

## SYBBA T&T

SYBBA-T&T		
Course Code	Course Name	Course Credits
<b>Term – V</b>		
BTCB 012	Ethical, Legal and Regulatory Aspects of Tourism	2
BTCB 014	Sustainable Tourism	2
BBCB 006	Organizational Behavior 1	2
BBCB 009	Strategic Management 2	2
BBCB 012	Financial Statement Analysis 1	2
BBON 031	Psychology	2
BBON 011	Introduction to Computer Networking	2
BBCS 006	Etiquettes	1
<b>Term – VI</b>		<b>15</b>
BTCB 011	Management of Transport Operations	2
BBCB 007	Organizational Behavior 2	2
BBCB 013	Financial Statement Analysis 2	2
BBCB 042	Case Analysis 2	1
BTOB 007	Ecotourism Management	2
BTOH 007	Industrial Relations	2
BBON 008	Creative Writing	2
BBCS 005	Negotiation Skills	1
<b>Term – VII</b>		<b>14</b>
BTCB 013	Tourism Planning and Policies	2
BTCB 016	Tourism Products of India	2
BBCB 033	Business Research Methodology 1	2
BTOB 006	Entrepreneurship in Tourism	2
BTOB 008	Emerging Trends in Tourism	2
BBON 001	Introduction to German Language 1	3
BBCS 009	Team Building	1
<b>Term – VIII</b>		<b>14</b>
BBIR 002	Summer Placement Report	6
BBIS 002	Summer Placement Seminar	2

### TERM V

#### ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM

**Course Code: BTCB 012**

**No of Credits: 2**

**Objective:**

To understand the basic principles of various Laws, Codes, rules and regulations relating to Tourism Administration; and to assist the tourists

**Contents:**

Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

1. Laws relating to accommodation, travels agencies land tour operation sector, Lawland regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India. **(6 hrs)**

2. Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure. **(3 hrs)**
3. Law designed for Adventure Tour operation, special permits for rafting, paragliding, heli-skiing and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings. **(6 hrs)**
4. Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife. **(4 hrs)**
5. Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation. **(4 hrs)**
6. The Sexual harassment of women at workplace (prevention, prohibition, and redressal) act, 2013, Definition of workplace, Key elements of Sexual harassment, Provisions of the Act, Role of organization in Prevention and Redressal of grievances. **(3 hrs)**
7. Contract Labor (Prohibition and Regulation) Act 1970: Definitions, registration of establishments employing contract labour, licensing of contractors welfare and health of contract labour, penalties and procedures **(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 Reading:**

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
3. SajnaniManohar Indian Tourism Business : A Legal Perspective, (1999).
4. R. K. Malhotra Socio – Environmental and Legal Issues in Tourism, New Delhi.(2005)
5. Gupta S.K. Foreign Exchange Laws and Practice, Taxman Publications Delhi.(1989)
6. Avtar Singh, 'Indian contract Act 1872', Eastern Book Co, latest edition
7. GargShashank, Tourism Law in India - A Comprehensive Manual of Concepts, Regulations & Guidelines, Universal Law Publishing Co. 2013 edition
8. Contract Labour (Prohibition and Regulation) Act 1970, Universal Law Publishing

## **SUSTAINABLE TOURISM**

**Course Code: BTCB 014**

**No of Credits: 2**

### **Objective:**

At the end of the course, the student shall comprehend sustainability in tourism and will develop competence to analyse and assess sustainable tourism practices.

### **Contents:**

- Introduction: Historical Background, The nature and scope of sustainable tourism.
- A critique of current thinking in sustainable tourism management: Towards a new approach to sustainable tourism management. **4hrs**
- The three dimensions of sustainable tourism: The environment, economic and social dimensions. **4hrs**

- The key actors in sustainable tourism: The public sector, the industry, the voluntary sector, the host community, the government, media and the tourist. **6hrs**
- Sustainable tourism in different geographical milieu: Coastal areas and the sea, rural areas, urban areas, mountainous regions, islands, developing countries. **6hrs**
- Sustainable tourism and functional management: Sustainable tourism and the different sectors and types of tourism. **4hrs**
- Organisations associated with certification and measures implemented by the hospitality industry towards sustainability. **2hrs**
- Importance of responsible tourism, creating awareness in tourists towards 'green and clean' tourism. **2hrs**
- The future of sustainable tourism. **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. J. Swarbrooke, 'Sustainable Tourism', Rawat Publications, 2010.
2. David Weaver, 'Sustainable Tourism', Routledge, 2007

## **ORGANISATIONAL BEHAVIOUR I**

**Code BBCB006**

**Credits 2**

### **Objective:**

At the end of the course, the student should have an understanding of dimensions of Individual behavior in an organizational setting.

