

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Travel & Tourism Management)
Effective from academic session 2023-24

Semester IV

Detailed Syllabus

BBA in Travel and Tourism Management	
Course: ACCOUNTING AND FINANCE FOR TOURISM	
Course Code: BBATTMC401	Semester: IV
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit:5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective															
1	Gain insights into financial management principles tailored to the unique needs and challenges of the tourism sector, including budgeting, cost control, and financial analysis.															
2	Develop proficiency in applying accounting principles such as revenue recognition, expense allocation, and financial reporting within the context of tourism businesses.															
3	Learn how to analyze financial statements, interpret financial ratios, and make informed decisions regarding investments, pricing strategies, and resource allocation in the tourism industry.															
4	Explore techniques for identifying, assessing, and mitigating financial risks specific to tourism enterprises, and understand strategies for achieving long-term financial sustainability.															
5	Understand how accounting and finance concepts intersect with broader aspects of tourism management, including marketing, operations, and strategic planning.															
	<table><tr><th colspan="2">Course Outcomes</th><th>Mapped module/Unit</th></tr><tr><td>CO 1</td><td>Introduction to basic accounting principles and accounting records</td><td>U1</td></tr><tr><td>CO 2</td><td>Understanding financial statements and preparation of final accounts, understanding sources of finance and financial management</td><td>U2</td></tr><tr><td>CO 3</td><td>Understanding financial decision evaluation criteria and using cost of capital for evaluation</td><td>U3</td></tr><tr><td>CO 4</td><td>Analyzing the performance of the company using ratios, break even analysis and cash flow statement</td><td>U4, U5</td></tr></table>	Course Outcomes		Mapped module/Unit	CO 1	Introduction to basic accounting principles and accounting records	U1	CO 2	Understanding financial statements and preparation of final accounts, understanding sources of finance and financial management	U2	CO 3	Understanding financial decision evaluation criteria and using cost of capital for evaluation	U3	CO 4	Analyzing the performance of the company using ratios, break even analysis and cash flow statement	U4, U5
Course Outcomes		Mapped module/Unit														
CO 1	Introduction to basic accounting principles and accounting records	U1														
CO 2	Understanding financial statements and preparation of final accounts, understanding sources of finance and financial management	U2														
CO 3	Understanding financial decision evaluation criteria and using cost of capital for evaluation	U3														
CO 4	Analyzing the performance of the company using ratios, break even analysis and cash flow statement	U4, U5														

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Learning Outcome/Skills:

The subject aims to impart knowledge regarding the financial accounting principles followed universally to report financial transactions. It will enable the learner to understand important aspects regarding sources of finance and financial decision making.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	20	1, 2	NA
U2	14	20	1, 2, 3	NA
U3	12	25	1, 2, 3, 4	NA
U4	14	20	1,2,3,4	NA
U5	10	15	1,2,3,4	NA
	60	100%		

Detailed Syllabus

Contents		
Chapter	Name of the topic	Hours
Unit-I	<ul style="list-style-type: none"> Understanding the concept of accounting Basic rules of debit and credit Accounting records (journal, ledger, trial balance) 	10
Unit-II	<ul style="list-style-type: none"> Preparation of Final accounts with adjustments (closing stock, depreciation, prepaid and outstanding expenses, bad debts and provisions, interest on capital and drawings) Long term sources of finance Financial management- definition, importance, basic financial decisions 	14
Unit-III	<ul style="list-style-type: none"> Capital budgeting-definition, importance, process, evaluation techniques Cost of capital 	12
Unit-IV	<ul style="list-style-type: none"> Financial ratio analysis- definition, uses, importance Types of ratios-liquidity (current, liquid), Activity/Turnover (stock, debtors, creditors, working capital, fixed assets), profitability (Gross profit, net Profit, ROI, ROCE), leverage (debt-equity, interest coverage ratio) 	14
Unit-V	<ul style="list-style-type: none"> Break even analysis Cash flow statement as per AS3 	10
	Total	60

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List of Books

Name of Author	Title of the Book	Name of the Publisher
Raymond Schmidgall, James W. Damitio, and American Hotel & Lodging Educational Institute.	"Accounting for Hospitality Managers"	
S.G. Krishna Murthy	"Development of Hotels and Resorts"	
Richard K. Clouse and American Hotel & Lodging Educational Institute.	"Financial Management for Hospitality Decision Makers"	
Larry Dwyer, Peter Forsyth, and Wayne D. Long.	"Tourism Finance"	
Raymond S. Schmidgall, James W. Damitio, and American Hotel & Lodging Educational Institute.	"Hospitality Industry Managerial Accounting"	
Mona Anita K. Olsen.	"Accounting Fundamentals for Hospitality and Tourism"	

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BBA in Travel and Tourism Management	
Course: Introduction to Hotel Operations	
Course Code: BBATTMC402	Semester: IV
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit:4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

