

Syllabus

Academic Year 2020-2021

FYBBA-T&T		
Course Code	Course Name	Course Credits
Term – I		
BTCB 001	Fundamentals of Tourism Industry 1	2
BTCB 007	Basics of Hospitality Management 1	2
BBCB 005	Management Process	2
BTCB 006	Travel Agency Management	2
BBCB 041	Case Analysis 1	1
BBON 025	Cultural Heritage of Goa 1	2
BBCS 003	Presentation Skills	1
BBCS 007	Time Management	1
Term – II		13
BBCB 035	Environment Management 1	2
BTCB 003	Marketing Tourism and Hospitality 1	2
BBCB 003	Human Resource Management 1	2
BTCB 005	Tour Operations Management	2
BTCB 009	Economics of Tourism 1	2
BBON 026	Cultural Heritage of Goa 2	2
BBCS 001	Oral Communication Skills	2
Term – III		14
BBCB 036	Environment Management 2	2
BTCB 004	Marketing Tourism and Hospitality 2	2
BBCB 004	Human Resource Management 2	2
BTCB 015	International Tourism	2
BBCB 008	Strategic Management 1	2
BBON 003	Conversational Portuguese (Beginners level)	4
BBCS 002	Written Communication	2
Term – IV		16
BBIR 001	Internship Report 1	6
BBIS 001	Internship Seminar1	2

Academic Year 2020-2021

Term-I

GOA UNIVERSITY
TALEIGAO PLATEAU-GOA

FUNDAMENTALS OF TOURISM INDUSTRY 1

Course Code: BTCB 001

No of Credits: 2

Objective: At the end of the course, the student will comprehend the Tourism industry as a System.

Contents:

- Overview of Tourism: What is Tourism? Components of Tourism and Tourism Management, Basic Approach to the study of Tourism, Economic Importance, Benefits and Costs of Tourism. **5hrs**
- Tourism through the Ages: Early beginnings, early tourist attractions, the first travel agents, Historic Transportations, Chronologies of Travel. **5 hrs**
- Career Opportunities: Job forecasts, job requirements, career possibilities, career paths in Tourism. **2 hrs**
- Organization of Tourism: International Organizations, Development Organizations, Regional Organizations. **4 hrs**
- Passenger Transportation: Airline Industry, Rail Industry, Motor coach Industry, The Automobile, The Cruise Industry, Other modes. **5 hrs**
- Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations. **4 hrs**
- Understanding Travel Behaviour: Motivation for Pleasure Travel, Cultural and International Tourism for Life's Enrichment.
- Sociology of Tourism. **5 hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings

1. Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 10th Edition, Wiley, 2006 or latest edition
2. Beech, J and Chadwick, S., 'The Business of Tourism Management', New York: Financial Times/Prentice Hall, 2005
3. Cooper, Chris; 'Essentials of Tourism'; Pearson Publication
4. Sampad Kumar Swain and Jitendra Mohan Mishra, 'Tourism: Principles and Practices', Oxford University Press, 2011.

**GOA UNIVERSITY
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BASICS OF HOSPITALITY MANAGEMENT 1

Course Code: BTCB 007

No of Credits: 2

Objective:

At the end of the course, the student will comprehend the fundamentals of the Hospitality industry.

Contents:

- Introduction to Hospitality Management. **2hrs**
- The hotel business, development and classification. **5hrs**
- The various departments of the hospitality industry: Front Office, House-keeping, Food Production and Service. **12hrs**
- Responsibilities of various personnel in the departments and their functioning. **6hrs**
- Identification of different market segments for different hospitality services **5hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading

1. Walker, John R., 'Introduction to Hospitality Management', Prentice Hall, 2003 or latest edition.
 2. Roy Cook, Cathy Hsu, Joseph Marqua, 'The Business of Hospitality and Travel', Pearson, 5th Edition, 2013
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**GOA UNIVERSITY
TALEIGAO PLATEAU-GOA**

