**

**Semester III**  
**25BTOC10**

**Hours of Instruction /Week: 6 L: 2, T: 0, P: 4**  
**No of Credits: 4**

### **Course Objectives:**

- 1.To understand Destination Management Concepts.
- 2.To effectively plan & manage the tourism destinations.
- 3.To Promote Sustainable Tourism and eco friendly practices.

### **Unit I Introduction to Destination Management**

**6**

Definition & Scope of Destination Management- Key Components of a Destination (Attractions, Infrastructure, Accessibility, Services, Hospitality)-Importance of Destination Management in Tourism Development- Destination Life Cycle & Sustainability

### **Unit II Destination Planning and Development**

**6**

The Evolution of Strategic Management-Destination Planning Analysis and Synthesis- Appraisal of Tourist Facility and Infrastructure Requirements,- Carrying Capacity Analysis- Opportunities and Limitation

### **Unit III Travel Behavior**

**6**

Travel Choice Behaviour- Decision Making Process- Conceptual framework- Needs and Motivations- Theories of Travel motivation- Destination Choice- Package Holidays

### **Unit IV Destination Marketing**

**6**

Marketing Planning Practices- Destination Imagery, Product Positioning- Destination Organisation and Communication Leverage. Destination image and Branding

### **Unit V Development Policies**

**6**

Destination Investment- Roles of National Tourist Organisation- Role of DMO -Tourism Policy Paradigms, Sustainable Tourism and Eco-Friendly Practices.

**Total Hours:30**

### **List of Practical's:**

- |  |    |
|--|----|
| 1.Select a tourism destination and analyze its attractions, accessibility, amenities, and accommodation. | 15 |
| 2.SWOT analysis of a chosen destination.   | 15 |
| 3.Develop a branding strategy for a lesser-known tourism destination.                                    | 15 |
| 4.Suggest strategies for sustainable tourism development   | 15 |

**Total Hours:60**

**Text Book:**

1. Daniel R Fesenmaier; Zheng Xiang, (2017), *Design science in tourism : foundations of destination management*, [S.l.] : Springer, cop.
2. Steven Pike, (2016), *Destination marketing*, 2<sup>nd</sup> edition, London ; New York, NY : Routledge.
3. Steven Pike, (2013), *Destination Marketing Organisations*, Amsterdam ; San Diego : Elsevier.

**Reference Books:**

1. Isabelle Frochot; Wided Batat, (2013), *Marketing and designing the tourist experience*, Woodhead, Oxford: Goodfellow.
2. Metin Kozak; Juergen Gnoth; Luisa Andreu, (2014) *Advances in tourism destination marketing: managing networks*, London; New York : Routledge.
3. Vinnie Jauhari, (2014), *Managing sustainability in the hospitality and tourism industry: paradigms and directions for the future* Toronto; New Jersey : Apple Academic Press.
4. Marianna Sigala; Ulrike Gretzel, (2017), *Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases*, London : Taylor and Francis.
5. Arvid Viken; Brynhild Granas, (2014), *Tourism destination development : turns and tactics*, Farnham, Surrey, England ; Burlington, VT : Ashgate Publishing Company.

**Course Outcomes:**

1. Understand fundamentals of destination management and its key components
2. Developed skills to plan and manage the tourism destination
3. Gain knowledge on destination attractiveness and competitiveness.
4. Understand travel choice behaviour of tourists
5. Develop an insight about destination Marketing.

**CO-PO Mapping:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
CO1	H	H	M	M	M	M	L	M	M	M	H	H	H
CO2	H	H	H	M	M	M	H	M	H	H	H	H	H
CO3	H	M	M	H	H	L	H	H	M	H	L	M	M
CO4	H	M	L	H	L	H	H	M	H	M	M	M	H
CO5	H	M	H	H	H	H	H	L	H	M	H	M	H

High-H, Medium-M, Low- L

## Catering Management

Semester: III  
25BTODE1A

Hours of Instruction/Week: 5 3:L, T:0,P:2  
No. of Credits:4

### Course Objectives:

1. To understand the concept of catering management
2. To familiarize with catering production and service procedures
3. To acquire knowledge about the food and beverage organization structure.

### Unit I: Hotel Industry service facilities

9

Introduction to hotel industry, Catering Establishment-Hotels, Restaurants, Outdoor Catering, Departmental Store, Catering, Club Catering, Transport Catering, welfare Catering, Industrial Leisure linked catering. Types of food services- Self service, Tray service, Waiter –waitress service, Portable meals.

### Unit II: Catering and food production

10

Regional Cookery- North & South Indian Mughlai Bengali, Goanese & Marathi, Chinese, Mexican, Italian, Mass Cooking -Advantages, Definitions & Techniques, Rechaufe Cooking- Principles, Methods, Presentation.

### Unit III: Methods of Preparation

9

Methods of cooking-Meaning, procedures, Advantages of Cooking Method-Dry Heat Methods Grilling and Barbequing, Roasting, Baking, Wet Heat Methods- Boiling, Poaching, Steaming, Pressure cooking, Stewing, Frying, Microwave cooking.

### Unit IV: Food and Beverage services

7

Food and beverage department, Room services, General introduction to Hot and cold Beverages. Menu- Introduction, Function of menu, Menu Planning- Types of Menu – A la Carte & Table d' hote, Menu terms, Classical French Menus, Characteristics of A la Carte & Table d' hote.

### Unit V: Organisation Structure

10

Organisation chart of Kitchen & F& B Department, Various Departments in Kitchen and F&B service, Layout, Security department - Responsibilities - Security systems in a hotel-Roles and Functions of Marketing department, HR department, Engineering and maintenance department Accounting Department, Purchase Department.

Total Hours:45

### List of Practicals

1. Study various Catering services and Facilities of a hotel in the city 5
2. Visit different types of Hotels (Any nearby hotels) 10
3. Design Menus (A la Carte and Table d hote), theme 5
4. Preparation of various dishes of your choice 5
5. Discuss a case on various department and organizational structure of kitchen and food and beverage department of a star hotel 5

Total Hours:30

**Text Books:**

1. Nancy Loman Scanlon(2013),Catering management,4th edition, Hoboken, N.J: Wiley.
2. Kamran Ali Khan(2013),Catering management, New Delhi: Random Publications
3. Cousins (2014), Food and Beverage Service,9th Edition, London : Hodder Education

**Reference Books:**

- 1.Dennis Lillicrap; Suzanne Weekes Abingdon (2014), Food and Beverage Service, Oxon: Hodder Education, 9th edition.
- 2.David Foskett; Patricia Paskins; Andrew Pennington; Neil Rippington; Ronald Kinton(2016), The theory of hospitality and catering, 13th edition, London: Hodder Education.
- 3.John Cousins, Food and Beverage Service,(2014), 9thedition, London: Hodder Education.
- 4.Jack D Ninemeier(2016), Management of food and beverage operation , 6th edition, Lansing, Michigan : American Hotel & Lodging Educational Institute.
- 5.Chris Thomas; Bill Hansen (2013), Off-premise catering management, 3rd edition, Hoboken, N.J: John Wiley & Sons, Inc.,
- 6.Sethi, M and Malhan, S. 1987. Catering Management, An Integrated Approach. Wiley Eastern Limited
- 7.Jones, P .1987. Food service Operations-Comprehensive survey of Catering Industry. Cassell Publications

**Course Outcome:**

1. Understand the basics of hotel industry.
2. Gain knowledge on various Departments of hotel.
3. Analyze different types of menu.
4. Understand different culinary techniques and services.
5. Develop an insight on organization structure.

**CO-PO Mapping**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	H	M	M	M	H	H	H	M
CO2	H	L	M	H	H	M	M	M	M	H	M	H	M
CO3	M	M	M	H	H	H	H	H	H	H	H	H	M
CO4	H	M	M	H	H	H	H	H	M	H	H	M	H
CO5	H	H	H	H	H	M	H	H	H	H	H	M	M

High-H, Medium-M, Low- L

## World Cultural Heritage

**Semester: III**  
**25BTODE1B**

**Hours of Instruction/Week: 5 -L: 3, T:0, P: 2**  
**No. of Credits:4**

### **Course Objectives:**

- 1.To provide insight on the concept of cultural heritage
- 2.To impart knowledge on cultural heritage resources of world
- 3.To familiarize the students with UNESCO world cultural heritage destinations

### **Unit I: Introduction to cultural heritage concept and Scope**

**8**

Cultural heritage definition, terminology-concepts of cultural heritage and its relationships with tourism-The heritage tourism supply- Type of cultural heritage attraction-cultural Heritage visitor characteristics- Planning and development for Cultural heritage tourism.

### **Unit II: Cultural Heritage Tourism Products**

**8**

UNESCO World Heritage sites, Criteria for selection- Tangible cultural heritage Products- Monuments, architectural works- works of monumental sculpture- inscriptions-cave dwellings and Landscapes- Intangible Cultural Heritage products: Folklore-Tradition-Language.

### **Unit III: Cultural Heritage destinations of Asia and the Pacific**

**8**

Cultural heritage destinations of India- Taj Mahal -Group of monuments at Hampi, Mahabalipuram- Pattadakal, Agra Fort, Red fort, Elephanta and Ellora caves, Archaeological sites, Dholavira, Qutub Minar, Cultural heritage destinations of China-The Great wall, Ancient buildings, Historic centers and monuments, Archeological ruins, Palace, Temples - Cultural heritage destinations of other countries-Japan, Iran, Iraq, Lebanon, Jordan, Pakistan, South Korea, Sri Lanka, Indonesia, Thailand, Australia

### **Unit IV: Cultural Heritage destinations of Africa and Middle East**

**9**

Cultural heritage destinations of South Africa-fossil hominid sites- Robben Island- Landscapes(2003,2007,2017)- Cultural heritage destinations of Ethiopia-Aksum, Fasil Ghebbi, Lower Valley, Harar Jugol, Tiya, -Cultural heritage destinations of other countries-Libya, Senegal, Tunisia, Algeria, Cultural Heritage destination of Egypt, The Pyramid Fields from Giza to Dahshur, Historic Cairo, Saint Catherine Area- Cultural heritage destinations of Saudi Arabia- Al-Ahsa Oasis, Hegra Archaeological Site, Hima Cultural Area- Historic Jeddah- Rock Art.