### **Skills:**

Ability to understand individual differences in behavior based on personal factors.

### **Contents:**

- Introduction to OB **(2 Hrs.)**
- Foundations of Individual Behavior- Abilities, Biographical characteristics, learning, Implications. **(5 Hrs.)**
- Attitudes and Job Satisfaction- Definitions Components, Types of attitudes, measuring job satisfaction, causes etc. **(5 Hrs.)**
- Personality and values- Definition, Types of personality, importance of values and ethics. **(6 Hrs.)**
- Perception and Individual Decision Making- Definition of perception, factors impacting perception, person perception, making decisions, bias and errors, ethics in decision making. **(6 Hrs.)**
- Motivation- Theories and application. **(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:**

1. Stephen Robbins, Timothy A Judge, Seema Sanghi, 'Organizational Behavior', Pearson Education, 9<sup>th</sup> edition or later
2. Stephen Robbins, Timothy A Judge, Neharika Vohra, 'Organizational Behavior', Pearson Education 14<sup>th</sup> edition or later
3. Fred Luthans, 'Organizational Behavior'; McGraw–Hill Inc, latest edition
4. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Pearson Education India, latest edition.

**STRATEGIC MANAGEMENT II**

**Code BBCB009**

**Credits 2**

**Objective:**

At the end of the course the student will be able to identify, create and implement strategic choices in organizations.

**Contents:**

- Analysis of various strategic choices: Strategy formulation framework, impact of culture and the politics of strategic choice **(8 Hrs.)**
- Resource planning and operational issues **(6 Hrs.)**
- Strategy implementation: Resource's allocation, conflict & challenges **(8 Hrs.)**
- Strategy review **(8 Hrs.)**
  - a. Evaluation and Control
  - b. Characteristics of an evaluation system and contingency planning
  - c.

**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. Fred R. David; 'Strategic Management cases and concepts'; Pearson Education New Delhi 12<sup>th</sup> edition or later
2. La Pearce, J.A., Robinson, R.B. & Mittal Amita, 'Strategic Management: Formulation, Implementation and Control' , Tata McGraw-Hill Publishing Company, 12<sup>th</sup> edition or later
3. Lawrence, Gupta & Glueck; 'Business Policy and Strategic Management' ; Frank Brothers ; 7<sup>th</sup> 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, 3<sup>rd</sup> edition or later
6. Industry notes and business stories from popular business periodicals.

**FINANCIAL STATEMENT ANALYSIS 1**

**Code BBCB012**

**Credit 2**

**Objective:**

At the end of the course the students will have the ability to read and perform an elementary analysis of Financial Statements.

**Contents:**

- Concepts and Conventions of Accounting **(4 Hrs.)**
- Reading of Annual Report, Balance Sheet, Profit and Loss Account, Vertical Form **(8 Hrs.)**

- Cash Flow statements (6 Hrs.)
- Comparative statements (2 Hrs.)
- Common Size Statements (2 hrs.)
- Basic Ratio Analysis (6 Hrs.)
- Introduction to Basic Accounting Standards& IFRS. (2Hrs.)
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### **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. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition
2. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition
3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition
4. Chandra, Prasanna; 'Finance Sense'; Tata McGraw-Hill; 3<sup>rd</sup> edition or later
5. Atrill, Peter and Eddie McLaney; 'Accounting and Finance for Non-Specialists'; Prentice-Hall of India; latest edition
6. Myddelton, D.R.; 'The Essence of Financial Management'; Prentice-Hall of India; latest edition  
Economic Times and Finance Journal

## **INTRODUCTION TO COMPUTER NETWORKING**

**Code : BBON011**

**Credits 2**

### **Objective:**

At the end of the course the student will develop the ability to setup up a wired and wireless network along with resource sharing