Code BBCB005

Management Process

Credits 2

Objective	To apply the managerial functions and processes to various organizational situations.
Contents	<ul style="list-style-type: none"> • Definition of Management, importance, managers functions, roles and skills) (5 Hrs) • History of Management –Various approaches to Management (4 Hrs) • Planning-definition, importance, goals and plans, developing plans (4 Hrs) • Decision Making- process, types of decisions, styles (4 Hrs) • Organizational Structure, design, staffing. (4Hrs) • Leadership- definition, theories, contemporary views, issues. (5Hrs) Controlling- The system, process of controlling and control techniques (4 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	<ol style="list-style-type: none"> 1. Robbins S., Coulter M.: 'Introduction to Management'. Prentice Hall, 11th edition or later 2. Robbins S., Coulter M. and Vohra N.; 'Management', Pearson, 9th edition or later 3. Harold Koontz, Heinz Weihrich: 'Essentials of Management: An International and leadership perspective', Mcgraw Hill Education, 8th edition or later

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TRAVEL AGENCY MANAGEMENT

Course Code: BTCB 006

No. of Credits: 2

Objective:

At the end of the course, the student will have the ability to use management processes to effectively manage travel agency operations.

Contents:

- Introduction - Travel Agency Meaning, History, Management, Functions and Operations. Difference between travel agency and tour operator. Various services provided by travel Agencies. **3hrs**
- The role of Travel Agencies in development of tourism industry. **3hrs**
- Setting up a Travel Agency, Itinerary, Travel & Transport. Procedure and minimum requirements to open a travel agency, Govt. approvals. **3hrs**
- Travel Agency Management involving aspects such as marketing, sales, personnel, financial, legal, impact of automation, etc. Role of travel agency in the industry - travel information, documentation, tour counselling, ticketing, reservation and itinerary, immigration related services. **12hrs**
- Various Travel related associations and organizations in India, their jobs and responsibilities, special reference with IATO, TAAI. Travel fairs in India like SATTE. **4hrs**
- Economics of Travel Agency Business **3hrs**
- Recent industry developments, emergence of travel portals and future issues. **2hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading

1. Gee, Chuck Y, 'Professional Travel Agency Management', Prentice Hall, latest edition.
 2. Gregory, Aryear, 'Travel Agent, The Dealer In Dreams', Prentice Hall, latest edition.
 3. Negi, J., Travel Agency & Tour Operation, Concept and Principles, Kanishka Publishers, Distributors, New Delhi-02, latest edition
 4. Negi, K.S., 'Travel Agency Management', Wisdom Press, New Delhi-02, 2011
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GOA UNIVERSITY
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Code BBCB041/042/043/044/045/046

Case Analysis 1,2,3,4,5,6

Credit 1 each

Objective:	To develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.
Contents:	<ol style="list-style-type: none">1. Identification of problems/ decision areas in the case – Major and minor problems.2. Identification of protagonists3. Analysis with reference to the long term and short term objectives of the organization.4. Identification of theoretical concepts applicable in the given situation.5. Evaluation of alternative solutions6. Selection of optimum solution with justification7. Implementation of the solution. <p style="text-align: right;">(15 Hrs.)</p>
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	Readings specific to each case from Books on cases compiled in various areas of management.