### **Unit V: Cultural Heritage destinations of Europe and America**

**12**

Cultural heritage destinations of Italy-Archaeological areas, Cathedral, City, Historic Centers - Germany-Aachen Cathedral, Classical Weimar, Collegiate Church-United Kingdom-Blaenavon Industrial Landscape, Blenheim Palace, City of Bath, Derwent Valley Mills- Cultural heritage destinations of Russia - KizhiPogost, White Monuments, Historical Centre-Cultural heritage destinations of other countries -France, Portugal, Greece, Hungary Netherlands, Norway, Poland, Spain, Turkey, Sweden, Cultural heritage destinations of North America- Agave Landscape ,Central University City Campus- Independence Hall, Statue of Liberty, Monumental, Historic District of Old Québec, Old Town Lunenburg-Cultural heritage destinations of South America-Brasilia, Historic Centres, São Francisco Square, Iguacu National Park, Rapa Nui, Port Fortresses and Group of monuments, Galapagos Island, Machu Picchu.

**Total Hours:45**

**List of Practicals:**

1.Prepare a brochure on World Cultural Heritage.	6
2.Prepare an Itinerary on World Destination.	6
3.Visit to UNESCO Destination in India.	6
4.Organize a fair to promote India Cultural Heritage.	6
5.Visit to UNESCO World Destinations.	6

**Total Hours:30****Text Books:**

- 1.Jayantasarkar, Sibirranjan das, Aniruddhadey, Aratinandi and Snehasispalit(2023)Cultural heritage management: Significance in development planning, agamkalaprakashan, Delhi.
2. UNESCO, (2018), World Heritage Sites: A Complete Guide to 1073 UNESCO World Heritage Sites, 8th edition-Firefly Books Ltd.

**Reference Books:**

- 1.Rosemary Rice McCormick (2014), Marketing Cultural and Heritage Tourism: A World of Opportunity (Museum Store Association).
- 2.Shikha Jain, VinaysheelOoberoi, VinaysheelOobero, Rohit Chawla (2021), India: UNESCO World heritage site, HirmerVerlag.
- 3.Dr. Dallen J. Timothy (2020), Cultural heritage and tourism, Channel View Publications.

**Course Outcomes:**

1. Remember the concept of cultural heritage
2. Comprehend various types of cultural heritage tourism products
3. Identify UNESCO world cultural heritage destinations
4. Analyze the knowledge obtained on cultural heritage of World.
5. Apply the obtained knowledge on various world cultural heritage destinations

**CO-PO Mapping**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	L	M	M	L	L	H	H	M
CO2	H	L	M	H	H	L	M	M	L	L	M	H	M
CO3	M	L	M	H	H	L	H	H	L	L	H	H	M
CO4	H	L	M	H	H	L	H	H	L	L	H	M	L
CO5	H	L	L	H	H	L	H	H	L	L	H	M	L



## **Creativity and Innovation**

**Semester III  
25BTODE1C**

**Hours of Instruction/Week: 5 -L: 3, T:0, P: 2  
No of Credit:4**

### **Course Objective:**

- 1.To Understand the creativity and innovations management aspects.
- 2.To Learn a range of creative thinking tool and how to practically apply these to the innovation and entrepreneurial process.
3. The course aims to enable learners to explore approaches used by managers and organizations for creating and sustaining high levels of innovation.

### **UNIT 1: Introduction**

**9**

Overview of Creativity, Meaning & Concept of Creativity; Creativity Process; Nature & Characteristics of Creativity and Creative Persons; Types of creativity, Levels of creativity Factors affecting Creativity; Recognizing and Avoiding Mental Blocks; Thinking Preferences; Risk Taking; Creativity Styles; Creative Thinking Tools; Innovation Vs. Creativity; Types of Innovations: Incremental & Radical.

### **UNIT 2: Idea Generation & Creativity in Problem Solving**

**9**

Structuring of ill- defined problems- Techniques of Idea generation, Creative Problem solving-Pattern Breaking Strategies; Mind stimulation: games, brain-twisters and puzzles; Idea-collection processes: Brainstorming/Brain-writing, SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts; Eight-Dimensional (8D) Approach to Ideation; Systematic Inventive Thinking: TRIZ methodology.

### **Unit 3: Innovation Management**

**9**

Meaning and importance of difference with creativity- Aims of Innovation Management, Concept of Innovation. Difference between Innovation and Invention, Levels of Innovation. Invention and Discovery- Process and Typology; Methods and Techniques; Arenas of Innovative Competence; Categories of Innovation: Product, Process, and Service Finance (Venture Capital, Angel Investors), Offerings, Delivery. Evaluation of Effectiveness of Innovation.

### **Unit 4: Setting the Right Ecosystem for Innovation**

**9**

The Essence of Right Ecosystem; Dimensions of the Ecosystem for Innovation; Intrinsic Motivation & Extrinsic Motivation; Leadership Styles fostering Innovation; Organisational Alignment; Creating Self-Sustaining Culture of Innovation; Organisational Enrichment.

### **Unit 5: Intellectual Property**

**9**

Introduction to intellectual property: Patents (novel, useful, and not obvious), Copyrights, Trademarks; Transforming Innovations into Proprietary Assets: significance and steps; Strategizing Intellectual Property; Issues of IP Enforcement, Piracy, Counterfeiting, Copyright violation, etc. IPR and New Product Development. Government Policies and Issues on National and International IP Legislations and Treaties.

**Total Hours:45**

### List of Practicals

1. Creative Personality Profile- Participants complete a self-assessment or creativity questionnaire.
2. Overcoming Mental Blocks - To recognize and overcome mental blocks that hinder creativity
3. Brainstorming Session-To generate creative ideas through collaborative thinking.  
- Organize a structured brainstorming session on a specific problem.
4. TRIZ Methodology Challenge- To apply TRIZ (Theory of Inventive Problem Solving) in solving complex problems-Provide participants with an engineering or design problem.
5. Invention vs. Innovation Debate:To understand the difference between invention and innovation. Organize a debate on the difference between invention and innovation. Participants should argue whether a given example (e.g., the smartphone) is an invention, an innovation, or both, based on its development process and impact.

**Total Hours:30**

### Text Books:

1. Vinnie Jauhari&SudhanshuBhushan., "Innovation Management"Oxford University Press, 2014.
2. Sholmomaital ,DVRSeshadri"Innovation Management" Response Book.,2007.

### Reference Book:

1. Harvard Business Essentials. (2003). "Managing Creativity and Innovation". Boston: Harvard Business School Publishing.
2. Prather, C. (2010). The Manager's Guide to Fostering Innovation and Creativity in Teams. New York: McGraw-Hill Education.

### Course Outcomes:

1. Comprehend the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business model.
2. Generate innovative idea for business and defend/ justify the same.
3. Interpret the business competence achieved by various organisations by using the innovative business model.
4. Analyse and make a case with innovative idea for filing a new patent.
5. Evaluate the fundamentals of intellectual property its role in innovation and product development within national and international legal frameworks.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	H	H	M	M	M	H	H	H	M
CO2	H	M	M	H	H	M	M	M	M	H	M	H	M
CO3	H	H	M	M	H	H	H	H	H	H	H	H	M
CO4	H	H	M	H	H	H	H	H	M	M	H	M	H
CO5	H	H	L	H	H	M	H	H	M	H	H	M	H

**High-H, Medium-M Low-L**

## **Corporate Governance**

**Semester: III**

**Hours of Instruction/Week: 5 L:3, T:0, P:2**

**25BTODE1D**

**No. of Credits: 4**

### **Course Objectives:**

- 1.To provide knowledge on corporate governance.
- 2.To impart the concept and importance of corporate governance in business.
- 3.To familiarize the students with the procedures, and techniques in accordance with current legal requirements and professional standard.

### **Unit I: Introduction**

**10**

Corporate Governance - Meaning, significance and principles, management and corporate governance - Theories and models of corporate governance - Agency theory and separation of ownership and contract - Ownership structure and firm performance - Whistle blowing, class action - role of institutional investors

### **Unit II: Directors and Shareholders**

**9**

Powers of Directors - Duties of directors, non-executive directors and their duties, relationship between board and shareholder, board structure and independent director, board committees and their functions. Shareholder Expectations - Regulatory requirements for shareholder involvement shareholder activism and proxy advisory firms. Role of rating agencies

### **Unit III: Principles of Corporate Governance**

**8**

Role of the Board ,Composition and Structure ,A Balanced Board , Role of the Chairman, Role separation of Chairman & CEO, Duties & Responsibilities , Board Meetings , Board Effectiveness.

### **Unit IV: Corporate Governance Framework in India**

**9**

Initiatives and Reforms- Confederation of Indian Industry (CII) (1997), Kumar Mangalam Birla (1999), NR Narayana Murthy Committee (2005) and UdayKotak Committee (2017). Regulatory framework: Relevant Provisions of the Companies Act, 2013, SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015. Corporate governance in the public sector, banking, non-banking financial institutions

### **Unit V: Business Ethics and Corporate Social Responsibility (CSR)**

**9**

Business Ethics and Values - Importance of ethics, corporate governance and ethics, ethical theories, code of ethics and ethics committee. Concept of Corporate Social Responsibility - CSR and corporate sustainability, CSR and business ethics, CSR and corporate governance, CSR and corporate philanthropy, environmental aspect of CSR, models and benefits of CSR, drivers of CSR, CSR in India

**Total hours:45**

### List of Practical's:

1. Visit one startup company or someone who is working in a renowned company, and prepare a report on how business ethics and corporate social responsibilities are fulfilled by these organizations. 5
2. Identify the corporate cases involving different organizational structures and make a comparative assessment of the governance challenges and issues. 5
3. Prepare a case study on the topic "Corporate Governance Framework in India". 5
4. Visit one board meeting and prepare a report. 10
5. Share holder Meeting (AGM/EGM) Roleplay. 5

**Total Hours:30**

### Text Books:

1. Mallin, C. A. (2018), "Corporate Governance", New Delhi: Oxford University Press.
2. Rani, G. D., & Mishra, R. K. (2017), "Corporate Governance-Theory and Practice", New Delhi: Excel Books.