### **Contents:**

- Introduction to Networking Hardware and devices. (2 Hrs.)
- Crimping Network Cables (4 Hrs.)
- Setting up a local area network (8 Hrs.)
- Configuring an ADSL modem for internet (8 Hrs.)
- Setting up a wireless network (8 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. Tanenbaum Andrew S.; Computer Networks; Prentice Hall Of India, 5<sup>th</sup> or later edition
2. Mansfield Jr. Kenneth C.; Antonakos James L.; An Introduction to Computer Networking; Pearson Education, 2001 or later edition

## PSYCHOLOGY

Code: BBON031

Credits 2

### Objective:

At the end of the subject, the student will be able to

- Understand the basic principle of Psychology- every individual is different (individual differences)
- Understand oneself & others in terms of the Psychological processes that influence behavior
- Apply the understanding of his/her behavior to various situations of life, especially at the workplace

### Contents:

1. Learning – effects of conditioning on behaviour; behaviour that culture encourages, factors that affect transfer of learning; (5 Hrs.)
2. Memory – memory retention, strategies to improve memory, different factors which influence retention of information in memory, mechanics of memory, role that memories play in behavior, interrupted task v/s completed task (5 Hrs.)
3. Sensation - individual differences in the degree of vividness of images belonging to different senses (4 Hrs.)
4. Perception- Various determinants of attention as used in day-to-day perception, phenomenon of illusion, Factors which influence perception. (6 Hrs.)
5. Thinking -processes involved in problem solving, Obstacles to problem solving . (5 Hrs.)
6. Influence of set on behavior, States of consciousness, motivation, emotion, theories of personality, etc. (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. Lahey Benjamin, Introduction to Psychology- Tata McGraw Hill Ltd, 11<sup>th</sup> or later edition
2. Santrock, J. W. *Psychology Essentials 2*. (Updated Ed.). New Delhi: Tata McGraw-Hill Publishing Company Limited 2006, or later edition
3. Morgan C. *Introduction to Psychology*. New Delhi: Tata McGraw Hill , 7<sup>th</sup> or later edition

## ETIQUETTES

BBCS006

Credit: 01

### Objective:

At the end of the course, the student will be develop the basic skills of appropriate business and social etiquettes, create impactful first impressions and build a consistent personal/ social image.

### Contents:

Business etiquette (4Hrs.)

- Effective introductions
- Exchange of business cards
- Corporate dressing

Dining etiquette (6Hrs.)

- Fine dining
- Use of cutlery

Social etiquette

**(5Hrs.)**

- Greetings and exchanges
- Party etiquette (to be a great host and a guest)
- Telephone etiquette
- Travel etiquette
- Dress for success (dressing as per role, goal and occasion)

Cross cultural sensitization

### **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. Be The Best You Can Be: A Guide To Etiquette And Self-Improvement Robin Thompson, – Free Spirit Publishing ;Latest Edition
2. Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopaldaswamy Ramesh, Madhavan Ramesh, Pearson, Latest edition.

## **TERM VI**

### **MANAGEMENT OF TRANSPORT OPERATIONS**

**Course Code: BTCB 011**

**Credits: 2**

### **Objective:**

At the end of the course, student shall have competence in taking decisions related to Transport Operations in the Tourism industry.

### **Contents:**

- Tourist Transports: Means, Tourism System and Elements of Transport. **4hrs**
- Transport Infrastructure.
- Implications of Development in Transport sector. **6hrs**
- Modes of Transportation: Importance of Road, Air, Water, Rail and other modes with reference to the Global scenario and special emphasis in India. **6hrs**
- Transport, Transportation Planning and Management: Transportation Demand Management, Commute Trip Reduction, TDM Marketing Programmes, Transportation Market Reforms, Passenger Transportation Management. **12hrs**
- Latest technology and inventions in the transportation sector. **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. Ratnadeep Singh, 'Tourism & Transport Management: Practice & Procedures', Kanishka Publishers, Distributors, New Delhi, 2008.
2. Stephen Page, 'Transport and Tourism, Global Perspectives', Pearson Prentice Hall, 3rd Edition, 2009

## **ORGANISATIONAL BEHAVIOUR II**

**Code BBCB007**

**Credits 2**

### **Objective:**

To understand Interpersonal situations and group behavior in an organizational setting.