**GOA UNIVERSITY
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Code :BBON025

Cultural Heritage of Goa - 1

Credits 2

Objective:	<ul style="list-style-type: none"> At the end of the course the students will develop the ability to appreciate the rich Goan cultural ethos. They will have a holistic view of the Goan culture. They will develop the ability to draw a comparison between the pre-Portuguese and Portuguese styles of living and an intermingling of both the cultures.
Contents:	<ul style="list-style-type: none"> The basic topography & social assets in Goa, & the State Identities (4 Hrs.) Modes of housing & modes of transportation Architecture - Temples, Churches, Mosques, Palaces, Forts, etc. Pre-Portuguese Goan culture: Dress, Cuisine, Drinks, Amusement etc (4 Hrs.) Portuguese Era (10 Hrs.) Influence of Portuguese elements on Goan culture & Society Goan weddings - customs and traditions, Gaunkari System & Comunidades Intangible Heritage - Phrases, idioms from Goan society; (2 Hrs.) Customs of birth and death, significance of Goan names; (2 Hrs.) Liberation Movements & Post Portuguese era (8 Hrs.) Liberation Movement - Revolts during Portuguese rule, Operation Vijay; State Administrators, Language issue, Opinion Poll, Goan identity, Medium of Instructions
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	<ol style="list-style-type: none"> Kaleidoscopic Goa: A cultural atlas. Dr. Pandurang Phaldessai; Vasantrao Dempo Education & Research Foundation; Latest Edition A historical sketch of Goa - Denis L Cottineau Kluegen W. Twigg, ;1831 Operation Vijay – Shrikant Ramani ; Broadway Book Centre; Latest Edition Who's Who of Freedom Fighters (Part 1 & 2) - Dir. Arts & Culture ; Latest Edition Goa remembered, vignettes of fading traditions - Angelo Pereira ; M. Lobo 1995 Magnificent monuments of Old Goa-Patrick J. Lobo; Rajhauns Vitaran ; Latest Edition A Socio-Cultural History of Goa : From the Bhojas to the Vijayanagar - V.R. Mitragotri ; Institute Menezes Braganza Institute Menezes Braganza ; 1999 Portuguese & their artillery in Goa – Abhijit Ambekar ; Broadway Publishing ; 2015 Snapshots on Indo Portuguese History - (Part 1 to 4) Vasco Pinho; Self Published ; Latest Edition Inside Goa – Manohar Malgaonkar & Mario Miranda; Architecture Autonomous ; Latest Edition Purabhilekh Puratatv Magazines - Dir. Of Archives, Goa Articles from popular local newspapers and magazines.

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BBCS003

Presentation Skills

1 Credit

Objective	At the end of the course, the student will be able to design and deliver effective presentations.
Contents	<ul style="list-style-type: none">• Importance of presentation skills, presentations and its purpose. (2 Hrs.)• Audience profiling (2 Hrs.)• Deriving/describing the key message (3 Hrs.)• Developing content of presentation, designing visuals (4 Hrs.)• Application techniques of structure, opening, body and closing for an effective presentation (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	Presentation Skills for Managers, Jennifer Rotando, Mike Rotando, Mc. Graw Hill, Latest edition.

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BBCS007

Time Management

1 Credit

Objective	To improve productivity at workplace by effectively using time management skills.
Contents	<ul style="list-style-type: none"> • Introduction: Misconceptions about time, Symptoms of poor time management, importance (2 Hrs.) • Time management barriers and strategies to overcome them (2 Hrs.) • Goal setting and prioritization: The 'Five Time Zone' Concept, Setting goals, why set life goals, Categories of goals, Setting "SMART" goals, Prioritizing using Time Management Matrix. (4 Hrs) • Elements of Effective Time Management: Time Analysis- Keeping track of time using time log, analyzing timelog: time spent/invested patterns (2 Hrs.) • Planning for time management: Essential Steps in Using A Planner, Daily, weekly and long range planning, Using technology to save time. (2 Hrs.) • Time management at workplace: workplace and paper organizers, making meetings effective, Managing information overload. (3 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	<ol style="list-style-type: none"> 1. "Time Management for Busy People", Roberta Roesch, McGraw-Hill Publishing, Latest edition. 2. "Essence of Time Management: Principles and Practice", Micheal Labeof, Jaico Publishing House, latest edition. 3. "Make Everything Count", Robert W. Bly; Jaico Publication House, latest edition. 4. Handbook on time management skills (pdf) prepared by Centre for Good Governance, Andhra Pradesh, latest edition.