### Reference Books:

1. Sharma, J. P. (2016) "Corporate Governance, Business Ethics, and CSR", New Delhi: Ane Books Pvt. Ltd.
2. Tricker, B. (2015) "Corporate Governance-Principles, Policies, and Practice", (Indian Edition). New Delhi: Oxford University Press.
3. Gupta, K., & Arora, A. (2015), "Fundamentals of Auditing", New Delhi: Tata Mc-Graw Hill Publishing Co. Ltd.
4. Jacoby, Sanford. "Corporate Governance and Society." Challenge 48, no. 4 (2005): 69–87. <http://www.jstor.org/stable/40722316>.

### Course Outcome:

1. Understand agency theories and models of corporate governance.
2. Gain knowledge of board structure and Governance.
3. Familiarize with Board effectiveness and performance evaluations.
4. Comprehend the regulatory framework Governing Corporate Governance
5. Analyze the linkage between ethics, corporate governance, and corporate social responsibility and analyse specific cases of corporate governance failures.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	H	H	M	M	M	H	H	H	M
CO2	H	M	M	H	H	M	M	M	M	H	M	H	M
CO3	M	H	M	H	H	H	H	H	H	H	H	H	M
CO4	H	H	M	H	H	H	H	H	M	M	H	M	H
CO5	H	H	L	H	H	M	H	H	M	H	H	M	H

High-H, Medium-M, Low- L

## Airport Functions and Formalities

Semester III

Hours of Instruction/week:4 -L:2,T:0,P:2

25BTOSE1A

No of Credits:3

### Course Objectives:

- 1.To familiarize the students with the basics of Airport management.
- 2.To impart the learner's skills on passenger handling and bilateral agreements.
- 3.To enable the learners on the basics of ticketing and travel documents.

### Unit1IntroductiontoAirlines&TravelFormalities

6

Airlines-Introduction to Airlines-Types of Airlines, Classes of Airlines. Airline Terminology - Abbreviations used in Airline, Types of Journeys (OW, RT, OJ)-Alpha Numeric Code-Airlines,Types of Aircraft, Configuration, Galley, Fuselage. Special Service Codes, Air Transport Terms, Customs-Custom Channels (Red Channel, Green Channel)

### Unit2 Ticketing&MCO,MPD

6

Ticketing-Introduction to Ticketing, Manual Ticket, Passenger Ticket. E-Ticket-Concept of E-ticketing, Advantages of E-ticketing. Baggage-Introduction to Baggage, Types of Baggage-Traffic Documents-MCO(Miscellaneous Charges Order)-Introduction to MCO's, Types, Guidelines for MCO's, MPD (Miscellaneous Purpose Document) Introduction to MPD's, Types, Guidelines for MPD's

### Unit3PassengerHandling&Baggage

6

Check in, Arrival and Departure Procedure, Customs, Health Regulations, Class of Service, Lounge Services, In, Flight Services. Airline policies and Practices, Reservation Policy, Policy Regarding Children, Disabled Passenger, Changes, Alterations in Schedule, Stand, by Travel, Pet Transport, Excess Baggage Charges, goods, classification of dangerous goods, Special Charges, MCT's.

### Unit4 International Air Transport Regulation

6

Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India. Warsaw - Chicago conventions, ICAO - Bilateral agreements & Multilateral Agreements - Freedoms of Air.

### Unit5 Billing and Settlement Plan

6

BSP-Aims and Background of BSP, BSP Advantage and Disadvantage, Operations and Link, Validation Equipment, Commissions and Service fee, E-payment, Cashless Transaction

Total Hours:30

**List of Practical's:**

1. A study on Airlines, Airline Terminology and Special service codes. 6
2. Training on ticket booking using software like CRS and various online Airline Website. 6
3. Visiting Airport for the various Regulations and Services for passengers. 6
4. A case study on various Conventions and Agreements. 6
5. Case study on E-payments and transaction § issues. 6

**Total Hours 30****Text Books:**

1. Jagmohan Negi (2019), Air Travel Ticketing And Fare Constructions, Kanishka Publishers
2. Jitendra K. Sharma (2017), Flight reservation and Airline Ticketing, Kanishka Publishers, New Delhi
3. Gerald N Cook, Bruce G Billig (2017), Airline operations and management. Taylor and Francis

**Reference Books:**

1. IATA Module (2022), Foundation in Travel and Tourism, 5.22 edition
2. Vivek Tiwari (2018), Encyclopedia of Flight reservation and Airline Ticketing, Anmol Publications, New Delhi.
3. Nigel Halpern, Anne Graham (2015), Airport Marketing, Routledge Publishing.
4. Don Lawrence (2017), Aviation and Airport Security: Management Improvement strategies and future challenges, Nova Science Publishers.

**Course Outcomes:**

1. Understand the codes and Configuration of Aviation.
2. Apply theoretical knowledge in booking tickets.
3. Evaluate on passenger handling and baggage handling.
4. Analyze the proceeding on International Air Transport regulations.
5. Familiarize with billing procedures between travel agencies and airlines.

**CO-PO Mapping:**

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO5	PO 6	PO 7	PO 8	PO9	PO10	PSO1	PSO2	PSO3
CO1	L	L	L	L	L	L	L	L	L	L	H	H	H
CO2	M	L	L	L	M	L	L	M	L	H	H	H	H
CO3	L	L	M	M	L	H	H	H	L	M	H	H	H
CO4	H	H	H	H	H	M	M	M	H	H	H	H	H
CO5	M	M	M	H	M	L	L	H	H	H	H	M	H

## **Business Organisation and Ethics**

**Semester: III**  
**25BTOSE1B**

**Hours of Instruction/Week: 4-L: 2, T: 0, P: 2**  
**No. of Credits: 3**

### **Course Objectives:**

1. To provide insight on fundamentals of business management.
2. To enable the students to explore various horizons and to develop business traits.
3. To familiarize the students with fundamental concepts of ethical values and its importance in business, commerce and industry.

### **Unit I: Business Organization**

**6**

Nature and Scope of Business, Essential of successful business, Setting up a new enterprise, Essentials of good manager and entrepreneur, forms of business organization, Sole trader, Partnership, Joint Hindu family, Joint stock company, Cooperative organization, Public enterprise

### **Unit II: Location and Layout**

**6**

Location and layout, Factor influencing location, Importance of balanced growth, Government policies for decentralization, Size of business units, Large scale vs. Small scale business, Optimum firm, Factors affecting optimum size.

### **Unit III: Business Combinations & Trade Types**

**6**

Business combinations, Causes, Types and Forms, Effects of business combinations, an overview of industrial policy in India. Trade - Types, Inland trade, Wholesale trade, Retail trade, foreign trade, import and export procedures.

### **Unit IV: Ethics – Background and Basics**

**6**

Morality - characteristics – role of ethics – value systems – categorization – changing values – Indian ethos in ethics, morality and culture – importance of ethics in business. Ethical Issues - Bribery and corruption – Prevention of corruption act – business bribery – Theft and privacy– Trade secrets – Coercion.

### **Unit V: External and Internal Ethics, Social Responsibilities of Business**

**6**

External Ethics - Consumer rights, Unethical practices of marketing, ethics of competition and fair prices – monopoly market – fixing price in monopoly – ethics of monopoly market. Internal Ethics - Hiring employees, Screening Practices, Promotions, Wages, Exploitation of employees. Social Responsibilities of Business - towards shareholders, employees, customers, dealers and vendors – community – government.

**Total hours:30**

**List of Practicals:**

1. Business Organization Debate – Research on Unlimited liability organization & Limited liability organization and debate each other as to why their type of business arrangement is the best. 6
2. Pros and Cons Table – Assignment of a type of business organization to each group and have the pros and cons table of their business models presented. 6
3. Understand to apply business strategies for influencing regulatory agencies. 6
4. Read and analyze some scenarios to practice identifying, evaluating, making ethical decisions at work. 6
5. Identify and analyze some real-life ethical issues that individuals and businesses encounter. 6

**Total Hours:30****Text Books:**

- 1.Y.K. Bhushan (2013), *Business Organization and Management*, Sultan Chand and Sons, New Delhi.
- 2.Dr. R.K. Singla (2015), *Business Organization*, VK Publications.
- 3.Dr. S. Sankaran (2016), *Business Ethics and Values*, Margham Publications, Chennai
- 4.CSV Murthy (2017), *Business Ethics*, Himalaya Publishing House Pvt. Ltd.

**Reference Books:**

- 1.P.C Tulsian, Vishal Pandey (2015), *Business Organisation and Management*, Pearson Education India.
- 2.NeeiruVasishth (2013), *Business Organization and Management*, Taxmann Publication.
- 3.W.H. Shaw (2017), *Business Ethics*, Cengage Learning.
- 4.Bowie Norman (2011), *Business Ethics*, Prentice Hall.

**Course Outcomes:**

- 1.Knowledge on nature of business and various forms of business organization
- 2.Understand the importance of different types of business units.
- 3.Evaluate significance of business combination and trade types
- 4.Identify the knowledge gained on background and basics of business ethics
- 5.Develop skills to face various ethical issues.