### **Contents:**

- Foundations of Group Behavior-Stages of Group development, Roles, norms, Status, size and cohesiveness, group decision making. (4 Hrs.)
- Understanding work teams-types, turning individuals into team players. (4 Hrs.)
- Organizational culture-what is it, types, issues, creating an effective culture. (4 Hrs.)
- Introduction to Change Management- Forces of change, planned change, Resistance to change, managing change. (5 Hrs.)
- Stress management- causes, symptoms and management. (4 Hrs.)
- Conflict and Negotiation-definition, views on conflict, process, negotiation (5 Hrs.)
- Power and Politics-Definition, bases of power, power tactics, politics definition, causes and consequences of political behavior. (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 Reading:**

1. Stephen Robbins, Timothy A Judge, Seema Sanghi, 'Organizational Behavior', Pearson Education, 9<sup>th</sup> edition or later
2. Stephen Robbins, Timothy A Judge, Neharika Vohra, 'Organizational Behavior', Pearson Education 14<sup>th</sup> edition or later
3. Fred Luthans, 'Organizational Behavior'; McGraw-Hill Inc, latest edition
4. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Pearson Education India, latest edition.
5. Robbins, Stephen and Mary Coulter; 'Fundamentals of Management'; Prentice

## **FINANCIAL STATEMENT ANALYSIS 2**

**Code BBCB013**

**Credit 2**

### **Objective:**

At the end of the course, the student will have developed competence in evaluation, analyses and interpretation of Financial Statements.

### **Contents:**

- Balance sheets and Profit and loss account (6 Hrs)
- Directors' Report (4 Hrs)
- Auditor's Report (4 Hrs)
- Notes to Accounts (4Hrs)
- Understanding Annual Reports of Companies with Ratio Analysis (8 Hrs.)



- Inter firm comparisons and trend analysis (4Hrs)

**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. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition
  2. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition
  3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition
  4. Bhattacharyya, S. K. And John Dearden; 'Accounting for Management'; Vikas Publishing House Pvt. Ltd.; New Delhi; latest edition
  5. Chadwick, Leslie; 'The Essence of Financial Accounting'; Prentice-Hall of India Private Limited, New Delhi; latest edition
  6. 'How to Read a Balance Sheet'; ILO Programmed Book; Oxford & IBH Publishing Co. Pvt. Ltd.; New Delhi; latest edition
  7. Chandra Prasanna; 'Managers' Guide to Finance and Accounting'; Tata McGraw-Hill Publishing Company Limited; New Delhi; latest edition
- Bhattacharya, Ashish K.; 'Financial Accounting for Business Managers'; Prentice-Hall of India Private Limited, New Delhi; latest edition**

**CASE ANALYSIS 2**

**Code BBCB042**

**Credit 1**

**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:**

1. Identification of problems/ decision areas in the case – Major and minor problems.
2. Identification of protagonists
3. 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 solutions
6. Selection of optimum solution with justification
7. Implementation of the solution.

**(15 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 Reading:**

**Readings specific to each case from Books on cases compiled in various areas of management.**

**ECOTOURISM MANAGEMENT**

**Course Code: BTOB 007**

**No. of Credits: 02**

**Objective:**

At the end of the course, the student will be able to apply techniques for the planning, management, regulation of eco-tourism and learn how eco-tourism can benefit local people.

**Contents:**

- Introduction, Principles and practices of eco-tourism and profiling the eco tourist. **6 hrs**
- Stakeholders in eco-tourism: Role of community in eco-tourism, eco-tourism and NGO's and Eco-tourism and tourism industry, the role of the government in eco-tourism. **6 hrs**
- Environmental impacts of tourism: depletion of natural resources, pollution and physical impacts. How global environmental impacts affect tourism. **6hrs**
- Eco tourism Planning and management: overview, prerequisites for an eco-tourism management plan, who prepares a management plan and evaluation of management plan **6hrs**
- Role of the hospitality industry in promoting eco-tourism, eco -friendly practices, ecotels. **6hrs**

**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. Charles R. Goeldner, 'Tourism Principles, Practices, Philosophies', Wiley. Latest edition
2. Romila Chawla, 'Eco-tourism Planning and Management', Sonali Publications, 2006 or later edition
3. David. A Fennell & Ross Dowling, Ecotourism Policy & Planning, Cabi Publishing, latest edition.
4. R Chawla, ' Eco tourism and Development', Sonali Publication, 2010 or later edition

**INDUSTRIAL RELATIONS**

**BBOH007**

**Credits 2**

**Objective:**

At the end of the course the student will be able to understand industrial relations practices and apply the same at workplace.