Academic Year 2020-2021

Term-II

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Code BBCB035

Environment Management -1

Credits 2

Objective	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.
Content	<ul style="list-style-type: none"> • Introduction to Environment Education (2 Hrs.) • Natural Resources and associated problems (2 Hrs.) • Importance and role of Forest resources, Water Resources, Mineral Resources, Food Resources in environment (8 Hrs.) • Role of Energy and Land Resources (4 Hrs.) • Major Ecosystems of the World (Terrestrial, Aquatic and Sand Dune) (6 Hrs.) • Biodiversity (6 Hrs.) • Role of NGOs and Local Media in Environmental awareness (2 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References / Readings	<ol style="list-style-type: none"> 1. Erach Bharucha, 'Text book of Environmental Studies for undergraduate courses'; Universities Press (India) Private Limited, 2005 or later editions. 2. Agarwal K. C., 'Environment Biology', Nidi Publ. Ltd., Bikaner, latest edition. 3. J. P. Sharma , 'Comprehensive Environmental Studies', Laxmi Publications (P) Ltd, latest edition. 4. Shinde P.G.; Dongre P., 'Environment Management', Seth Publishers, latest edition.

**GOA UNIVERSITY
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MARKETING FOR HOSPITALITY AND TOURISM 1

Course Code: BTCB 003

No of Credits: 2

Objective:

At the end of the course, the student shall have competence in using marketing tools to make and implement marketing decisions.

Contents:

- Introduction: Marketing for Hospitality and Tourism, Concept and definition and its significance in tourism industry. Basic concept of need and want; demand, product, service, market and sales. **5 hrs**
- Service Characteristics of Hospitality and Tourism, Defining marketing mix, the 8 P's of marketing mix. **5 hrs**
- The Role of Marketing in Strategic Planning. **5 hrs**
- The Marketing Environment, Marketing Information Systems and Marketing Research. Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function. **5 hrs**
- Consumer Markets and Consumer Buying Behaviour, Organizational Buyer Behaviour of Group Market. **5 hrs**
- Market Segmentation, Targeting, Positioning, Designing and Managing Products, Internal Marketing. **5 hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings:

1. Kotler, Philip, John R. and James C. Makens, 'Marketing for Hospitality and Tourism', Prentice Hall, 2003 or latest edition.
2. Manjula Chaudhary, 'Tourism Marketing', Oxford University Press, 2010.

GOA UNIVERSITY
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Code BBCB003

Human Resource Management I

Credits 2

Objective	Build competence in basic Manpower planning, Job Analysis, Recruitment and selection, within an organization.
Contents	<ul style="list-style-type: none"> • Introduction to Human Resource Management-Objectives, functions, organization of HR Department. (4 Hrs) • HR Environment & Strategic role of HRM (5 Hrs) • Manpower planning (5 Hrs) • Job Analysis & job Design and employee involvement (4 Hrs) • Succession Planning. (4 Hrs) • Recruitment & Selection: internal and external sources of recruitment, process of recruitment and selection, techniques used in the selection process, Evaluation. (6 Hrs) • Employee Placement (2 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	<ol style="list-style-type: none"> 1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6th edition or later. 2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning , latest edition 3. Gary Dessler, 'Human Resource Management', Pearson publication, latest edition

GOA UNIVERSITY
TALEIGAO PLATEAU-GOA

TOUR OPERATIONS MANAGEMENT

Course Code: BTCB 005

No of Credits: 2

Objective:

At the end of the course the student shall have competence in analysing, designing and managing tour operations.