**CO-PO Mapping:**

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	M	H	M	H	H	H	H	H	H
CO2	H	M	H	M	L	M	H	L	H	H	II	H	M
CO3	H	H	M	H	H	M	H	H	H	H	H	H	M
CO4	H	L	L	L	L	L	M	L	H	H	H	M	M
CO5	H	M	L	H	H	H	M	L	M	M	H	M	M

**High-H, Medium-M, Low- L**



## Front Office Management

Semester: III

Hours of Instruction/Week: 4-L: 2, P: 2

25BTOSE1C

No of credits:3

### Course Objectives:

- 1.To enable the students to familiarize with basics of front office department in a hotel.
- 2.To developing skills in Guest Handling.
- 3.To understand the structure and duties of various front office personnel.

### Unit I: Introduction of Front Office

6

Definition, types of hotel, general structure, nature and structure of hotel industry – hotel industry; hotel reception department plan, organization and structure of front office, department in hotel-reception managers, reception officer assistant, junior receptionists, night receptionists.

### Unit II: Front Office Organization

6

Functions of front office department- organization structure duties and responsibilities- check-in procedures- check-out procedures- software used in reservation- types of rooms- types of plans, Inter-departmental co-ordination, Housekeeping security.

### Unit III: Night Audit and Bell Desk Operation

6

Lobby manager, functions of different section of front office - bell desk, front office cashier, paid out, procedure of night auditing of front office accounting –reception procedure-handling on arrival and post arrival of guest - computerization of front office department procedure.

### Unit IV: Reservations, Modes & Process

6

Types, importance & functions, modes & sources of reservation–direct reservation, reservation network systems, agencies, online reservations, corporate clients, travel agents, airline, central reservation system and property direct, group reservations. processing reservation requests-reservation inquiries, accepting or denying reservation, cancellations and amendments.

### Unit V: Guest Handling

6

Introduction to the registration section, basic check-in and check – out activities, steps of registration [with or without reservation], pre-registration activities, registration processing VIP, foreigners & group registration. types of folios used, allowance, paid outs, overbooking, no – show, walk in, scanty baggage.

**Total Hours:30**

**List of Practical's**

1. Visiting a Star Hotel and learning on guest handling, arrival and post arrival.	10
2..A case study on various Hotels front office operations.	10
3.A case study on types of hotels with examples in India.	10
<b>Total Hours: 30</b>	

**Text Books:**

- 1.Gajanan Shirke (2014),Front office management, Mumbai: Shroff Publishers & Distr.
- 2.Atul Shrivastava(2014),Modern Hospitality and tourism Management, New Delhi: Anmol Publications
- 3.BillyEdison(2014),Hospitality and tourism management strategies
- 4.John R. Walker, Pearson (2021), Introduction to Hospitality Management, NewDelhi: Random Publications.

**Reference Books:**

- 1.Robert Woods (2014), Professional front office management, Pearson.
- 2.Michael L Kasavana; Richard M Brooks, Lansing,(2017), Managing front office operations, MI:American Hotel & Lodging Educational Institute.
- 3.Viza Arlington; Shari De Graw(2016),Housekeeping, Marilynne Robinson; Emphyrean Press, Iowa City, Iowa: Emphyrean Press.
- 4.David K Hayes; Jack D Ninemeier; Allisha A Miller(2017),Hotel operations management,3<sup>rd</sup>edition, Boston Pearson.

**Course Outcomes:**

- 1.Apply the theoretical knowledge in front office operations and other different departments .
- 2.Develop Skills on effective guest relation and communication.
- 3.Develop an insight on work culture interdepartmental co ordination of hotel operation functions.
- 4.Gained knowledge, to arrange various front office tasks and situations in a commercial environment.
- 5.Analyze the trend and ecofriendly practices of operations in the front office.

**CO-PO Mapping:**

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	M	L	M	M	L	M	L	M	H	M	M	M
CO 2	H	M	M	M	M	M	M	M	M	H	H	M	M
CO 3	H	M	H	M	L	H	L	H	M	H	M	H	M
CO 4	H	L	L	H	L	L	L	L	H	H	L	L	L
CO 5	H	M	H	H	M	H	M	H	H	M	M	H	M

High-H, Medium-M, Low- L

## Internship

(Project/Internship during summer vacation-1 month)

Semester III  
25BTOSEC1

No. of Credits 4

### Course Objectives:

1. To familiarize students with different organization of Travel/Hospitality industry.
2. To expose to different departments of Travel agency or Tour operation industry.
3. To provide hands on training with different tour destinations and packages.

Travel Agency / Tour Operations / Hospitality/ Airlines /Airports/Event Management –  
Internship Training  
Report and Viva Voce

75

25

**TotalHours:100**

### Course Outcomes:

1. Gain practical knowledge on travel industry.
2. Ability to segregate and prepare travel documents.
3. Design travel itinerary based on the individual requirement.
4. Exposure to different GDS for travel booking.
5. Gain knowledge on different travel regulations of different destinations.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	M	M	H	H	M	M	L	H	M	M
CO2	H	H	H	H	H	M	H	M	H	H	H	M	H
CO3	H	M	H	M	M	H	M	L	M	M	H	M	H
CO4	H	H	M	M	L	M	L	M	M	H	H	H	H
CO5	H	M	H	H	L	L	M	M	M	L	M	M	M

High-H,Medium-M,Low-L



**Professional Development Course (PDC)  
Research Methodology for Service Industry**

**Semester: III  
25BTOPD3**

**Hours of Instruction/week: 4 L: 2, T: 2, P: 0**

**Course Objectives:**

1. To impart the basic concepts of service research and methods.
2. To provide insight into concepts of data collection, data analytical skills.
3. To inculcate the knowledge of writing report and referencing.

**Unit I: Introduction to Research**

**6**

Definition, significance of research, types of research, scope of research – definition of research problem, steps in research, importance of research problem – research objectives – research protocol – outcome of research, understanding concepts, constructs, variables.

**Unit II: Tools for Collection of Data**

**6**

Methods of data collection, primary and secondary data collection methods, qualitative methods of data collection and survey methods of data collection – most popular methods: direct observation, experiments and survey – population and sampling – types of sampling.

**Unit III : Statistical Methods**

**6**

Basic of data analysis – Measurement scales, Sources of error in measurement. Measures of central tendency (mean, median, mode), measures of dispersion (range, mean deviation, standard deviation) – Diagrammatic and graphical representation of data.

hn

**Unit IV: Inferential Statistics**

**6**

Types of hypothesis – testing hypothesis – type I and type II error – testing the difference between means (z & t-test), ANOVA and chi square test (basic only).

**Unit V: Report Writing**

**6**

Report generation – report writing – bibliography – importance of research ethics and integrity – misconduct in research and consequence of misconduct.

**Total Hours: 30**

**List of Tutorials:**

1. Do a group project by identifying the research problem and the steps undertaken in research.
2. Refer to various journals from the library related to the subject.
3. Conduct a research methodology quiz

**Total Hours: 30**

**Text Books:**

- 1.Kothari, C.R (2019), "Research Methodology - Methods and Technique", New Age International Publishers, 4<sup>th</sup> Edition, Chennai
- 2.Saravanel,P(2018),"ResearchMethodology",KitabMahalPublications, Allahabad.

**Reference Books:**

- 1.NareshK. Malhotra (2019), "Marketing Research: An Applied Orientation", Pearson Education, 7<sup>th</sup> Edition, Prentice Hall
- 2.RanjithKumar(2018),"ResearchMethodology",SagePublications,5<sup>th</sup> Edition.
- 3.Donald R. Cooper & Pamela S. Schindler (2018), "Business Research Methods", McGraw Hill, 12<sup>th</sup> Edition, New Delhi
- 4.KumarDas,S(2006),"Research Methodology in Tourism",ABD Publishers,1<sup>st</sup> Edition, Jaipur

**Course Outcomes:**

- 1.Remember various business research concepts and research processes.
- 2.Understand the concepts of research design and scaling techniques.
- 3.Analyze different types of sampling design and hypothesis to apply for research process.
- 4.Apply various data collection methods and statistical tools in solving business research problem.
- 5.Knowledge about the steps involved in report writing and bibliography for service industry.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	H	M	M	H	M	H	H	H	H
CO2	H	H	H	H	H	M	M	H	M	H	H	H	H
CO3	H	M	M	M	H	L	L	H	L	M	H	M	L
CO4	H	M	M	M	H	L	L	H	L	M	H	M	L
CO5	H	M	M	M	H	L	L	H	L	M	H	M	L

High-H,Medium-M,Low- L

## **International Business Management**

**Semester IV**

**Hours of Instruction / Week: 5 L: 3, T: 0, P: 2**

**25BTOC11**

**No of Credits: 4**

### **Course Objectives:**

1. To introduce the basic concepts of international business, trading and financial environment
2. To provide knowledge on the theories of trading and business environment
3. To give an insight on investment and trading in the context of international business.

### **Unit 1 Introduction of International Management**

**9**

International Business- Meaning, Scope, Nature & Importance. Marketing and International trades, Scope of International Business, Features, Differences; Similarities, Interdependence - complexities of international business.

### **Unit 2 International Business Theories**

**9**

Modes of Entry in to International Business-Stages, Various theories of trade Approaches & Alliances Mercantilism, Theory of Competitive Advantage, Product Life - Cycle & New Trade Theory, International Licensing

### **Unit 3 International Business Environment/ cross cultural management**

**9**

Difference between International Business and domestic business, Importance of business environment, Environment-Political-Legal Environment, Economic Environment -Economic Systems, Cultural Environment, Technological Environment-Key elements of cross cultural Management-Strategies of cross cultural Management-Challenges of cross cultural Management.

### **Unit 4 Financial Factors in Business Environment**

**9**

Components of Financial environment, Functions of Financial environment, Financial Assets, Instruments and securities, Foreign Exchange-meaning, Definition, methods foreign payments, Exchange rate, methods of Control Devaluation, Exports Management and Procedures.