**Contents:**

- Introduction to the concept of Industrial Relations **(3Hours)**
- Evolution of IR, Importance of IR and its Application
- Trade Unions Act, importance, disputes, tactics, activities, authorities **(5 Hours)**
- Trade Union activities -strikes, lockout, closures
- Effects, provisions under ID Act, compensation in case, of closures, authorities, notices, recognition of Trade Unions by management
- Resolving Disputes **( 4Hours)**
- Action plans to resolve disputes, peaceful solutions, Discussion, negotiations, government authorities
- Negotiation's skills and wage settlements authorities **(5Hours)**
- Charter of demands, wage settlements, discussions, Negotiations, authorities, process.
- Employees Grievances, Issues and Peaceful solutions **(4Hours)**
- Role and powers of works committee, conciliation officer, Board of Conciliation, labour court, Industrial tribunal. Disciplinary Actions

**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. Labour Laws for Everyday Made Easy by S.D.Puri & Sandeep Puri, Snow White Publications, latest edition.
2. Labour Welfare and Social Security by P.Subba Rao, Himalaya Publishing Co., latest edition.

**CREATIVE WRITING**

**Code : BBON008**

**Credits 2**

**Objective:**

At the end of the course the student will be develop the ability to use creativity while writing.

**Contents:**

- Explore language as a mode for engagement with the world; to develop a creative consciousness of language's role in making and remaking the world **(6 Hrs.)**
- Independently engage and interpret texts **(4 Hrs.)**
- Tools and techniques to analyze and critique works **(6 Hrs.)**
- Documenting ideas in the form of stories / articles / reports **(6 Hrs.)**
- Become more effective at presenting our own writing in front of an audience **(6 Hrs.)**
- Commonly used terms and phrasings used to discuss writing **(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 Reading:**

1. Morley; The Cambridge Companion to Creative Writing, South Asian Edition, Cambridge Publishers, 2013 or later edition
2. Zinsser William; On Writing Well, The Classic Guide to Writing Non Fiction; Collins Publisher, 30<sup>th</sup> or later edition

**NEGOTIATION SKILLS**

**BBCS005**

**Credit: 01**

**Objective:**

At the end of the course, the student will be developing the basic skills and techniques to be a successful negotiator

**Contents:**

- What is negotiation?
  - Negotiation V/s other social interactions
  - Aspects of negotiation research and practice **(3Hours)**
- Preparing the negotiations
  - Goal setting: identifying your goals, options and criteria of success
  - Identifying your "Best alternative to a negotiated agreement" and "Zone of possible agreement"

- Assessing the other side, red teaming
- Learning about catalysts and barriers of successful collaboration
- Designing a negotiation plan
- Creating a negotiation team **(5Hours)**
- The negotiation stages
  - 3 phases of actual negotiations: initial phase, exploratory phase and finalization
  - Rational and emotional elements of trust, cultural and psychological differences of trusting people
  - Tactics for promoting a constructive negotiation climate
  - Positions and interests in negotiations
  - 4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose **(5 Hours)**
- Post-negotiation stage
  - Implementation and compliance
  - Post-negotiation assessment and evaluation **(2 Hours.)**

### **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. The International Negotiations Handbook. Success through Preparation, Strategy, and Planning. Berghoff, E. A. et al. (2007).
2. PILPG and Baker & McKenzie., latest edition.
3. When Cultures Collide: Leading Across Cultures. Boston: Lewis, R. D. (2006).
4. Nicholas Brealey International, latest edition

## **TERM VII**

### **TOURISM PLANNING & POLICIES**

**Course Code: BTCB 013**

**Credits: 2**

### **Objective:**

At the end of the course, the student will comprehend the institutional policy framework and tourism planning.