Contents:

- The meaning of tourism from the operations standpoint and the 5 A's of tourism. The Evolution of inclusive holiday industry. **2hrs**
- Marketing Holidays: System, Network and stakeholder perspectives on the inclusive holiday industry. **2hrs**
- Tourism Geography: The various countries on the world map, physical geography, airline geography and comprehend their importance to creating and operating a successful tour. **4hrs**
- Identify and analyse different types of package tours and how they are used to create holidays for individual customers as well as groups. Creating the market for inclusive holidays, Distributing Inclusive holidays, Outbound Tour Management **8hrs**
- Techniques that create a tour in terms of its itineraries and costing. **6hrs**
- Various travel formalities rules and regulations that are in use today and that are needed to operate a successful tour. **2hrs**
- Importance of eTV and their contribution to tourism. **2hrs**
- Comprehend and analyse the tourism product from its operating sectors. **2hrs**
- Future of Tour Operations Industry and use of information technology in tour operation. **2hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading

1. Sunetra Roday, Archana Biwal & Vandana Joshi, 'Tourism: Operations and Management', Oxford University Press, latest edition.
 2. Laws, Eric, 'Managing Packaged Tourism', Thomson Business Press, UK, available latest edition.
 3. Godfrey, Kerry and Jackie Clarke, 'The Tourism Development Handbook', Continuum, London 2000.
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**GOA UNIVERSITY
TALEIGAO PLATEAU-GOA**

ECONOMICS OF TOURISM 1

Course Code: BTCB 009

No of Credits: 2

Objective:

At the end of the course, the student shall have competence in applying laws of economics towards effective decisionmaking.

Contents:

- Tourism demand: Concept of Demand & supply in tourism. **5hrs**
- Holiday Choice: Consumer decision making process, Determinants & indicators of demand. Measurement of demand. **5hrs**
- Tourism supply and costs: Pricing in tourism: Determinants of Price, Types of price in tourism, pricing a new product project feasibility study, Cost benefits analysis. **5hrs**
- Tourism market structure: Structure, performance and conduct of tourism firms. **5hrs**
- Five forces analysis in understanding competitive advantage for firms. **5hrs**
- Impact of New Economy: Economic impacts, Social Impacts, Environmental Impacts, Multiplier effects in tourism, Environment impact assessment (EIA). **5hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading

1. Tribe, John, 'Economics of Leisure and Tourism', Butterworth Heinemann, Oxford, latest edition.
 2. Cullen, Peter, 'Economics for Hospitality Management', Thomson Business Press, UK, latest edition.
 3. Journals such as the Annals of Tourism Research, Journal of Travel Research and materials from newspapers, popular magazines and the Internet.
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**GOA UNIVERSITY
TALEIGAO PLATEAU-GOA**

Code :BBON026

Cultural Heritage of Goa – 2

Credits 2

Objective:	<ul style="list-style-type: none"> At the end of the course the students will develop the ability to appreciate the rich Goan culture, with an intention to document & record the same. They will have an ability to seek and also create cross reference/s of the Goan tangible & intangible heritage.
Contents:	<ul style="list-style-type: none"> Ornaments,dress, customs & traditions of Goan Hindus& Christians (6 Hrs.) Festivals of Goan Hindus, Muslims & Christians (4 Hrs.) Flora & Fauna of Goa;Sahayadri Range/ Western Ghats (4 Hrs.) Goa's folk performing arts&theatres (4 Hrs.) The culinary art and food in Goa & cultural effects on ethnic cuisine (4 Hrs.) Folk Games of Goa (4 Hrs.) Trades & occupations (4 Hrs.)
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	<ol style="list-style-type: none"> Ethnography of Goa, Daman & Diu - A B de Braganza Pereira; Penguin Group; 2008 Natural History of Goa – RajendraKerkar;Broadway Publication House; Latest Edition Birds of Goa – Heinz Lainer& Rahul Alvares;The Goa Foundation ; Latest Edition The cultural history of Goa- by AnantRamkrishnaDhume.;Self Published ; Latest Edition Legends of Goa - Mario Cabral e Sa;India book House ; Latest Edition 100 years of Konkani Theatre – Wilson Mazarello; Govt. of Goa, Directorate of Art & Culture ; Latest Edition Goa - A Tryst with Trade - Dr. Pratima Kamat;Goa Chamber of Commerce and Industry ; Latest Edition LokSarita – Vinayak Khedekar ;Kala Academy; Latest Edition Feasts, Festivals & Observances in Goa - Maria Lourdes Bravo Rodrigues. L& L publications; 2004 Traditional Occupations of Goa– Pantaleao Fernandes;The Word Publication ; Latest Edition Kaleidoscopic Goa: A cultural atlas - Dr. Pandurang Phaldessai; Rajhauns Vitaran ; Latest Edition Aparanta - Land beyond the End ;Dipti Salgaoncar; - House of Salgaoncar's ; Latest Edition Lived heritage shared space – Angelo Costa Silveira;Yoda Press ; Latest Edition Goa remembered, vignettes of fading traditions- Angelo Pereira;M. Lobo ; 1955 Goa and Its Future- SartoEsteves; P.C. Manaktala & Sons Pvt. Ltd ; 1966 PurabhilekhPuratatv Magazines - Dir. Of Archives, Goa Articles from popular local newspapers and magazines.