### **Unit 5 Investment and Trading**

**9**

Introduction to investing in stock market, Different types of Shares, Globalization of market, Impact of globalization - Ways of Privatization in India, Liberalization, International marketing, Foreign Direct Investment (FDI), Foreign Trade

**Total Hours: 45**

**List of practicals':**

1. Research and analyze the market conditions, competition, legal environment, and consumer behavior in the target country.
2. Present a report or a PowerPoint presentation that outlines your findings and recommendations of a specific company.
3. Discuss strategies for improving cross-cultural communication and teamwork in an international business environment.
4. Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for the product in the target market.
5. Choose a real-world case study where an international company.

**Total Hours: 30****Text Books:**

1. Chand (2024), International Business, S Chand Publishing.
2. Helen Deresky (2022), International Management, Managing across Borders and Cultures, Text and Cases, Global Edition Tenth Edition, Pearson Publications.

**Reference Books:**

1. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet (2015), International Business, 9th Edition, Cengage Learning, New Delhi.
2. Rakesh Mohan Joshi (2016), International Business, Oxford University Press, New Delhi.
3. Vuytakash Sharan (2015), International Business, 3rd Edition, Pearson Education in South Asia, New Delhi.

**Course Outcomes:**

1. Describe the knowledge on dynamics of diverse international business environment
2. Identify the theoretical dimensions of international trade and intervention measures adopted
3. Present the understanding of the role played by different business environments
4. Assess the basic features of foreign exchange market, financial factors and export management.
5. Examine the concept and form of foreign direct investment, and to create awareness on investment and trading.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO11	PSO1	PSO2	PSO
CO1	H	H	H	H	M	H	H	M	M	L	M	H	H	H
CO2	H	H	H	H	M	H	H	H	L	M	H	H	L	M
CO3	M	M	M	H	H	H	H	H	H	L	H	H	H	H
CO4	H	H	M	M	H	H	H	L	H	H	M	H	H	H
CO5	H	M	M	H	H	H	H	H	H	H	H	H	H	M



Semester IV  
25BTOC12

## Marketing Management

Hours of Instruction/Week: 5-L: 3, T: 0, P: 2  
No. of Credits: 4

### Course Objectives:

- 1.To provide knowledge on the fundamental concepts of marketing.
- 2.To give insight on customers buying behavior and market segmentation.
- 3.To enable the learners to learn about the new product development, pricing, branding and aspects involved.

### Unit I: Introduction to Marketing

9

Definition of marketing-nature-scope-Significance and segments of Marketing -Conceptual framework -marketing management -marketing concept – meaning - importance - functions of marketing- Internal and External marketing environment - Prospects and challenges.

### Unit II: Buying Behaviour

9

Buying behaviour, buying motive- explanation of motivation, understanding industrial and individual buyer behaviour -Influencing factors – Buyer behaviour models – online buyer behaviour market segmentation-Marketingstrategy-marketstructure-Roleofmarketingchannels-Channelselection and problem.-Major Factors Affecting influencing Buying Behavior.

### Unit III: Product

9

Product - marketing characteristics- Consumer goods- Industrial goods-Production policy Product Life cycle - production mix – packaging - Market segmentation -targeting and positioning -channel management -Advertising and sales promotions - developing new products and development.

### Unit IV: Pricing

9

Meaning of pricing-Buyer and seller, definition ,meaning, objectives–types of pricing-Pricing Policies - factors influencing pricing decisions - multi product pricing – Physical distribution, management of physical distribution – marketing risk.

### Unit V:Branding

9

Meaning, purpose, importance of branding-branding decision-brand image-brand Identity–brand personality – brand positioning - leveraging the brands – brand equity  
Promotion: Meaning and Importance, Promotion Mix, Eight Elements of the Promotion Mix: Advertising- Definition and Basics of Advertising (5M's),Features and Functions; Advertising Media Legal and Ethical Aspects of Advertising; Personal Selling: Meaning, Functions and Steps.

**TotalHours: 45**

**List of Practical's :**

1. Develop a brand identity for a new product or service. Create a logo, tagline, and visual style guide. 10
2. Choose a company or product and conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). 10
3. Develop a marketing strategy for a new product using the 4Ps 10

**Total Hours: 30****Text Books:**

1. Philip Kotler and Kevin Lane Keller (2015), "Marketing Management", 14th Edition, Prentice Hall, New Delhi.
2. K. S. Chandrasekar (2014), "Marketing Management - Text and Cases", Tata McGraw Hill, New Delhi
3. C. N. Sontakki (2015), "Marketing Management", 5th Edition Kalyan Publishers, New Delhi.

**Reference Books:**

1. Paul Baines, Chris Fillard and Kelly (2015), "Marketing Management", 2nd Edition, Oxford University Press.
2. Nimish V. Dwivedi (2017), "Marketing Chronicles", Kindle Publisher.

**Course Outcomes:**

1. Understand the knowledge on fundamental concepts of marketing management
2. Develops skills on buying behavior of customers
3. Analyze various elements marketing mix for effective functioning of an organization. Present the concept of product pricing, pricing decisions and physical distribution
4. Evaluate the understanding of brand image, brand equity and branding decisions

**CO-PO Mapping:**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	H	H	H	M	H	H	H	H	H
CO2	H	H	H	M	M	H	H	H	L	L	H	H	M
CO3	H	M	H	H	H	H	H	H	H	H	H	M	H
CO4	H	H	M	M	H	M	H	H	M	M	H	H	H
CO5	M	M	M	H	H	M	H	M	H	M	H	H	M

**High-H, Medium-M, Low-L**

## **Tourism Geography**

**Semester IV**  
**25BTOC13**

**Hours of Instruction/Week 5:L:3,T:0,P:2**  
**No of Credits:4**

### **Course Objectives:**

- 1.To know the Indian Physical divisions and geographical concepts
- 2.To study the relationship between geography and the tourism sector.
- 3.To gain knowledge on world wide destinations.

### **Unit I: Physiographic features of India**

**9**

Physical features: Northern Mountains or Himalayas, Northern Plains, Peninsular Plateau, Mountains in the Peninsula, Great Indian Desert, Coastal Plains, Islands, Drainage; -marking of cities on outline maps.

### **Unit II: Basic Geography**

**9**

Importance of Geography in Tourism, Environment and Cartography, Use of GIS, GPS, Remote sensing, 3D Mapping and Remote Sensing Destination Information, Rain and Monsoon, Season for Travel.

### **Unit III: Map Reading**

**9**

Map reading: latitude, longitude, international dateline-Altitude-direction-Scale representation-Time Zones- Calculation of time: GMT Variation-Concept of Elapsed time & flying time

### **Unit IV: Factors Affecting Tourism Development.**

**9**

Physical Factors –Relief, Climate, Vegetation, Wildlife, Water Bodies, Socio-Cultural Factors-Religious Factors-Historical and Cultural Factors- Economic Factors-Transportation-Accommodation- Climatic regions; Vegetation of India; Soil types- Oceanic Currents - Wind Patterns - other geographic formations with tourism potential in India

### **Unit V:World Wide Destinations**

**9**

European Countries, the US, Australia, the Middle East, Asia, Far East Asia, Oceania, Capital Cities, ,Tourism Destinations, Attractions And Accessibilities of Major Countries , Theme Parks, Leisure Complexes, and Holiday Villages-Major Tourism Destination and Attractions.

**TotalHours:45**

**List of Practical's**

1. Explore the physical geography of different tourism destinations, including climatic factors, natural landscapes, and geological features. **10**
2. Draw an Indian Map and Mark its State and Major Cities. **10**
3. Visit a local / regional or National tourist attraction (historical site, beach, national park, cultural heritage site, etc.) **10**

**Total Hours: 30****Text Books:**

1. Alan A. Lew, C. Michael Hall & Dallen J. Timothy, (2016), *World Geography of Travel and Tourism*, Elsevier Publications.
2. IATA Module (2022), *Foundation in Travel and Tourism*, 5.22 edition

**Reference Books:**

1. Babu. P. George, Alexandru Medelea (2015), "International Tourism: World Geography and Development Perspectives", Abhijit Publications.
2. Stephen Williams, Allen A. Lew (2014), "Tourism Geography", Routledge Publications.
3. Michael Hall (2013), "Geography of Travel and Tourism", Routledge, London

**Course Outcomes:**

1. Understand the various physiographic divisions globally.
2. Knowledge on fundamental geographical principles and terminologies.
3. Identify the geographic information that holds significance within the travel industry.
4. Analyze the geographical factors that influence the growth of tourism.
5. Evaluate the diverse world wide tourist destinations with versatile geographical terrains.

**CO-PO Mapping**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	L	M	M	M	M	H	H	H	M	H	H	H
CO2	H	H	M	M	M	M	M	L	H	H	H	H	H
CO3	M	M	M	M	H	M	H	M	H	M	M	H	H
CO4	H	M	M	M	M	M	M	M	M	H	H	M	H
CO5	M	M	L	M	H	H	M	M	M	H	H	H	H

**High-H, Medium-M, Low-L**

**Semester IV**  
**25BTODE2A**

**Event Tourism**

**Hours of Instruction/week: 4-L: 3, T: 2**  
**No of Credits: 4**

**Course Objectives:**

- 1.To understand the basic concept of event Tourism.
- 2.To familiarize effective ways for event marketing.
- 3.To enable the students to organize various events.

**Unit I: Introduction**

**9**

Event Tourism - meaning and functions - Concept and Scope - Importance of events in tourism development -Categories of Events - Personal/Informal Events and Formal/Official Events-Types of events: Mega-events, festivals, conferences, sports events, etc.-Economic, social, and environmental impacts of event tourism.

**Unit II: Visitor Experience and Engagement**

**9**

Understanding tourist motivations for attending events- Customer service and hospitality in event tourism- Technology and digital trends in enhancing visitor experience- Measuring visitor satisfaction and event success.