### **Contents:**

- Purpose of Tourism Planning: Concept of Planning, Goals of Development. **3hrs**
- Tourism as a System: The Tourism System, Demand & Supply Match, Components of Demand & Supply, Factors for Planning, Growth, Sustainability and Ecotourism. **2hrs**
- Tourism Policy: Public and Private Sector Policy, National Tourism Policy, Goa Tourism Policy, Organisations involved in planning and implementation **5hrs**
- Regional Planning Concepts & Cases: Regional Development Hierarchy, Regional Tourism Planning Concepts, Planning Concept, Spatial Patterns, Discovery of Tourism Potential, National Planning Policy, WTO Guide to Planners, Competitive Position Concept. **5hrs**
- Carrying Capacity: meaning, importance, relevance and applications to destinations. **5hrs**
- Destination Planning Concepts & Cases: Destination Planning Issues, Destination Planning Guides, Destination Zone Planning Model, Scenic Highways, Destination Zone Planners. **5hrs**

- Site Planning Concepts & Cases: Design/ Planning Integration, Site Design Influencers, Places & Planning, Design Criteria, Site sustainability, Special Site Interests, Model Site Design Process. **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. Clare Gunn, 'Tourism Planning: Basics, Concepts & Cases', 4th Edition, Routledge, New York/ London.
2. Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 10<sup>th</sup> Edition, Wiley, 2006 or latest edition.

## **TOURISM PRODUCTS OF INDIA**

**Course Code: BTCB 016**

**Credits: 2**

### **Objective:**

At the end of the course, the students shall have competence in identifying and analyzing various tourism products of India like pilgrimage sites, crafts and arts, museums, eco tourism products, hill stations, wild life, fairs and festivals, etc. Students will also be able to reason why certain products are of international calibre and how to develop other products of India to match the international standards.

### **Contents:**

- Introduction to Tourism Products & Heritage Tourism **2hrs**
- Architectural Heritage of India: glimpses on the prominent architecture style **2hrs**
- Popular Religious shrines of India. **4hrs**
- World Heritage Sites in India. **2hrs**
- Important Museum, Art Galleries and Libraries of India, **2hrs**
- Performing art of India: classical dances, dance and music festivals, folk dances and folk culture **2hrs**
- Handicrafts and textiles industry of India **2hrs**
- Fairs and Festivals: Social, religious and commercial fairs of tourist significance **4hrs**
- Indian cuisine, regional variation. **2hrs**
- Event based tourism products **2hrs**
- Wildlife Sanctuaries, Hill Stations, Beaches and Islands, Deserts **6hrs**

### **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**

- S.P. Gupta, Krishna Lal and Mahua Bhattacharya, Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi, and D.K. Printworld (P) Ltd., New Delhi, 2002.
- Dixit, Manoj and Yadav, CharuSheela (2006): Tourism Products of India, Lucknow: Royal Publishers

## BUSINESS RESEARCH METHODOLOGY 1

**Course Code: BBCB 033**

**Credits: 02**

### **Objective:**

At the end of the course the student will acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems.

### **Contents:**

1. Introduction to Business Research – Why research, Business strategy, What research is not, Methods and methodology, Features of good research, fallacy in research, important terms in research, types of research (2 Hrs.)
2. Development of Research Methodology – Induction and deduction, Scientific methods, objectivity in research, Ethics in Research (2 Hrs.)
3. Defining Research Problem – Literature review and concept mapping (4 Hrs.)
4. Generalization in Research – Issue of validity, Conclusion validity and threats, Internal validity, construct validity, external validity and threats to these. (2 Hrs.)
5. Research Plan – Research design, classification of research design, features of good design, experimental research (4 Hrs.)
6. Data Collection – Sources of data (primary and secondary), question issue, issue of measurement and scale, types of question, survey, Data mining (6 Hrs.)
7. Quantitative Analysis – Basic statistical techniques (6 Hrs.)
8. Report Writing – Writing good report, formatting (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 Reading:**

1. Sachdeva J.K., 'Business Research Methodology' Himalaya Publishing House, Second or later edition.
2. Cooper D R and Schindler, 'Business Research Methods', Tata McGraw-Hill, New Delhi, Latest Edition
3. Zikmund W G, 'Business Research Methods'; Thomson Learning, Indian Reprint, Latest Edition.