**GOA UNIVERSITY
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BBCS001

Oral Communication Skills

2 Credits

Objective	At the end of the course, the student will be able to communicate effectively and with confidence in an inter-personal setting and before an audience
Contents	<ul style="list-style-type: none"> • Fundamentals of communication: The importance of communication, basic forms, Communication cycle, barriers, and dealing with them. (2 Hrs.) • Oral Communication Channels (2 Hrs.) • Inter-personal communication-7 C's of Effective Communication, persuasive speaking. (4 Hrs.) • Public speaking - Pillars of oratory - ethos, pathos, logos, speech purposes, methods of speaking, analyzing the audience. (4 Hrs.) • Non-verbal dimensions, effective delivery. (3 Hrs.) • Voice Modulation, Intonation, Pace, Pause, avoiding fillers & crutch-words & phrases. (4 Hrs.) • Organizing a speech, supporting ideas with visual aids, Planning Speeches, post speech analysis, Techniques of impromptu & planned speeches. (3 Hrs.) • Body language & presentation-effective Introductions, body Language & grooming (3 Hrs.) • Conversational skills-Conversation Starters, Listening Skills, approaches to listening, barriers, measures that can be adopted to ensure better listening. (2 Hrs.) • Conversation Etiquette (3 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	<ol style="list-style-type: none"> 1. Business Communication - concepts and application in an electronic Age ; Randolph Hudson and Bernard Selzler, Oxford University press, Latest edition 2. Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds; Carmine Gallo ,,Mac Millan, Latest edition 3. Business Communication, Rajeesh Vishwanathan, Himalaya Publishing House, Latest edition.

Academic Year 2020-2021

Term-III

GOA UNIVERSITY
TALEIGAO PLATEAU-GOA

Code BBCB036

Environment Management -2

Credits

2

Objective	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.
Content	<ul style="list-style-type: none"> • Understanding causes , effects and control measures of Air pollution, Water pollution, Soil Pollution, Marine Pollution and Thermal Pollution, Nuclear pollution and Noise pollution (10 Hrs.) • Waste Management (2 Hrs.) • Disaster management (2 Hrs.) • Sustainable development (2 Hrs.) • Water conservation– Need importance and methods (4 Hrs.) • Re-settlement and rehabilitation of people & Environmental ethics 2 Hrs.) • Climatic changes – Nuclear accidents, acid rain, ozone layer depletion etc. (2 hrs) • Environment protection acts (2 Hrs.) • Human population and Environment (2 Hrs.) • Environment management systems & ISO (2 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References / Readings	<ol style="list-style-type: none"> 1. Erach Bharucha, 'ext book of Environmental Studies for undergraduate courses'; Universities Press (India) Private Limited, 2005 or later editions. 2. Trivedi R.K., 'Handbook of Environment Laws, Rules Guidelines, Compliances and Standards, Vol: I & II', Enviro Media (R), latest edition 3. J. P. Sharma , 'Comprehensive Environmental Studies', Laxmi Publications (P) Ltd, latest edition.