**Unit III: Destination Development through Events**

**9**

Role of events in destination branding- Infrastructure and logistics for event tourism- Case studies of successful event tourism destinations- Challenges in sustaining event tourism growth.

**Unit IV: Event Planning and Management**

**9**

Key principles of event planning- Stakeholder involvement (government, private sector, community)- Budgeting, sponsorship, and funding models- Marketing and promotional strategies for events.

**Unit V: Sustainability and Future Trends in Event Tourism**

**9**

Sustainable event management practices- Environmental and cultural preservation strategies- The impact of technology (virtual and hybrid events)- Future trends in event tourism and post-pandemic recovery.

**Total Hours: 45**

**List of exercises:**

- 1.Develop a budget for an event, including estimated revenue and expenses
- 2.Design a marketing campaign for an event (social media, print, and digital)
- 3.Design a sustainable event with a focus on eco-friendly practices.

**Total Hours:30**

**Text Books:**

- 1.Sanjaya Singh Gaur& Sanjay Saggere, (2015), Event Marketing and Management, Vikas Publishing House Pvt Ltd, New Delhi.
- 2.Judy, Event Planning Ethics and Etiquette, (2014), A Principled Approach to the Business of Special Event Management, 5th Edition, Wiley Publication.
- 3.Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, (2015), Festival and Special Event Management, 5th Edition, Wiley Publication.

**Reference Books:**

- 1.IGNOU-module, (2014), Young printing press, New Delhi.
- 2.Price Harol, (2015), Convention Management. United Press, UK.
- 3.Lynn, Brenda R. Carlos,(2015), Event Management, 5th Edition, Pearson Education.

**Course Outcomes:**

- 1.Understand the basics of Events.
- 2.Capable for planning and organizing the event .
- 3.Create, organize, and manage team.
- 4.Prepare and present the promotional material.
- 5.Plan and prepare sponsorship proposals.

**CO-PO Mapping:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	M	M	M	L	L	L	H	H	H	H	H
CO2	H	II	II	M	M	M	II	II	II	II	II	H	H
CO3	H	M	M	H	L	L	H	H	H	H	L	M	M
CO4	H	M	L	L	M	H	H	L	H	H	M	M	H
CO5	H	M	H	H	H	H	H	M	H	H	H	M	H

High-H, Medium-M, Low- L

## **Project Management**

**Semester: IV**

**Hours of Instruction/Week: L: 3, T: 0, P: 2**

**25BTODE2B**

**No of Credits:4**

### **Course Objectives:**

1. To provide a comprehensive understanding of the project management lifecycle from inception to closure.
2. To enhance skills in using project management tools and techniques for managing complex projects.
3. To explore effective stakeholder management and communication strategies critical for project success

### **Unit I: Introduction**

**9**

Concept and attributes of Project, Project Management Information System, Project Management Process and Principles, Role of Project Manager, Relationship between Project Manager and LineManager, Project Stakeholder Analysis, Identification of Investment opportunities, Project lifecycle, Project Planning, Monitoring and Control of Investment Projects, Pre-Feasibility study, Common sources of conflict within a project environment.

### **Unit II: Project Preparation and Budgeting**

**9**

Technical Feasibility, Marketing Feasibility, Financial Planning: Estimation of Costs and Sources of Funds, Loan Syndication for the Projects, Demand Analysis and Commercial Viability, Introduction to NPV, Project budget, Collaboration Arrangements, Tax considerations and legal aspects.

### **Unit III: Project Scheduling and Appraisal**

**9**

Decomposition of work into activities, determining activity-time duration. Business Criterion of Growth, Liquidity and Profitability, Social Cost Benefit Analysis in Public and Private Sector, Investment Criterion and Choice of techniques, Estimation of Shadow prices and Social discount rate.

### **Unit IV: Project Planning Techniques**

**9**

Determine project duration through critical path analysis using PERT & CPM techniques. Resource allocations to activities. Cost and Time Management issues in Project Planning and Management.

### **Unit V: Project Risk and Performance Assessment**

**9**

Project Risk Management- Identification, Analysis and Reduction, Project quality management, Project Performance Measurement and Evaluation, Project Report, Project Closure and Audit.

**Total Hours:45**

### List of practical's

1. Identify the project running in the local area and list the activities required for project completion 8
2. Develop time estimates for various activities 7
3. Identify the critical activities of the project using CPM technique 8
4. Find out the delays in the activities, if any, and their impact on cost and project completion. 7

**Total Hours:30**

### Text Books:

1. Chandra, P. (2019). *Projects: Planning, Analysis, Selection, Financing, Implementation and Review*, New Delhi: Tata McGraw Hill.
2. Gido, J., & Clements, J. P. (2015), *Project Management*, New Delhi: Cengage Learning Pvt. Ltd.

### Reference Books:

1. Gray, C. F., Larson, E. W., & Desai, G. V. (2014), *Project Management: The Managerial Process*, New Delhi: Tata McGraw Hill.
2. Khatua, S. (2011), *Project Management and Appraisal*, Oxford: Oxford Press University

### Course Outcomes:

1. Knowledge on Concepts of Project Management.
2. Analyze on the project planning and budgeting calculation aspects.
3. Apply the concepts of scheduling of projects.
4. Assess the project using various project analysis tools and techniques.
5. Evaluate project management in terms of risk and performance

### CO-PO Mapping

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	H	M	M	M	H	M	H	M
CO2	H	H	H	H	H	H	M	M	H	M	H	H	H
CO3	H	H	H	H	H	L	H	H	H	H	M	H	H
CO4	H	H	H	H	H	M	H	H	H	H	M	H	H
CO5	H	H	H	H	H	M	H	H	H	H	M	H	H

**High-H, Medium-M, Low- L**



## **Mind Management**

**Semester IV**

**Hours of Instruction/Week: 5 L:3, T:0, P:2**

**25BTODE2C**

**No of credits: 4**

### **Course Objectives:**

1. To familiarize the students with thoughts, emotions and modulations of mind.
2. To comprehend the basics of mind management for achieving excellence
3. To build confidence and ability among the learners to cultivate mindfulness in their daily life

### **Unit I: Introduction to Mind Management**

**9**

Importance of knowing the Mind, Understanding Thoughts and Emotions, Modulations of Mind by Maharishi Patanjali. Emotional turmoil (Anger, Jealousy, Lust, Greed, etc.): Causes and Cure, Peace of Mind: Luxury or Necessity; Managing Mind through breath. Mind Management: Efficiency, Creativity, and Excellence at Work.

### **Unit II: Mindfulness**

**9**

Mind and Stress, Components and Benefits of Mindfulness, Mindfulness Vs. Meditation; Energy Centers in the body. Tools for reducing Stress: Yoga, Pranayama, Meditation, other Breathing Techniques. Different types of Meditation. Time Management, Anger Management. Mind: Doorway between Consciousness and Creation.

### **Unit III: Intelligences of Effective People**

**9**

Del Pe's 5 Types of Intelligences: Instinctive, Emotional, Concrete Mental, Abstract Mental, Spiritual Intelligence. Concept of Right Brain and Left Brain. Gardner's Model of Multiple Intelligence: Naturalist, Musical, Logical-Mathematical, Existential, Interpersonal, Bodily-Kinesthetic, Linguistic, Intra-personal, Spatial. Techniques of understanding Competencies: Psychometric Testing. Enhancing Intelligence Quotient by activating Chakras.

### **Unit IV: Mind Management for Achieving Excellence**

**9**

Enrich your Communication; Align yourself with the environment: Levels of Influence; Building Rapport; Cultivating Trust; Heal through Humor, Learning from Mistakes, Effective Decision Making; How to deal with Criticism; Being comfortable outside your Comfort Zone. Skills to build positive environment at workplace.

### **Unit V: Self-Assessment**

**9**

Practicing self-care, importance of having personal & professional goals: short term goals, medium term goals, long term goals; Goal of life, SMART Goals; Developing resilience and attitude of gratitude. Success in business. Measuring the Intelligence Quotient, Emotional Quotient, Dermatoglyphics Testing, Applied Kinesiology.

**Total Hours: 45**

### List of Practicals

1. Perform Del Pe practical exercises on daily basis: breathe 10 time focusing on each chakra. 6
2. Participate in role play exercise in classroom to demonstrate the skill of using humour to heal. 6
3. Practice and demonstrate different types of yoga, pranayama, and meditation in yoga Lab. Analyse your state of mind before and after the practice and present a report of the same. 6
4. Practice and Demonstrate meditation technique to activate chakras. Analyse its effect and write a report on the same. 6
5. Rate themselves on Emotional matrix highlighting where they wish to reach and deciding the time frame of the same. Each learner can identify a buddy to support them on their journey. After the completion of the exercise, each learner has to prepare the report of their success story. 6

**Total Hours:30**

### Text Books:

1. Knight, S. (2009). NLP at Work: The Essence of Excellence. Boston: Nicholas Brealey Publishing.
2. Murphy, J. (2015). The Power of Your Subconscious Mind. Delhi: Fingerprint! Publishing.

### Reference Books:

1. Zohar, D. (2012). Spiritual Intelligence: The Ultimate Intelligence. London: Bloomsbury Paperbacks.
2. Siegel, D. J. (2010). *The Mindful Brain: Reflection and Attunement in the Cultivation of Well-Being*. New York: W.W. Norton & Company.
3. Goleman, D. (1995). *Emotional Intelligence: Why It Can Matter More Than IQ*. New York: Bantam Books.

### Course Outcomes:

1. Develop self-awareness by recognizing and understanding the modulations of the mind.
2. Assess their emotional responses using an emotional matrix to identify strengths and areas for improvement.
3. Apply effective techniques for time management, mindfulness, and anger control in daily life.
4. Interpret and analyze the results of psychometric assessments for personal and professional growth.
5. Utilize humor as a tool for stress relief, emotional well-being, and social connection.

