

Maulana Abul Kalam Azad University of Technology
(Formerly West Bengal University of Technology)
Syllabus of BBA (Tourism & Travel)
Effective for Academic session 2019 - 2020

TTM 401 : TOURISM PRODUCT OF INDIA – II

Unit – 1: Study about Performing Arts of India - Indian Classical Dances-Folk Dances. Music of India- Classification-Marg & Desi, Karnatic style, North Indian Music- Musical instruments, Costumes, Religions

Unit – 2: Role of Performing Art in Tourism Development, Indian Theatre- Different Theatrical Forms Indian Cinema- Evolution- Role in Tourism Development. Heritage tourism

Unit – 3: Handicrafts & Craft Melas of India – A case study of Suaj Kund Craft Fair Fairs and festivals of India – a brief study of the types, Pottery, Stone Craft

Unit – 4: Natural Tourism products: Hills & Beaches, Deserts, Lakes of India. National Parks and Wild Life Sanctuaries of India. A brief study of Jim Corbett National Park, Sundarbans, Kanha, Gir National Park, Jaldapara etc.

Unit – 5: Adventure Tourism – Definition, Different types of adventure sports and their brief study. New age tourism products – Medical tourism , Health Tourism , Tea tourism , Highway Tourism , Space Tourism , Disaster Tourism

Suggested Books:

1. The Wonder that was India: A.L. Basham
2. Cultural Heritage of India: R. Acharya
3. Indian Architecture: Percy Brown

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TTM 402 : ORGANIZATIONAL BEHAVIOUR IN TOURISM

Unit-I: Nature, meaning and significance of Organization Behaviour (OB); challenges and opportunities for OB. Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes; Personality: Definition, determination, Traits, attributes; Perception: Meaning and Significance, factors influencing perception.

Unit-II: Motivation: Meaning and importance, Theories of motivation - Maslow, Herzberg's, McClelland's, Alderfer's ERG Theory, McGregor's Theory X & Y, Vroom's Expectancy Theory, Porter and Lawler Expectancy Model.

Unit-III: Learning – Concepts and Principles, Theories of Learning, Types, Techniques of Administration, Reinforcement, Punishment, Learning about Self.

Unit-IV: Attitudes and Job Satisfaction – Sources of Attitudes, Types of Attitudes, Attitudes and Consistency, Cognitive, Dissonance Theory, Attitude Surveys. Work Stress – Understanding Stress, Potential Sources of Stress, Consequences of Stress, Managing Stress.

Unit-V: Group Dynamics – Foundations of group behaviour – Factors affecting group behaviour, group individual dimension-group-structural dimension – task dimension-group Decision-Making-Inter-group behaviour, Understanding work team, Communication, Leadership & influence process.

Suggested Readings:

1. Organizational Behaviour: Luthans
2. Organizational Behaviour: Robbins

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TTM 403 : TOURISM PLANNING & POLICY

Unit – 1: Introduction to Tourism planning. Objectives, methods, Steps of tourism planning.

Unit – 2: Importance, role, and responsibilities of various stake holders in the development and growth of tourism. Elements of tourist destination and their influence on tourism planning.

Unit – 3: Planning for new thrust areas in tourism (like eco, sustainable, responsible tourism): Process, catalysts, and hindering factors.

Unit – 4: Tourism Policy: need, and principles. Factors influencing tourism policy. Incentives and concessions for tourism projects. TFCI – A brief study, Policy formulation in India – National Tourism Policy 2002.

Unit – 5: Tourism planning at international, national, regional, state and local level. Planning for Destination development in tourism – objectives, methods, steps and factors influencing planning. DLC introduction.

Suggested Books:

1. Global Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism Planning : Gunn, Clare A.
3. National & regional Planning : Inkeep E .

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TTM 404 : ACCOUNTING AND FINANCE FOR TOURISM

Unit – 1: Nature of Accounting, Accounting Concepts, Principles and Standards, Basic Accounting Records and Books of Accounts

Unit – 2: Double Entry System, Journal, Ledger, Trial Balance

Unit – 3: Cash Book, Depreciation Accounting, Final Accounts with Adjustments

Unit – 4: Cost Accounting objective concepts and terminology, Cost sheet/Tender;
Process Costing, Marginal costing and break even Analysis, Profit volume Analysis

Unit – 5: Introduction to Financial Management. Meaning and scope of financial management. Concept of raising funds, capital structure, capital budgeting, current asset management

Suggested Books:

1. Advanced accounts -Shukla & Grewal
2. Management accounting – Lal & Jawahar
3. Business accounting for Hospitality and tourism – H.Atkins, A.Bary & M.Cohan

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TTM 486 : FRENCH II

Unit – 1: Conjugation of verbs in Past Tense, Formation of affirmative, Negative and interrogative sentences in past tense with Etre and Avoir.

Unit – 2: Formation of sentences in imparfait, comparison of 'Passe compose' with Imparfait, Expression of duration in Past tense

Unit – 3: Formation of sentences in Future tense, immediate future and Recent past tense structure

Unit – 4: Comparative and Superlative degree, Adverbs and its formation

Unit – 5: Pronoun: Personal pronoun, Pronoun complements, COD & COI, Relative Pronoun, Pronoun and en.

Suggested Books:

1. La civilization de la langue Francaise (Part I): G. Mayger