

Programme Outcomes:

After completion of the program, the students will be able to:

PO 1: Demonstrate and interpret the management skills to develop, acquire subject knowledge & practical skills in the entire arenas of the tourism industry.

PO 2: Build functional and general tourism management skills to make strategic decision in real world situation.

PO 3: Develop leadership, team-work, team harmony, social soft skills and communicate efficiently in different contexts of tourism industry.

PO 4: Make use of tourism specific entrepreneurial skill and professional behaviour.

PO 5: Apply problem solving and critical analysis within miscellaneous tourism industrial situations.

PO 6: Apply the concepts of sustainability to the local and international practice of tourism by showing sensitivity for diversity and intercultural views.

Programme Specific Outcomes:

PSO 1: To appraise students about the different tourism fundamental, operational as well as managerial skills to encourage entrepreneurship in the tourism and hospitality domain.

PSO 2: To undertake higher studies in tourism management and undertake research in the domain of tourism management as well as management.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Travel & Tourism Management)-In-house
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

Paper code: BBA (TTM) – 101
Tourism Principles & Practices
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completing this course, students will be able to:

1. explain the fundamental concept, growth and development of tourism & historical development of tourism.
2. demonstrate the various elements of tourism, the framework of the system, types and forms of tourism as well as the impact of tourism
3. categorize travel formalities and documents required for international travel.
4. explain the tourism demand and supply as well as develop niche tourism concept.

Module No:	Topics	Hours
M 1.	Unit – 1: Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveller, excursionists; Forms of tourism: inbound, outbound, domestic and international. Overview of Tourism Industry and Growth of the Tourism industry.	10
M 2.	Unit – 2: Overview of Tourism System. Nature, Characteristics and Components of tourism industry. Push-pull factors in Tourism. The Nature and Role of Destinations.	10
M 3.	Unit -3: Motivation for travel- basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.	10
M 4.	Unit -4: Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC and ITDC.	10
M 5.	Unit – 5: Impacts of tourism at the destination: Economic impact of tourism; Socio-cultural impact of tourism; Environmental impact of tourism. Impact of negative events on tourism and destinations. Factors affecting the future of tourism business.	10
M 6.	Unit – 6: Overview of Seasonality in tourism. Concept of Sociology of tourism. Overview of Niche Tourism: Eco-tourism, Sustainable Tourism, Responsible Tourism, Tea Tourism, Ethnic Tourism, Adventure Tourism, Photography Tourism.	10

Suggested Reading:

- 1) Sampad Kumar Swain, Tourism - Principles, Practices; OXFORD University Press
- 2) Roday, Biwal, Joshi; Tourism Operations and Management; OXFORD Higher Education
- 3) C. R. Goeldner, J.R. B. Ritchie Tourism Principles, Practices & Philosophies, Wiley

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- 4) A.K.Bhatia, Introduction to Tourism; Sterling Publishers Pvt. Ltd
- 5) Mill R.C & Morrison: Tourism System; Kendall/Hunt Publishing Co, U.S.
- 6) PranNathSeth, Successful Tourism Management; Publisher: Sterling, Original from Cornell University

Paper Code: BBA (TTM) – 102
Principles of Management
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completing this course, students will be able to:

- 1) make use of the process, functions, principles of management in business scenario
- 2) utilize effective communication for operating the organization.
- 3) apply the leadership ability to manage the workforce in organization
- 4) categorize various management issues to structure the organization for effective controlling of organization
- 5) examine the factors that foster organizational change

Module No:	Topic/Module	Hour
M 1.	Introduction to Management- Nature, meaning and significance of management, Management as a Science or an Art, Difference between management & administration; management as a process, management as a functions, managerial skills, and managerial roles in organisation; quality of a good manager; relevance of management in travel & tourism organization.	10
M 2.	Pre-scientific Management Period, Classical Theory, Scientific Management of Taylor, Administrative Management of Fayol, Managing Resources: Concept, Components: Materials, Manpower, Money, Machinery (4M's), Information (Knowledge), Service, Time, Scarcity of resources.	10
M 3.	Planning and Decision Making- Planning: Nature, importance, forms, types, making planning effective, Significance & Limitations of Planning; Planning Premises – Meaning & Types, Strategic Planning – Meaning & level, BCG model etc, MBO – Meaning, Process, importance; Decision Making – Meaning, Types, Process, schools of decision making	10
M 4.	Organization Design And Structure - Organization – Meaning, Process, Principles, Or Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Project, Matrix and Committees; Formal and	10

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	Informal Organization; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors Influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and Decentralization – Meaning; Degree of Decentralization; Difference between Delegation and Decentralization. Organization structure common in tourism industry	
M 5.	Directing – motivation & leadership- Motivation – Meaning, Definition, Significance & Limitations; contemporary theories of motivation; Financial and non-financial incentives of Motivation; Leadership - Definition, Significance of Leadership, Leadershipstyles; Process and Barriers of Communication.	10
M 6.	Controlling & Change- Control – meaning & importance of control, steps of controlling process, designing control systems, financial control; Organizational change – meaning, drivers of change, process of change, resistance to change, overcoming resistance to change; Management trends in tourism - managing quality, innovation, concern for environment & sustainability of the organization & industry	10

Suggested Readings:

1. Stoner James.A., Freeman Edward, Gilbert Daniel, Management; Pearson
2. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
3. V.S.P Rao&Hari Krishna: Management-Text & Cases, Excel Books
4. Ramaswami T: Principles of Mgmt., Himalaya Publishing
5. Dipak Kumar Bhattacharyya: Principles of Management - Text and Cases, Pearson.
6. Robbins, S. P: Management, Prentice Hall.

Paper Code: BBA (TTM)-104
Business Communication
Total Credit: 2
Total hours of lectures: 20 hours

Course Outcomes:

After completing this course, students will be able to:

- 1) identify the basic concepts of the usage of English grammar & vocabulary in communication.
- 2) interpret facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.

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- 3) apply acquired linguistic knowledge in producing various types of written texts
- 4) analyze facts and ideas from aural inputs

Module No:	Topic/Module	Hour
M 1.	Functional Grammar & Vocabulary: Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.	2
M 2.	Reading Skills: Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy	2
M 3.	Writing Skills: Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements.	8
M 4.	Listening & Speaking Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening Speaking: Presentations, Extempore, Role-plays, GD, Interview	8

Suggested readings:

1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J & Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi:PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.
6. Mukesh Chaturvedi (2012), Fundamentals of Business Communication; Pearson Education India