### CO-PO Mapping:

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9	PO10	PS O1	PSO2	PS O3
CO 1	H	H	M	M	M	H	H	H	L	M	H	M	M
CO 2	M	M	L	M	H	H	H	H	M	M	H	M	M
CO 3	H	H	M	M	M	H	H	H	M	H	M	M	M
CO 4	H	H	M	M	H	M	H	H	H	H	M	M	M
CO 5	L	H	M	M	M	H	H	H	H	H	M	M	M

**High-H, Medium-M, Low- L**

## **General Insurance**

**Semester IV**  
**25BTODE2D**

**Hours of Instruction / Week: 5 L: 3, T: 0, P: 2**  
**No. of Credits: 4**

### **Course Objectives:**

- 1.To provide the conceptual understanding of general Insurance.
- 2.To familiarize the student with claims, procedures and related regulations in motor policies.
- 3.To acquaint students with conceptual understanding of fire, marine, digital & agricultural insurance

### **Unit-I: Introduction to General Insurance**

**9**

Definition of General Insurance, Scope , History of General Insurance, Principles of General Insurance, Types of General Insurance, General Insurance Companies in India - Areas of General Insurance- Regulatory Framework of Insurance- IRDA - Objectives -Powers and Functions -Role of IRDA- Insurance Advisory Committee.

### **Unit-II: Motor &Digital Insurance**

**9**

Introduction, Motor Vehicles Act 1988 - Requirements for compulsory third party insurance – Classes of motor vehicle Insurance, Benefits of Motor Insurance, Motor claim process, Policy Documentation & Premium- Certificate of insurance – Liability without fault –Compensation on structure formula basis - Hit and Run Accidents-Digital Insurance principles-Insurance portal-Benefits and Challenges of Digital Insurance.

### **Unit-III: Fire & Marine Insurance**

**9**

Marine Insurance Basics, Types of Marine Insurance policies, Builders risk, Policy conditions – Documentation- Calculation of premium- Calculation of Loss- Payment of claims.

### **Unit-IV: Agriculture Insurance**

**9**

Agricultural insurances - Crop insurance – Live Stock Insurance, Evolution of crop Insurance in India, Problems of crop insurance –Types of scheme on Individual approach basis, Crop Insurance Vs Agricultural relief - Considerations in Crop insurance.

### **Unit-V: Health & Medical Insurance**

**9**

Meaning of Health Insurance, History of Health Insurance, Characteristics of Health Insurance, Types of Policies of Health Insurance, Advantages and Disadvantages of Health Insurance, Calculation of Premium- Riders-Comprehensive Plans-Payment of Claims.

**TOTAL HOURS: 45**

### List of practical's

1. Analyze sample policies for Motor Insurance, Property Insurance, Health Insurance and Liability Insurance.
2. Simulate the underwriting process for a Property Insurance or Motor Insurance policy.
3. Simulate a claim scenario for Motor Insurance (e.g., accident, theft) or Home Insurance (e.g., fire, burglary).
4. Work through a case study where different customers purchase Motor or Home Insurance policies.
5. Review the role of insurance regulators.

**TOTAL HOURS: 30**

### Text Books:

1. Insurance Institute of India-IC32-Practice of General Insurance
2. Module I, Principles and Practice of General Insurance, The Institute of Chartered Accountants of India: New Delhi.

### Reference Books:

1. H Narayanan, *Indian Insurance: A Profile*, Jaico Publishing House: Mumbai.
2. K.C. Mishra and G. E. Thomas, *General Insurance – Principles and Practice*, Cengage Learning: New Delhi.
3. P. Periasamy, *Fundamentals of Insurance*, Vijay Nicole Imprints Private Limited, Chennai.

### Course Outcomes

1. To gain knowledge on features of general insurance and insurance company in India.
2. Analyze various schemes and policies related to General Insurance sector
3. Choose suitable insurance policy under Health, Fire, Motor, and Marine Insurances
4. Apply skill for settlement of claims under various circumstances
5. To familiarize with the process of documents needed for different types of claims General Insurance Industry.

### CO-PO Mapping

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	H	H	H	H	M	H	H	M	M	L	H	H	H
CO2	H	H	H	H	M	H	H	H	L	M	H	H	M
CO3	M	M	M	H	H	H	H	H	H	L	H	H	H
CO4	H	H	M	M	H	H	H	H	H	H	H	H	H
CO5	H	H	M	H	H	H	H	H	H	H	H	H	H

**High-H, Medium-M Low-L**

## **Itinerary Planning and Costing**

**Semester: IV**

**Hours of Instruction/Week: 4- L: 2, T: 0, P: 2**

**25BTOSE2A**

**No. of Credits: 3**

### **Course Objectives:**

- 1.To Understand the various activities involved in the tour operation business and their role in the tourism industry
- 2.To impart knowledge about Packaging and Itinerary Planning.
- 3.To familiarize the students about tariff structures and costing methods to create accurate and competitive pricing for tour packages.

### **Unit I: Itinerary Basic Components**

**6**

Itinerary: concept, typology, duration, Types of Itinerary, Steps in planning an itinerary, Types of Tour packages -limitations and constraints. GIT and FIT, Dos and Don't of itinerary Preparation, Package tour Formulation process.

### **Unit II: Itinerary preparation**

**6**

Itinerary preparation for inbound, outbound and domestic tours, preparation of specific common interest tour itinerary & costing, sample tour itinerary of Thomascook, Sotc& others. custom made itinerary and readymade itinerary, factors to be considered while preparing an itinerary, seasonal itinerary, productbased itinerary, all-inclusive itinerary.

### **Unit III: Costing a Tour**

**6**

Types of costs, components of tour cost, preparation of cost sheet, fit costing and group costing. differential tariff plan, accommodation cost, transportation cost, meals plan, pricing strategies and distribution mechanism

### **Unit IV: Operation of Package Tour**

**6**

Confirmation of tour, creation of docket/ file, issue of tour vouchers, reconfirmation with airlines, hotel & ground service providers, distributing customized itinerary to tour leader, guide, driver & transporter, standard procedures for pickup and drop, check-in and check-out in the hotel, sightseeing, the do's and don'ts of sightseeing, Supplier relationship and concept of DMC

### **Unit V: Role and Responsibilities of the Tour Guide**

**6**

Types of tourist guides, duties & responsibilities, guiding in monuments, guiding in wildlife parks, training, state & national travel agencies, History and dimensions and present status, socio -political and cultural role of Tour Guide, Strategies for Managing Groups.

**Total Hours:30**

**List of Practical's**

- |  |    |
|--|----|
| 1. Designing of tour brochure containing information about destinations.     | 10 |
| 2. Itinerary preparation which includes 5A's.                                | 10 |
| 3. Prepare an Itinerary of your choice with 3 night and 4 days with costing. | 10 |

**Total Hours: 30****Text Books:**

1. Barkat A.M.A (2015), Travel and Tourism Management, Prentice Hall India Learning Private Limited.
2. Sebastian T Joseph (2013), Travel agency Management, New Delhi: Random Publications.
3. Joshua O Miluwi (2014), Tourism and Travel Management, Delhi, India: Manglam Publications.

**Reference Books:**

1. Alastair M Morrison (2013), Marketing and Managing Tourism Destinations, New York.
2. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
3. John Swarbrooke (2015), The Development and Management of Visitor Attractions, 2<sup>nd</sup> edition, London ; New York: Routledge
4. Gwenda Syrratt (2016), Manual of Travel Agency Practice, 3<sup>rd</sup> edition, London Routledge, Taylor and Francis Group.

**Course Outcomes:**

1. Understand the basics of Itinerary Preparation.
2. Identify the different types of Itineraries and factors to be considered for different group of people.
3. Analyze the process of Itinerary preparation and various Itineraries of Leading Tour Operators.
4. Identify the roles and responsibilities of Tour Guide.
5. Evaluate knowledge on Tour Costing on different sector of Tourism Industry and their strategies.

**CO-PO Mapping:**

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	H	M	M	M	L	M	M	H	M	M	H	M
CO 2	H	M	H	M	M	M	M	H	H	M	H	H	M
CO 3	H	H	M	H	L	H	M	H	M	M	H	M	L
CO 4	H	H	L	L	L	L	H	M	H	H	M	H	L
CO 5	H	H	M	H	M	H	H	H	H	H	H	H	M

**High-H, Medium-M, Low- L**

## **Advertising and Personal Selling**

**Semester: IV**

**Hours of Instruction/Week: 4 L: 2, T: 0, P: 2**

**25BTOSE2B**

**No. of Credits: 3**

### **Course Objectives:**

- 1.To provide knowledge on advertising principles and role in marketing and business
- 2.To familiarize students with different advertising platforms that influence purchasing decision
- 3.To impart the concept of Personal selling and motives behind it.

### **Unit I Introduction of Relevant Advertising Concepts**

**6**

Integrated Marketing Communication(IMC)-Advertising Management; Process-Marketing Mix Strategies- Five Ms of Advertising- Case Studies of Successful Advertising Campaigns-Target Audience Selection Basis- Rationale of Measuring Advertising Effectiveness- Advertising Strategy-Methods of setting of Advertising Budget

### **Unit II Advertising Models & Media planning**

**6**

Communication Process ; Introduction - Advertising and Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model-DAGMAR-Advertising Effect on Consumer behavior- Consumer decision making; Nicosia Model-Types of Advertising Media -Strengths and Limitations- Factors Influencing Selection of Advertising Media- Advertisement media types; traditional vs. digital-media selection-Advertising media scheduling-Social media advertising (Facebook,Instagram,Twitter,Linkedin)-Content and influencer marketing-AI and automation in advertising

### **Unit III Advertising Effectiveness and Institutional Framework**

**6**

Rationale of measuring advertising effectiveness-Communication and Sales Effect-Pre and Post- testing Techniques-Advertising Agency: Role, types and selection-Ethical and legal aspects of advertising -Role of Advertising Standards Council of India (ASCI)

### **Unit IV Personal Selling**

**6**

Concept of Personal Selling- Preparation and Process- door to door selling -Nature and importance of personal selling- myths of selling,-Difference Between Personal Selling, Salesmanship and Sales Management- types of market consumer and industrial market-Characteristics of a good salesman- types of selling situations, types of salespersons- Career opportunities in selling,-Measures for making selling an attractive career -Role of Personal Selling in CRM; AIDAS Model of Selling

### **Unit V Personal selling motives**

**6**

Buying Motives-Concept of motivation- Maslow's Theory of Need Hierarchy-Dynamic nature of motivation- Buying motives and their uses in personal selling- Selling Process- Prospecting and qualifying- Pre-approach; Approach;-Presentation and demonstration;-Handling of objections- Closing the sale- Post sales activities- Sales Reports and Sales Audit.