Sl. No.	Course Objective	
1	Gain insights into the organizational structure of hotels, including various departments such as front office, housekeeping, food and beverage, sales and marketing, and management.	
2	Learn about the key functions of hotel management, including guest services, reservations, revenue management, inventory control, and quality assurance.	
3	Understand the roles and responsibilities of front office staff, reservation systems, check-in and check-out procedures, handling guest inquiries, and managing guest accounts.	
4	Explore housekeeping operations, including cleaning procedures, room inspection protocols, maintenance requests, and managing guest amenities.	
5	Learn about the various aspects of food and beverage operations in hotels, including restaurant management, menu planning, food safety, beverage service, and catering.	
	Course Outcomes	Mapped module/Unit
CO 1	Students will be introduced to the hotel industry and learn on its classification.	U1
CO 2	Will gather a substantial amount of knowledge on the various departments of the hotel industry and their respective operations.	U1,U2
CO 3	Students will get to know the tips and techniques of the Front office operations.	U3
CO4	A good knowledge on the house keeping department and facility management.	U4
CO5	A thorough knowledge on food and beverage and its allied factors will be amassed.	U5

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Learning Outcome/Skills:

The students will not only acquire knowledge on the basics of the hotel industry with classification , different departments- front office, housekeeping and food and beverage but also learn the skills fit for the practical purpose.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	8	20	1,2	NA
U2	12	20	1,2	NA
U3	12	20	1,2,3	NA
U4	14	20	1,2,3	NA
U5	14	20	1,2,3,6	NA
	60	100%		

Contents		
Chapter	Name of the topic	Hours
Unit-I	Overview of the Hotel Industry <ul style="list-style-type: none"> Introduction to the hotel industry and its significance in the travel and tourism sector. Classification of hotels based on size, service level, and target markets Trends and current issues shaping the hotel industry. Exploring different types of accommodation, including hotels, resorts, and bed and breakfasts. 	8
Unit-II	Hotel Operations and Departments <ul style="list-style-type: none"> Overview of various hotel departments: front office, housekeeping, food and beverage, sales and marketing, and finance. Understanding the roles and responsibilities of each department. Interdepartmental collaboration and communication for seamless operations Introduction to property management systems and their role in hotel operations. 	12

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Unit-III	Front Office Operations <ul style="list-style-type: none"> • Importance of the front office department in hotel operations. • Reservation systems and processes. • Check-in and check-out procedures. • Handling guest inquiries, requests, and complaints. • Introduction to hotel loyalty programs and guest relationship management. 	12
Unit-IV	Housekeeping and Facilities Management <ul style="list-style-type: none"> • Housekeeping department's role in maintaining cleanliness and guest satisfaction • Room cleaning procedures and standards 	14
	<ul style="list-style-type: none"> • Laundry operations and linen management • Effective maintenance and upkeep of hotel facilities and equipment • Safety and security measures in the hotel environment 	
Unit-V	Food and Beverage Operations <ul style="list-style-type: none"> • Overview of food and beverage department and its significance in guest experience • Restaurant operations and service styles • Menu planning and pricing strategies • Introduction to bar operations and beverage management • Importance of quality control and food safety in F&B operations 	14
	Total	60

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Name of Author	Title of the Book	Name of the Publisher
David K. Hayes, Jack D. Ninemeier, and Allisha A. Miller	"Hotel Operations Management"	Pearson; 4th edition (March 12, 2018)
S.G. Krishna Murthy	"Development of Hotels and Resorts (A Project Management Based Approach)"	Khanna Publishing House (2024)
James A. Bardi--	"Hotel Front Office Management"	Wiley; 5th edition (October 5, 2017)
Michael L. Kasavana and Richard M. Brooks	"Managing Front Office Operations"	American Hotel & Lodging Educational Institute; 10th edition (May 20, 2019)
Margaret Kappa and Aleta Nitschke	Managing Housekeeping Operations"	American Hotel & Lodging Educational Institute; 2nd edition (February 7, 2019)
Lea R. Dopson and David K. Hayes	"Food and Beverage Cost Control"	Wiley; 7th edition (July 24, 2017)

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BBA in Travel and Tourism Management	
Course: Field data analysis	
Course Code: BBATTMC403	Semester: IV
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit:4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination:0

Sl. No.	Course Objective	
1	Will gather knowledge about field data collection,types of data	
2	Will gather knowledge on data collection techniques	
3	Will gather knowledge of geospatial tourism	
4	Will have a deep insight on preparing reports,techniques,tips of report writing skills	
	Course Outcomes	Mapped module/Unit
CO 1	Will learn importance of field data analysis	U1
CO2	To know how to collect data	U2
CO 3	Will learn about geospatial tourism	U2,U3
CO4	Will get to know how to prepare reports, techniques of presentation skills	U4

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Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Field Data in Tourism: - <ul style="list-style-type: none"> Understanding the role of field data in Tourism Types of data, Primary vs Secondary, quantitative vs qualitative Key data sources in tourism: surveys, interviews, observations and records 	14
Unit-2	Data collection techniques: - <ul style="list-style-type: none"> Tools for primary data collection- survey, interviews and focus group discussions, observation checklists and photography documentation Secondary data collection Reviewing literature and previous reports Ethical considerations in tourism research and data collection 	14
Unit-3	Geospatial data analysis in tourism: <ul style="list-style-type: none"> Use of GIS tools to analyse spatial data Mapping tourist flows and patterns Case studies on location-based insights in tourism Case studies of destinations that utilize data for planning and marketing 	16
Unit-4	field report activities:- <ul style="list-style-type: none"> Structuring data reports: objectives, methodology, findings, and recommendations Visual representation of data: dashboards, infographics and maps Best practices for presenting data to stakeholders 	16
	TOTAL	60

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Name of Author	Title of the Book
Brent W. Ritchie	"Tourism Research Methods"
J. R. Brent	"Statistical Analysis in Tourism Research"
Albert K.	"GIS Applications in Tourism"