Academic Year : 2020-2021   Course Structure

TYBBA-T&T		
Course Code	**Course Name**	**Course Credits**
Term – IX		
BTOB 001	Event Management	2
BTOB 008	Emerging Trends in Tourism	
BTOB 011	Destination Management	2
BBOM 005	Services Marketing	2
BBOM 009	Product Management	2
BBON 029	Indian Political Environment	2
BBON 034	Database Management Systems & Web Designing	2
BBCS 010	Emotional Intelligence	2
Term – X		**16**
BTOB 003	Global Distribution System	2
BTOB 005	Customer Relationship Management	2
BBOH 002	Performance Management	2
BBOH 012	Employee Engagement	2
BBOM 004	Digital Marketing	2
BBON 028	Critical Thinking	2
BBON 023	International Relations	2
BBCS 004	Interview Facing Skills	2
Term – XI		**16**
BTOB 009	Airlines Management	2
BTOB 010	Food and Safety	2
BBOM 010	Retail Management	2
BBOM 011	Sales Management	2
BBON 003	Conversational Portuguese (Beginners Level)	4
BBCS 008	Mock Interviews by Executives	1
BBIR 003	Summer Placement Report	4
BBIS 003	Summer Placement Seminar	2
		19

EVENT MANAGEMENT

Course Code: BTOB 001   **No. of Credits: 02**

Objective:

At the end of the course, the student will be able to design, plan, market and stage an event.

Contents:

- Introduction to event management - Size of events, types of events, the event team, code of ethics , Concept and design- Developing the concept, analyzing the concept, designing the event, logistics of the concept   **5hrs**
- Feasibility- keys to success, the swot analysis, Legal compliance – relevant legislation, liquor licensing, stakeholders and official bodies, contracts   **4hrs**
- Marketing- marketing mix, sponsorship, Promotion- image/branding, advertising, publicity, public relations   **3 hrs**
- Financial management- budget, break-even point, cash-flow analysis, profit and loss account, balance sheet, Risk management- emergency response plans   **4hrs**
- Management functions- Planning, objectives, prepare an event proposal, planning tools, Organizational Charts, Staffing, Leadership   **4hrs**
- Protocol- Titles, Dress for formal occasions, protocol for speakers, religious and cultural protocol, protocol for sporting ceremonies, preparing for dignitaries, rules of Flag flying, Staging- choosing the event site, developing the theme, conducting rehearsals, providing services, arranging catering, organizing accommodations   **5 hrs**
- Operations and logistics,Safety and security, Crowd management and evacuation, emergency planning, Monitoring, control, evaluation   **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 beinteractive in nature to enable peer group learning.

Suggested Reading:

1. Wagen Lynn Van Der; Carlos Brenda R., 'Event Management For Tourism, Cultural, Business, and Sporting events' Pearson Prentice Hall, 2005 or later.
2. Shannon Kilkenny; 'Event Planning', Atlantic Publishing Group, latest edition.

EMERGING TRENDS IN TOURISM

Course Code: BTOB 008   **No. of Credits: 02**

Objective:

At the end of the course, the student will be able to assessvarious 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.
                                                                                 4hrs
- Tourism Measurement: measurement of tourist traffic and receipt, measurement techniques and their limitations.   **4hrs**
- Emerging trends in Tourist Motivations. Recent Trends in Domestic and International Tourism in India.   **5hrs**
- Impact of information technologies on tourism.   **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 beinteractive 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

DESTINATION MANAGEMENT

Course Code: BTOB 011   **No. of Credits: 02**

Objective:

At the end of the course, the students will be able to market and manage different tourism destinations and provide options for creating and investing in tourism attractions

Content:

• Introduction to destination marketing strategy and planning	**4 hrs**
• Major issues and challenges of destination marketing and management	**4 hrs**
• Destination Management Organizations (DMOs).	**4hrs**
• Tourism strategies and different options for creating and investing in tourism attractions	**4 hrs**
• Marketing Mix for Products & Services	**4 hrs**
• Segmentation of visitors, monitoring the tourist market, models to manage and market destinations.	**6 hrs**
• Tourism strategies and different options for creating and investing in tourism attractions	**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 beinteractive in nature to enable peer group learning.