**GOA UNIVERSITY
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MARKETING FOR HOSPITALITY AND TOURISM 2

Course Code: BTCB 004

No of Credits: 2

Objective:

At the end of the course, the student shall have competence in using marketing tools to make and implement marketing decisions.

Contents:

- Pricing Products: Definition Considerations, Approaches, Strategies, and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC). **8hrs**
- Distribution Channel, importance of choice of channel. **7hrs**
- Promoting Products: Communication and promotion policy and advertising, Public Relations & Sales Promotion, Professional Sales, Online & direct Marketing. **8hrs**
- Destination Management and Emerging Trends in Marketing Tourism and Hospitality. **7hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading

1. Kotler, Philip, John R. and James C. Makens, 'Marketing for Hospitality and Tourism', Prentice Hall, 2003 or latest edition.
 2. ManjulaChaudhary, 'Tourism Marketing', Oxford University Press, 2010.
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TALEIGAO PLATEAU-GOA

Code BBCB004

Human Resource Management 2

Credits 2

Objective	Introduce the students to the training and development function, performance management, compensation and employee benefits, within an organization.
Contents	<ul style="list-style-type: none"> • Training and Development-Training Process, Training Need Analysis, Training Design, Types, Methods of Training, Training evaluation. (6 Hrs) • Performance Management: Setting KRA's/KPA's, appraisal process, methods and its applicability, rewards, managing employee exits. (8 Hrs) • Managing Compensation: Job Evaluation, the wage mix, compensation structure, performance linked pay. (6 Hrs.) • Employee Benefits: employee benefit programs and services. (4 Hrs) • Introduction to Industrial Relations: Importance & approaches, Trade Unions, and Resolving disputes. (6 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	<ol style="list-style-type: none"> 1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6th edition or later. 2. Snell, Bohlander, Vohra, 'Human Resource management', -Cengage learning, latest edition 4. Gary Dessler, 'Human Resource Management', Pearson publication, latest edition

GOA UNIVERSITY
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INTERNATIONAL TOURISM MANAGEMENT

Course Code:BTCB 015

No of Credits: 2

Objective:

At the end of the course, the student will be able to identify factors affecting International Tourism and measures taken to promote International tourism.

Contents:

- Introduction to International Tourism Management, Tourism flows & reasons **4hr**
- Travel motivations, Global Issues relating to Travel and Tourism. **4hrs**
- Travel Business Management: International tourism sales and marketing, the role of state in tourism, International Tourism Organizations, managing and developing MICE destinations. **8 hrs**
- Tourism, Society and Culture: diversity and tourism. **3hrs**
- Social Media & Marketing Metrics. **3hrs**
- Festivals and Events: a cross-cultural comparative. **2hrs**
- Cruise Management: a Critical Perspective. **2hrs**
- Destination Niche Tourism: Development and Management, Eco Tourism. **2hrs**
- Travel barriers and crisis management. **2hrs**

Pedagogy:

lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading

1. WTO, 'International Tourism: A global perspective', Latest edition.
 2. Lanfant, Marine-Francoise et al (ed), 'International Travel and Tourism: Identify and Change; Sage, Latest edition.
 3. Lundeberg D.E et, al 'International Travel & Tourism', Wiley, Latest edition.
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Code BBCB008