## ENTREPRENEURSHIP IN TOURISM

**Course Code: BTOB 006**

**Credits: 02**

### **Objective:**

At the end of the course, the students shall develop an ability to write a business plan

### **Contents:**

- Recognizing opportunities in tourism sector and generating ideas: What is an opportunity, difference between idea and opportunity, ways to identify opportunity? 4 hrs
- Analysis of Business environment in tourism sector 4 hrs
- Procedures for registering a business, Government schemes and incentives, sources of Finance. 8hrs
- Feasibility Analysis: what a feasibility analysis is and why it's important? Product/Service Feasibility, Tourism Industry/Target Market feasibility, Organizational feasibility, Financial feasibility 8 hrs

- Writing a Business Plan: Guidelines and Components **6hrs**

**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. Bruce Barringer and R. Duane Ireland, 'Entrepreneurship: Successfully Launching New Ventures', Pearson Education, latest edition
2. Tim Berry, 'Hurdle: The book on Business Planning', Palo Alto Software Inc, latest edition

## **EMERGING TRENDS IN TOURISM**

**Course Code: BTOB 008**

**Credits: 02**

**Objective:**

At the end of the course, the student will be able to assess various emerging trends in tourism and incorporate them while planning for new/modified tourism products.

**Contents:**

- Introduction to the emerging trends, issues and challenges in tourism: such as Space Tourism, Agro-Tourism, Adventure Tourism, Medical Tourism, Eco Tourism, Rural Tourism, Virtual Tourism, Event Tourism, Health Tourism, Adventure Tourism, etc. **6 hrs**
- Factors Responsible for Changing Tourism Concepts and Tourist Demand Patterns: Impact of Cultural, Economic, Political, Technological, Environmental and Ecological Perspectives on International Tourism. **6 hrs**
- International Tourism in future perspective: future projections, new upcoming destinations. **4 hrs**
- Tourism Measurement: measurement of tourist traffic and receipt, measurement techniques and their limitations. **4 hrs**
- Emerging trends in Tourist Motivations. Recent Trends in Domestic and International Tourism in India. **5 hrs**
- Impact of information technologies on 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 Reading:**

1. Charles R. Goeldner, 'Tourism Principles, Practices, Philosophies', Wiley, latest edition
2. Mohammad Saleem Mir, 'Emerging Trends of International Tourism in India', Lambert Publishing, latest edition
3. Anil Verma, Emerging Trends in Tourism, SBS Publishers, latest edition

## **INTRODUCTION TO GERMAN LANGUAGE – 1**

**Code : BBON001**

**Credits:03**

**Objective:**

At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in German that will enable the student to engage in simple conversations.

### **Contents:**

- Personal Details/welcome – small talk in a coffeehouse – ordering and paying, Cities, countries, languages – sightseeing in Europe, (5 Hrs.)
- People and Houses – apartment and furniture (4 Hrs.)
- Appointments/dates and time, (4 Hrs.)
- Orientation in the city – transportation, (5 Hrs.)
- Professions – talking about profession, work and hobbies, (5 Hrs.)
- Vacations and holidays (5 Hrs.)
- Grammar: Simple clauses, ‘W’ questions and ‘Yes / No’ questions, conjugation of words in present tense, nouns and articles, negation, simple past tense (17 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 Reading:**

1. Hermann Funk, Studio D A1, Cornelsen, 2005 or later edition
2. Von Angelika G. Beck ,Langenscheidt German in 30 Days: Book + CD, Goyal Publishers and Distributers Pvt. Ltd. , 2007 or later edition

## **TEAM BUILDING**

**BBCS009**

**Credit:01**

### **Objective:**

At the end of the course, the student will be able an effective team player and manage interventions that can strengthen team performance.

### **Contents:**

- Introduction to teams
  - Types of teams
  - Characteristics of a team (3 hours)
- Stages of team Development (4 hours)
- Key skills for teamwork/building
  - Team Decision making
  - Managing conflict (4 hours)
- Why teams fail (2 hours)
- Power and influence (1 hour)
- Building high performance teams (1 hour)

### **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. Pulling Together: 10 Rules for High-Performance Teamwork, John Murphy, Simple Truths, Latest edition
2. Leadership and Team Building, Uday Kumar Haldar, Oxford University Press, Latest edition



3. Effective Team Building: How to make a winning Team ,John Adair, Macmillian , Latest Edition