Suggested Readings:

1. Alastair M. Morrison ;'Marketing and Managing Tourism Destinations' ,latest edition
2. Philip Kotler, John T. Bowen, James C Makens;' Marketing for hospitality & Tourism 'Pearsons|, latest edition
3. Tourism Destination Management- The George Washington University (DC) Online tool kit.

BBOM005	Subject Name: Services Marketing	2 Credits

Objective	At the end of the course, students will develop competency of examining dimensions of service quality, roles of employees in service delivery and improving service quality.
Contents	• Differences between services marketing and goods marketing and exposure in understanding the differences in marketing and managing different service organizations. (2 hours) • Service Delivery Process (4 hours) • Managing Employees and their role in service delivery (4 hours) • Segmentation, Targeting and Positioning Services in the competitive market . (4hours) • Customers Complaints Handling (2 hours) • Setting Communication Objectives (2 hours) • Improving Service Quality & Productivity (2 hours) • Consumer Behavior in Service Encounters (2 hours) • Service Recovery (4 hours) • Challenges Posed by Services Markets (4 hours)
Pedagogy	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies.
Suggested Readings.	1. Services marketing by Christopher Lovelock, Wirtz, Chaterjee, Pearson Education, 5th edition 2. Services Marketing by Dr. S. Shajahan, Second Edition, Himalaya Publishing House 3. Services Marketing and Management by Dr. B. Balaji, (2nd revised edition) S. Chand and Company Ltd

BBOM009	Subject: Product Management	2 Credits

Objective	At the end of the course, students will develop competency of analyzing the market environment and product life cycle, Create differentiable and sustainable value propositions, marketing mix and product portfolio.

Contents	• Market analysis:
	  a. Market analysis and the tool used to do the same.
	  b. Methods for obtaining and integrating market feedback to drive corporate and product decisions those are required for a product launch. (Translating Market Opportunities into Profitability) (6 hours)
	• Competitor analysis: Competition (from industry point of view and customer point of view) for a given product offering (6 hours)
	• Product Life Cycle (PLC): The stages of the product life cycle and when a product needs support, redesign, reinvigorating, withdrawal, etc. (2 hours)
	• Product differentiation and positioning the new product concept: Creating differentiable and sustainable value propositions and the role of positioning. (6 hours)
	• The importance of product benefits (as opposed to features) in guiding marketing-mix decision making (4 hours)
	• Product portfolio and decision related to it: Identifying the range of products a company offers to the consumers and decisions related to managing a product portfolio (6 hours)

Pedagogy	Pedagogy includes interactive sessions involving lectures, case studies, presentations and discussions, field work.
Suggested Readings.	1. Product Management by Donald R. Lehmann and Russell S. Winer, Tata McGraw Hill Education , Latest Edition 2. Product Management by K. S. Chandrasekar, Himalaya Publishing House, Latest Edition

Code: BBON029Indian Political Environment   Credit: 2

Objective	At the end of the course, the students will have competence in: assessing the origin, development, functioning of Indian democracy and various forces impacting the Indian Political System.
Content	- Introduction to Indian Constitution (6 Hrs.) - Welfare State and Directive Principles of State Policy,(3 hrs.) - The Working of Parliamentary Government, (3 Hrs.) - Reservations (2 Hrs.) - Federalism, Centre – State Relations (2 Hrs.) - Panchayat Raj & 73rd Constitutional Amendment (3 Hrs.) - Organization of States, New States & Border Dispute in India, (3 Hrs.) - Special Status, President Rule (Article 356) (2 Hrs.) - Election Procedure in India, Election & Voting Behavior (2 Hrs.) - Judicial Review & Judicial Activism, (2 Hrs.) - Obstacles\Hurdles to Indian Democracy (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. India Since Post- Independence by Paul Brass Publisher – Cambridge University Press, 2006 or later edition 2. The Oxford Companion to Politics in India: Student Edition by Jayal & Mehra Publisher – UBSBD 2011 or later edition