Strategic Management I

Credits 2

Objective:	At the end of the course the student will be able analyze the structure of any industry, and indicate sustainable strategies for firms for competitive advantage.
Contents:	<ul style="list-style-type: none"> • Introduction and Role (3Hrs.) <ul style="list-style-type: none"> a. Nature of strategic management: key terms benefits and pitfalls (2 Hrs.) b. Development and analysis of vision and mission and its importance and characteristics (3 Hrs.) c. External environment: forces impacting the external environment, sources of information tools and techniques (6 Hrs.) d. Internal environment: forces impacting the internal environment, sources of information tools and techniques (6 Hrs.) • Implementation <ul style="list-style-type: none"> a. Analysis of external environment, internal environment, framing vision and mission statements. (5 hrs.) b. Generic strategies in different types of organizations (5 hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	<ol style="list-style-type: none"> 1. Fred R. David; 'Strategic Management cases and concepts', Pearson Education New Delhi, 12th edition or later 2. La Pearce, J.A., Robinson, R.B. & Mittal Amita, 'Strategic Management: Formulation, Implementation and Control', Tata McGraw-Hill Publishing Company, 12th edition or later 3. Ltd. wrence, Gupta & Glueck; 'Business Policy and Strategic Management'; Frank Brothers ; 7th edition or later 4. Hitt, Hoskisson , 'Ireland; Management of Strategy Concepts and Cases'; Cengage learning, latest edition 5. Azhar Kazmi, 'Strategic Management and Business Policy', McGraw Hill, 3rd edition or later 6. Industry notes and business stories from popular business periodicals.

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Code : BBON003

Conversational Portuguese (Beginners level)

Credits 4

Objective	At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in Portuguese that will enable the student to engage in simple conversations.
Course description	The course is designed to develop linguistic competencies in the usage of Portuguese, its knowledge of key concepts relating to conversational competency. The course focuses on basic characteristics that enable spoken interaction. Evaluation of the learner's performance comprises of activities such as reading, writing and speaking.
Contents	<ul style="list-style-type: none"> • Introduction to oneself. Ask for name and reply (4 Hrs.) • Different verbal forms like "chamar-se ". (4 Hrs.) • Introduction of the verbs first person and third person singular (4 Hrs.) • Making of phrases (4 Hrs.) • Possessives and demonstratives (4 Hrs.) • Phrases and prepositions (4 Hrs.) • Demonstratives invariables and variables (4 Hrs.) • Cardinal numbers (4 Hrs.) • Indefinite articles, conjunction, muitos and its uses (4 Hrs.) • Question with interrogatives (4 Hrs.) • Making of positive and negative phrases, prepositional phrases (4 Hrs.) • Present continuous and construction of phrases. (4 Hrs.) • Adverbial phrases (4 Hrs.) • Preposition of time, reflexive verbs and pronouns. (4 Hrs.) • Irregular forms of verbs (4 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	Coimbra Isabel & Coimbra Olga Mata; Portugues Sem Fronteiras, Vol.1, LIDEL EdicoesTécnicas, Lda. 2013 or later edition

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BBCS002

Written Communication

2 Credits

Objective:	At the end of the course, students will have competence in basic business writing, correspondence by way of official letters, reports, thinking laterally, generating creative ideas and writing creatively.
Contents:	<ul style="list-style-type: none"> • Language and Grammar (Effective Introductions, Common Grammatical Errors in Indian English, Subject-verb Agreement, avoiding 'sms' language) (10 Hrs.) • Essential Business Communications (Official Letters, Visiting Cards, Report Writing) (10 Hrs.) • Creative Writing (Lateral Thinking, Journal writing, PREP technique, Mind-mapping, Brain-storming) (10 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	<ol style="list-style-type: none"> 1. 'Business Communication – Concepts and Application in an Electronic Age', Randolph Hudson and Bernard Selzer; Jaico Publishing, Latest edition 2. Speaking and Writing for Effective business communication; Francis Soundararaj,, Macmillan, latest edition. 3. 'Developing Communication Skills' by Krishna Mohan and Meera Banerjee, Laxmi Publications, latest edition. 4. 'Lateral Thinking: Creativity Step By Step', Edward de Bono , Harper Perennnial, Latest Edition 5. 'How to Mind Map', Tony Buzan ,Plume Publications, latest edition.