**Total Hours:30**

**List of Practical's**

- |  |    |
|--|----|
| 1. Designing of tour brochure containing information about destinations.     | 10 |
| 2. Itinerary preparation which includes 5A's.                                | 10 |
| 3. Prepare an Itinerary of your choice with 3 night and 4 days with costing. | 10 |

**Total Hours: 30****Text Books:**

1. Barkat A.M.A (2015), Travel and Tourism Management, Prentice Hall India Learning Private Limited.
2. Sebastian T Joseph (2013), Travel agency Management, New Delhi: Random Publications.
3. Joshua O Miluwi (2014), Tourism and Travel Management, Delhi, India: Manglam Publications.

**Reference Books:**

1. Alastair M Morrison (2013), Marketing and Managing Tourism Destinations, New York.
2. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
3. John Swarbrooke (2015), The Development and Management of Visitor Attractions, 2<sup>nd</sup> edition, London ; New York: Routledge
4. Gwenda Syrratt (2016), Manual of Travel Agency Practice, 3<sup>rd</sup> edition, London Routledge, Taylor and Francis Group.

**Course Outcomes:**

1. Understand the basics of Itinerary Preparation.
2. Identify the different types of Itineraries and factors to be considered for different group of people.
3. Analyze the process of Itinerary preparation and various Itineraries of Leading Tour Operators.
4. Identify the roles and responsibilities of Tour Guide.
5. Evaluate knowledge on Tour Costing on different sector of Tourism Industry and their strategies.

**CO-PO Mapping:**

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	H	M	M	M	L	M	M	H	M	M	H	M
CO 2	H	M	H	M	M	M	M	H	H	M	H	H	M
CO 3	H	H	M	H	L	H	M	H	M	M	H	M	L
CO 4	H	H	L	L	L	L	H	M	H	H	M	H	L
CO 5	H	H	M	H	M	H	H	H	H	H	H	H	M

**High-H, Medium-M, Low- L**



## House Keeping Management

Semester: IV

Hours of Instruction/Week: 4-L:2,T:0, P:2

25BTOSE2C

No of Credits:3

### Course Objectives:

- 1.To gain knowledge about the roles, responsibilities, and operations of the housekeeping department.
- 2.To impart the understanding of desk control procedures and budget management in housekeeping operations.
- 3.To provide knowledge of desk control procedures and budget management in housekeeping.

### Unit I: Housekeeping and Co ordination

6

Duties & responsibilities of housekeeping department, layout, coordination with other departments - hotel guestrooms – contents and cleaning; public areas –skill based employee's responsibilities – housekeeping control desk.

### Unit II: Housekeeping Management

6

Housekeeping expenses – controlling expenses – use of textiles –checking room status report, room service inspection, log book. types of bed, mattresses and bedding, guest room accessories - ergonomics in housekeeping – pest control and waste disposal.

### Unit III: Green Hospitality

6

Eco housekeeping- horticulture-contemporary spas-conservation practices and methods-eco hotels and recent trends-emerging trends-practices at private and public sector.

### Unit IV: Cleaning Equipments, Agents & Procedures

6

Cleaning equipments (manual and electrical) selection, storage, maintenance & care. Cleaning agents– types, selection – cleaning public care as-daily, weekly, periodic and spring cleaning

### Unit V: Linen and Laundry

6

Linen & laundry, par stock, types of linen. storage linen, exchange linen, linen control, linen quality, discard and their uses –equipments, laundry agents, laundry process, stain removal. handling guest, laundry, issuing of linen to the departments.

**Total Hours:30**

### List of Practicals:

1. Visit a 5 or 3 Star Hotel, check the guest room and public areas.
2. Visiting Linen and Laundry department in Hotel industry.
3. Discuss case studies on Green hotel practices in India.

10

10

10

**Total Hours: 30**

**Text Books:**

- 1.Raghubalan &SmirteeRaghubala (2017), Hotel Housekeeping Operations & Management
- 2.G.RaghuBalan&Smirtee Raghu Balan (2016), Professional Housekeeper Hostel House Keeping Operations Management -Oxford Publications.

**Reference Books:**

- 1.G Raghubalan (2016), Hotel housekeeping: operations and management, Oxford University Press.
- 2.Abraham Pizam (2013), International encyclopedia of hospitality management,
- 3.Oxford [England] : Butterworth-Heinemann, Boston, Massachusetts: Credo Reference.
- 4.John Fuller –Hutchinson, Modern Restaurant Service. A manual for students & Practitioners.
- 5.Sudhir Andrews (2013), Housekeeping Training manual.
- 6.Raghubalan &SmirteeRaghubalan (2015), Hotel Housekeeping Operations & Management.

**Course Outcomes:**

- 1.Gained knowledge of functions of different departments in the hospitality industry.
- 2.Apply the theoretical knowledge, to arrange of housekeeping tasks and situations in a commercial environment.
- 3.Identify the trend and eco friendly practices of operations in the hospitality industry.
- 4.Apply the knowledge to select, purchase and effectively handle cleaning equipments, agents.
- 5.Analyze housekeeping operations to enhance efficiency and service quality.

**CO-PO Mapping:**

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO 1	H	H	M	M	M	H	M	H	H	H	M	M	H
CO 2	H	H	H	M	M	H	M	H	H	H	H	M	H
CO 3	H	H	M	H	L	H	M	H	M	H	M	H	H
CO 4	H	H	L	L	L	H	H	H	H	H	L	L	H
CO 5	H	M	M	H	M	M	H	M	H	M	M	H	M

High-H, Medium-M, Low- L

**Professional Development Course(PDC)**  
**Digital Marketing**

**Semester: IV**

**Hours of Instruction/Week: 4-L:2,T:0, P: 2**

**25BTOPD4**

**Course Objectives:**

- 1.To provide knowledge on the concepts, tools, techniques, and relevance of digital marketing in the present scenario.
- 2.To learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved.
- 3.To explore the uses of Artificial Intelligence in Digital Marketing.

**Unit I: Introduction**

**6**

Concept, scope, and importance of digital marketing - Traditional marketing versus digital marketing - Challenges and opportunities for digital marketing - Digital penetration in the Indian market - Benefits to the customer; digital marketing landscape: An overview - Ethical issues and legal challenges in digital marketing - Regulatory framework for digital marketing in India.

**Unit II: Digital Marketing Management**

**6**

Digital marketing mix - Segmentation, targeting, differentiation, and positioning: Concept, levels, and strategies in a digital environment - digital technology and customer relationship management - Digital consumers and their buying decision process.

**Unit III: Digital Marketing Presence**

**6**

Concept and role of internet in marketing - Online marketing domains - The P.O.E.M framework - Website design and domain name branding - Search engine optimization: Stages, types of traffic, tactics - Online advertising: Types, formats, requisites of a good online advertisement - Buying models - Online public relation management - Direct marketing: Scope and growth - Email marketing, Face book marketing, YouTube and video marketing, Twitter marketing, Instagram marketing: Types and strategies.

**Unit IV: Interactive Marketing**

**6**

Interactive Marketing: Concept and options - Social media marketing: Concept and tools - Online communities and social networks - Blogging: Types and role - Video marketing: Tools and techniques - Mobile marketing tools - PPC marketing - Payment options

**Unit V: Artificial Intelligence in Marketing**

**6**

Introduction of artificial intelligence in marketing - How does AI work, benefit of AI in marketing automation - Content creation with AI, AI tools available for digital marketing.

**Total Hours:30**

### List of Practical's:

1. Prepare a report on the difference between the popularity of any brand using both digital advertising as well as traditional advertising tools; versus any one brand still focusing most of funds on traditional advertising tools.
2. Create a hypothetical advertising tools using Google Ads.
3. Prepare a report on all the possible sources of digital marketing like, Facebook, Instagram, Twitter, YouTube.

**Total Hours:30**

### Text Books:

1. Frost, R. D., Fox, A., & Strauss, J. (2018), "E- Marketing", Abingdon: Routledge.
2. Gupta, S. (2018), "Digital Marketing", Delhi: Tata McGraw Hill Education.

### Reference Books:

1. Charlesworth, A. (2018), "Digital Marketing: A Practical Approach", Abingdon: Routledge.
2. Tasner, M. (2015), "Marketing in the Moment: The Digital Marketing Guide to Generating more Sales and Reaching your Customer First", London: Pearson.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2017), "Digital Marketing: 4.0 Moving from Traditional to Digital", New Jersey: John Wiley & Sons.

### Course Outcome:

1. Demonstrates conceptual understating of digital marketing.
2. Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.
3. Understand the Working and Optimization of Search Engine
4. Apply the skills in diverse digital marketing tools.
5. Gained knowledge on AI in Digital Marketing.

### CO-PO Mapping

CO/P O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO1	H	H	H	H	H	L	M	M	H	L	H	H	M
CO2	H	L	M	H	H	M	M	M	M	L	M	H	M
CO3	M	M	M	H	H	L	H	H	L	H	H	H	M
CO4	H	L	M	H	H	M	H	H	L	H	H	M	L
CO5	H	L	L	H	H	L	H	H	M	L	H	M	L

High-H, Medium-M, Low- L