Code: BBON034   Database Management Systems and Web Designing   Credits 2

Objective	At the end of the course, the students will develop ability to manage data using database management system and to design a website using content management system
Contents	Database Management Systems 2. Basic concepts: Field, record, table, database, DBMS, Examples of DBMS, Entity relationship, Primary key, Foreign key (1 hours) 3. Create database and designing a table (2 hours) 4. Design queries: Select query, Action queries (6 hours) 5. Design Forms (3 hours) 6. Design Reports (2 hours) 7. Design Macros (1 hours) Web designing using Content Management System • Basic concepts: web, website, domain name, web servers, web hosting, registering domain name, Moving website files onto the server, html, css, (1 hour) • Installation of CMS (2 hours) • Explore admin interface (1 hour) • Parts of CMS: Categories, Articles, Media, Users, Menus, Components, Modules . (1 hour) • Planning the website: Using templates and positioning modules (1 hour) • Create categories and articles: add categories, create articles and set their parameters, customization (3 hours) • Menus and submenus: Adding and displaying menus, Linking menus to articles and other features (3 hours) • Extend website functionality with extensions: components, modules (3 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 Readings.	1. Joyce Cox, Joan Lambert, "Microsoft Access 2013", Microsoft Press, 1st Edition. 2. Jennifer Marriott, Elin Waring, The Official Joomla! Book, Addison Wesley, 2nd Edition. 3. Joomla 3.0 made easy (ebook) written by Joomlashine team

Code: BBCS010 **Emotional Intelligence** **2 credits**

Objective	This course will help students to understand own and others emotions and handle personal & professional situations in an emotionally intelligent way.
Contents	• Emotional Intelligence - Theoretical Themes and Perspectives: Understanding Difference between EQ and IQ, 5-Dimensional Trait EI Model, Science of Emotions and their understanding, Working of EQ brain. (4 Hrs.) • Self-Awareness Tactics: Understanding Components of Self, Exploration through Johari Window, Mapping Key Characteristics of Self, Stages – Self Awareness/Self-Acceptance/Self Realization. (6 Hrs.) • Self-Regulation: Basics of Managing Emotions, Using Coping Thoughts and Relaxation Techniques for Managing Emotions, perceiving emotions correctly, using emotions to facilitate thinking, Developing Empathy (6 Hrs.) • Internal Motivation: Initiative and the commitment to complete a task, Perseverance in the face of adversity (3 Hrs.) • Empathy: Perceptive of other's emotions and taking an active interest in their concerns, ability to anticipate in someone's needs (3 Hrs.) • Social Skills: Articulating Emotions using Language, Creating powerful impressions, Body Language, Disagreeing Constructively, Developing Social Competency (5 Hrs.) • Emotional Intelligence Measurements and Assessment Instruments: Determining EQ, Emotional Intelligence Assessment Tools, Administration and Interpretation of EI measures and assessment tools (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.	1. Emotional Intelligence: Daniel Goleman: Bantam Books, 10th or later edition 2. The EQ Edge: Emotional Intelligence and Your Success, Steven J. Stein, Howard E. Book: Wiley, 3rd or later edition

GLOBAL DISTRIBUTION SYSTEMS

Course Code: BTOB 003   **No. of Credits: 02**

Objective:

At the end of the course, the student would be able to access the Global distribution system, request and interpret flight availability and timetable displays, search for and quote fares, work with the Queuing System. The student would also be able to understand travel terminology and obtain useful and valuable information for efficient serviceto the clients.

Contents:

- Introduction to PC Hardware & Terminology, Important keys, uses of control keys, printability, Focal-point- features, sign-on, password, sign-off, work areas
- Encoding & Decoding of cities, countries, airlines, aircraft types   **3hrs**
- Time-Table – timetable qualifiers, Availability- Alpha and Numeric availability, follow-up entries, Sell agreements   **3hrs**
- Create Booking Files with the mandatory fields – Phone Field, Received Field, Itinerary, Direct sell, Open Segment, Segment Change, Segment Cancel, Name field, Add Group Name, Ticketing Arrangement, Passing Ticket numbers, Redisplay Record/ End Transact/ Ignore Transact, Retrieve Booking File   **3 hrs**
- Special Service Requirement (SSR), Meal request, Other Special requests, Seat request, Mileage Membership, Advance Passenger Information, Note Pad, Vendor Remark, Address Field – Written Address, Delivery Address, Review Booking file field, Change segment status, Action/Advice codes, Itinerary Remarks Field, Booking File listing   **5 hrs**
- Queue, Dividing a Booking File, Global Information System, Stand Alone Entries   **6hrs**
- Fares- 360 degrees Fares, Fare display, Fare Quote Itinerary, Cancel Filed Fares, Focal-point Shopping, Travel Industry Phonetics   **3 hrs**
- Room reservation system - Introduction, benefits and application   **4 hrs**
- Car reservation system- Introduction, benefits and application.   **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 beinteractive in nature to enable peer group learning.

Suggested Reading:

1. TravelportGalileo Basic GDS Module by InterGlobe Technology Quotient. Latest edition
2. The Complete Amadeus Manual, JasirAlavi, Latest edition

CUSTOMER RELATIONSHIP MANAGEMENT

Course Code: BTOB 005   **No. of Credits: 02**

Objective:

At the end of the course the student would be able to relate to CRM as an integral part of marketing. The student would develop competency in analysing customer relationships by evaluating customers, their buying and spending behaviour.

Contents:

- Introduction to CRM, Criticality of Customer Relationships, Conceptual Foundations of CRM: Evolution of CRM, Benefits of CRM   **2 hrs**
- Building Customer Relationships- Relationship Building process, Bonding for Customer Relationships, Zero Customer Defections, CRM Frame work   **4 hrs**
- Research in CRM Tools, Techniques and Methods, Customer Satisfaction, Customer loyalty, Service Quality   **4 hrs**
- Market Share vs Share of Customers, Lifetime value of Customers   **4 hrs**
- CRM in B2C and B2B markets: CRM in Services, Service Recovery, CRM in Products Market, CRM in B2B Markets: Characteristics of Business Markets, Importance of CRM in B2B Markets, Key Accounts Management, Customer Value Management in Business Markets   **4 hrs**
- Components of eCRM: Data Warehousing, Data Mining and CRM, Campaign Management, Role of Contact Centres in Building Relationships   **4 hrs**
- CRM Road Map: Defining CRM Strategy, CRM Implementation, Developing a Relationship Orientation, Customer Centric Marketing and Processes, Building Organizational Capabilities through Internal Marketing, Issues in Implementing a technology solution for CRM   **4 hrs**
- Operational issues in implementing CRM: Process view of CRM, Budgeting for Attraction vs Retention, Learning from Customer Defections, Customer Retention plans, Evaluating Retention Programmes   **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 beinteractive in nature to enable peer group learning.

| BBOH002 | Performance Management | Credits :2 |

Objective	At the end of the course the student will be able to use performance management skills required to take organizational decisions relating to employee performance.
Contents	Introduction, importance, performance management cycle and current practices Relationship between development strategies and business performance; performance planning, coaching and review/ appraisals; Interpersonal dynamics in performance management. (6 hours) Performance planning and Goal setting Introduction to Competency Mapping (6 hours) Frameworks for performance management, their adaptations in India and best practices (4hours) Performance Appraisals – Methods, Documentation, Feedback, legal and Ethical Considerations, Role of Appraisers. (8 hours) Performance feedback and coaching, Performance Developmental Plans & Rewards , application in career planning. (6 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.
References/ Readings.	1. Performance Management , Herman Agunis, Pearson publications , 2nd edition 2. Performance Management and Development , Amstrong & Baron , Jaico, Latest edition 3. Performance Management by A.S.Kohli & T.Deb, , Oxford Higher education Press, Latest edition 4. Performance Planning and Review- Making Employee appraisals work by Richard Rudman, Allen & Unwin Publishers, Latest edition. 5. Raymond Noe, Performance Management Systems, Latest edition

Code: BBOH012   Employee Engagement   Credits: 2

Objective	At the end of the course, the students will be able to develop effective employee engagement interventions for organizational effectiveness.
Contents	Employee Engagement: Introduction, Essence of Employee Engagement, Categories of Engaged Employees, Drivers of Employee Engagement, Similarities & differences Job Satisfaction, Organizational Commitment, Job Involvement, Organizational Citizenship Behavior & Employee Engagement. (5 hours) Engagement Models (6 hours) Measuring Engagement: Measuring Engagement Levels using an appropriate scale– India vs. World, Challenges ahead for Employee Engagement. (6 hours) Benchmarking Employee Engagement: Benchmarking Practices in – Reward & Recognition, Communication, Learning & Development, Employee Well Being, Performance Management, Work Life Balance & Employee Engagement, Managerial Strategies for Enhancing Engagement Levels (7 hours) Interventions in Employee Engagement. (6 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.
References/ Readings.	1. Employee Engagement, Sengupta D., Ramadoss S. ArEmm International, First Edition. 2. The Essential Guide to Employee Engagement, Cook S. Kogan Page Publishers

BBOM004   Subject Name: Digital Marketing   2 Credits

Objective	At the end of the course, students will develop the competency of marketing online, Boosting website traffic, Generating potential leads and increasing sales revenue.
Contents	• Basics of Digital Marketing (2 hours) • Hands-on-practical exposure about creation of a website. (6 hours) • Search Engine Optimization, Pay Per Click Advertising, Google Analytics, E-mail marketing, Mobile Web Marketing and Online Advertising. (8 hours) • Social Media Marketing comprising of Facebook, Twitter, LinkedIn, Video and Viral marketing, Lead generation for business, convertingleads into sales and increase business revenue. (6 hours) • Afiliate Marketing and AdSense Blogging. (4 Hours) • The differences between Adwords Fundamental, Search Advertising, Display Advertising, Video Advertising, Shopping Advertising and Mobile Advertising. (4 hours)
Pedagogy	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies.
Suggested Readings.	1. Digital Marketing by Vandana Ahuja, Oxford University Press, Latest Edition 2. Digital Advertising: Theory and Research (Advances in Consumer Psychology) by Shelly Rodgers and Esther Thorson, Routledge; 3 edition

Code: BBON023	International Relations	Credits 2
Objective	• The student shall develop an ability to dissect the finer aspects of the realm of international politics and world affairs, through a comprehensive, integrated and holistic understanding of world politics.	
Contents	• Introduction to International Relations (2 Hrs.) • India's Foreign Policy, Diplomacy and Elements of National Security. (4 Hrs.) • Trends and Patterns in Global Political Economy. (4 Hrs.) • Major-Power Relations affecting India. (8 Hrs.) • Major Debates in International Relations: Balance-of-Power Theory; Democratic Peace Theory, Hegemonic Stability Theory, etc. (6 Hrs.) • Issues in 21st Century Global Governance: Democracy, International security, Non-Proliferation, Terrorism, Trade, Environment, Non-State Actors, etc(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. Goldstein Joshua S., Pevehouse Jon C. International Relations, Pearson 8 th or later edition 2. Vinay kumar and Malhotra-'International Relations', Anmol Publications , 2002 or later edition 3. John W. Spanier, 'Games Nations Play: Analyzing International Politics.', Praeger, 2nd or later edition 4. Henry Nau,'International Relations in Perspective – A Reader.' QC Press 2009 or later edition.	

Code: BBON028	Critical Thinking	Credits2

Objective	At the end of the course, the students will have competence in successfully identifying the causes of complex personal and professional problems using logical, verifiable cause-and-effect.
Content	- Basic Logical concepts – premises, conclusions, arguments and propositions (3 Hrs.) - Identification of explanations and arguments. (4 Hrs.) - Reasoning -- the Use of the Matrix (4 Hrs.) - Use of language in logical reasoning – the forms of discourse, emotive words, emotively neutral language (4 Hrs) - Understanding of Arguments and Disagreements (3 Hrs.) - Introduction to Falacies, types of fallacies (5 Hrs.) - The symbols for Conjunction, Negation and Disjunction.(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 Reading	1. Introduction to logic - Copi Irving and Cohen carl, Publisher –Pearson, 11th or later edition 2. How to Improve your Critical Thinking & Reflective Skills- Weyers, Publisher - Pearson , 2012 or later edition 3. The Critical Thinking Toolkit ,Caroselli, Publisher – Amacon Books, 2011 or later edition.

Objective	Ability to face entry level selection processes of organizations.
Content	• Pre interview Cover letter and resume writing (8 Hrs.) Content of cover letter, structuring of the resume, types of resumes, resume writing. • Creation and optimization of a personal profile on Job Portals (4 Hrs.) • Introduction to psychometric tests (4 Hrs.) • Facing interviews and Interview Process (8 Hrs.) Types of Interviews, Grooming and body language (3 Hrs.) • Post interview follow up (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 Reading	1. How to face an interview, Raghu Palat, Jain Book Agency, latest edition. 2. The skill of communicating, Bill Scott, Jaico Publishing, Latest editions 3. Interview videos from www.crazyprof.in, Wipro and McGraw Hill Education.

AIRLINE MANAGEMENT

Course Code: BTOB 009   **No. of Credits: 02**

Objective:

At the end of the course students will learn airline management operations.

Contents:

- Airline industry overview: History, types of aircrafts & challenges faced, origin of aviation, meaning and types of different aircrafts   **4hrs**
- Regulations and travel organization: International Air Transport Association (IATA) Traffic Conference Areas ,IATA Codes: India and worldwide airports   **6hrs**
- Airline geography, Air connectivity and airports: IATA Traffic Conference Areas – IATA Codes: India and Worldwide – Airports: terminal operations and procedures   **6hrs**
- Air itinerary planning and air travel documents: Air Travel Itinerary: Meaning – Basic Planning of an air itinerary – Auxiliary elements and components that make up an itinerary – Air Travel Documents: Passport: Meaning and Types – Visa: Meaning and Types – Health Certificate – Travel Information Manual (TIM) – Passenger Ticket   **7hrs**
- Passenger service and baggage handling: Customer Service: Passenger Handling Procedure , Special Passenger Handling, Baggage Handling Procedures   **7hrs**

Pedagogy:

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

Suggested Reading:

1. Chand, Mohinder; 'Travel Agency Management – An Introductory Text'; Anmol Publications Pvt. Ltd., New Delhi; Second Revised & Enlarged Edition, 2007; Reprint, 2009.
2. Stephen Shaw; 'Airline Marketing and Management'; Routledge, 2016, or later edition
3. EdissaU wayo; 'Airline and Airport Operations'; Notion Press, 2016 or later edition

FOOD AND SAFETY

Course Code: BTOB 010   **No. of Credits: 02**

Objective:

At the end of the course students will learn food safety practices in food handling and the implementation of critical control points of food safety.

Contents:

- **Introduction to Food Safety and Nutrition**: Introduction and definition, Background and historical significance, Scientific basis and implications, regulatory and industrial implications   **4hrs**
- **Personal Hygiene For Food Handlers**: Importance, good personal hygiene practices, Legal responsibilities, food contaminations due to personal hygiene, health of food handlers   **3hrs**
- **Contamination of Food**: Sources of bacteria and their introduction in the food chain, high risk and low risk foods, Cross contamination, Common food poisoning bacteria   **3hrs**
- **Safety considerations in different Cooking Methods**: Moist heat methods, dry heat methods, Using fats, Combination of cooking methods   **4hrs**
- **Good Manufacturing Practices (GMP)**: Elements of GMP, Building and facilities, Equipment, Production and Process controls   **2hrs**
- **Hazard Analysis and Critical Control Points (HACCP)**: HACCP principles, Benefits, Golden rules for food safety, Conditions that support bacterial growth   **4hrs**
- **Food Safety – Dairy Products**: Pasteurization of Milk, Pathogen control, Allergen control, Lactose intolerance, Supplier control   **4hrs**
- **Food Safety – Meat Products**: Storage, pre- preparation, Cooking, Service   **3hrs**
- **Food Borne Illnesses and Allergens** – Growth, pathogens, symptoms, Preventive Measures   **3hrs**

Pedagogy:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocationaltraining/viva/ seminars/ term papers/assignments/ presentations/ self-study/ case studiesetc.or a combination of some of these. Sessions shall be interactive in nature to enable peergroup learning.

BBOM010	Subject: Retail Management 2 Credits

Objective	At the end of the course, students will develop competency of handling challenges, different tools relating to retail business, analyzing retail environment and opportunities for business.
Contents	• **Introduction to Retailing Management** Importance, roles and Challenges, Retail in India (4 hours) • Theories of Retail Development and Formats in Retail (5hours) • Understanding the Retail Consumer&Retail Strategy: Strategy, Concept of business model, Strategy from the Retail perspective, mission, situation analysis, options, objectives. Retail Value chain (5 hours) • Store Site Selection: Types of Retail Locations, steps involved in choosing location, Methods of Evaluating trading area, trend in property development in India. (2 hours) • Methods of Retail Expansion Concept and need of Foreign Direct Investment, Methods of Expansion, Franchising, Types, legal issues in franchising in India (2 hours) • Merchandising Concept of Merchandising, Evolution, Factors affecting buyers, Merchandisers role, Buyers Role/Responsibilities, Buying for a single store, Process of Merchandise Planning, types, Technology, tools. Private labels. (2 hours) • Store layout &Design and Visual Merchandising: Concept of Store layout and design, Exterior and Interior, Visual Merchandising, tools uses, Methods of Display. (4 hours) • Retail Marketing and Branding Role of Marketing in Retail, Retail Marketing Mix, Segmentation, Targeting, Positioning approach, Retail communication mix, Advertising, Sales promotion, Public Relations and Publicity, Personal Selling, Point Of Purchase, Social and Mobile media. (2 hours) • Role of Technology in Retail - Unique needs of technology Retail, need for Product Identification, Importance of Technology in Retail, factors affecting the use of Technology, Application, Database management, Data warehousing, Data mining. (4 hours)
Pedagogy	Pedagogy includes interactive sessions involving lectures, case studies, presentations, assignments and discussions.
Suggested Readings.	1. Swapna Pradhan, "Retailing Management – Text and Cases" Tata McGraw Hill Education Private Limited -New Delhi, McGraw Hill Education; 5th edition 2. The A to Z of Retail Management - Paperback – by Ravi Potti, Swapnil Saurav, Eka Publishers; 1 edition (2013)

BBOM011	Subject Name: Sales Management	2 Credits

Objective	At the end of the course, students will develop competency of applications of sales management techniques, personal selling, sales forecasting, strategic sales force management
Contents	• Objectives of sales management, Relationship between sales and marketing, Elements of sales management, Functions of Sales Manager, Sales ethics in dealing customers (4 hours) • Territory Management, sales forecasting, Sales Quota Quantitative methods, Qualitative methods (8 hours) • Personal Selling v/s Salesmanship, Importance of Personal selling, Personal Selling process, AIDA model (Attention – Interest – Desire – Action) in Personal Selling, Merits and limitation of Personal selling. (8 hours) • Closing techniques I –Approach Close , Demo Close , Closing techniques II-Hot button Close, Trail Close, Closing techniques III- Invitational close, Price Close, Ben Franklin Close. (4 hours) • Recruitment and Selection, Training, Compensation management, Sales force motivation, Methods of performance appraisal (6 hours)
Pedagogy	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
Suggested Readings.	1. Sales Management by Charles M Futrell, Thomas South Western Publications, 6th Edition 2. Sales Management, Decisions, Strategies and Cases, Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni, Pearson Education , 5th edition

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	- 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 Edicoes Tecnicas, Lda. 2013 or later edition

BBCS08Mock interviews by Executives   1Credit

(Interview Facing Skills is a prerequisite to undertake this course)

Objective	To enable students to obtain feedback from the industry/ employers on the extent of competence development they had, their strengths, weaknesses, etc. judged from the point of their employability in the industry.
Content	- Conceptual clarity - Domain knowledge - Behavioral skills - Perspectives held - General awareness (15 Hrs.)
Pedagogy	Mock interviews by executives from the industry
Suggested Readings	