

**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**

**SEM-4**

**Paper Code: BBA (TTM)-401**  
**Tourism Marketing**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

1. explain fundamental concept about marketing and marketing process.
2. demonstrate MIS, marketing research, consumer markets and consumer behaviour, buyer decision process.
3. interpret the term “service marketing”, how marketing is done in tour and travel services. explaining different types of services and how they put an impact to the customers as well as making student aware of the term market segmentation and explaining 9p’s of marketing and how to identify the market.
4. analyze the concept of product decision, destination lifecycle and total quality management, simultaneously the role of branding and packaging in the marketing management.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Evolution of Marketing, Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services. Marketing for Tourism, Tourism Product- Features of Tourism Marketing, Marketing Functions.	10
M 2	Developing Marketing Opportunities and Strategies: Marketing Information Systems and Introduction to Marketing Research, Consumer Markets and Consumer Behaviour, Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning., STP model; Market identification & selection, 9P’s of Service Marketing.	10
M 3	Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and	10

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	Approaches, Pricing Strategies and Methods, Product decision & Formulation, Destination Life Cycle, Service Quality. Quality management in tourism, The Concept of TQM in tourism, Branding & packaging decisions	
M 4	Promotion: Advertising & publicity, Sales promotion, Personal Selling, Public relation. Channels of Distribution; Other P's: People, Physical Evidence and Process, Destination Marketing.	10
M 5	Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.Ethics & Consumerism	10
M 6	Marketing Skills for Tourism: Self-Motivation- Team Building- Personality Development-Creativity & Innovation-Innovative Products in Tourism-International Perspective and Contemporary Trends.	10
		<b>60</b>

**Suggested Books:**

1. Philip Kotler, Jon Bowen, Marketing for Hospitality and Tourism: Pearson
2. Les Lumsdon, Tourism Marketing: Cengage Learning EMEA
3. Morrison, A.M. Hospitality and Travel Marketing: Cengage Learning;
4. Philip Kotler & G. Armstrong, Principles of Marketing: Cengage Learning;
5. J.D. Dalrymple & J.L. Parson, Marketing Management Strategy and Cases: John Wiley & Sons
6. C. Bhattacharya, Service Marketing: Excel Books

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**Paper Code: BBA (TTM) -402**  
**Accounts & Finance for Tourism**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

1. explain in-depth view of the process in finance and accounts of the firm.
2. illustrate the general purposes and functions of accounting & developing knowledge on the allocation and funding of financial resources.
3. interpret the main elements of financial accounting information – assets, liabilities, revenue and expenses & identify the main financial statements and their purposes.
4. demonstrate and classify the problems & challenges of financial management in hospitality industry as well as scope, opportunities and challenges for investment in hotel, aviation and tourism sectors.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Nature of Accounting, Golden Rules of Accounting: Accounting Concepts, Principles and Standards, Basic Accounting Records and Books of Accounts	10
M 2	Double Entry System, Journal, Ledger, Trial Balance	10
M 3	Cash Book, Depreciation Accounting, Final Accounts with Adjustments	10
M 4	Cost Accounting objective concepts and terminology, Cost sheet/Tender; Process Costing, Marginal costing and break-even Analysis, Profit volume Analysis	10
M 5	Introduction to Financial Management. Meaning and scope of financial management. Concept of raising funds, capital structure, elementary concepts of capital budgeting, current asset management	10
M 6	Problems & Challenges of Financial Management Unique to Hospitality Industry, Opportunities and Challenges for Investments in Hotel, Aviation & Tourism Related Sectors; Role of TFCI and Other Financial Organizations.	10
		<b>60</b>

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**Suggested Books:**

1. Shukla & Grewal, Advanced accounts; S Chand Publishing
2. Lal & Jawahar, Management accounting; S. Chand Publishing
3. H. Atkins, A. Bary & M. Cohan; Thomson Learning
4. Financial Management- Theory and Practice: P. Chandra, Business accounting for Hospitality and tourism; McGraw Hill Education
5. R. Narayanaswamy. Financial Accounting: A Managerial Perspective; Prentice Hall India Learning Private Limited;
6. I.M. Pandey. Financial Management; Vikas Publishing House

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**Paper Code: BBA TTM -403**  
**Organizational Behaviour & HRM in Tourism**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

1. explain the nature, meaning and significance of organizational behaviour, challenges and opportunities for organizational behaviour & perception.
2. demonstrate the role of the motivation through different theories & giving the concept of learning and techniques of administration.
3. illustrate the theory of attitude and how it is related to job satisfaction, manage stress as well as analyse the concept of group and the factors affecting the group.
4. explain the application of human resource management in tourism, aviation and hospitality industry.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	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.	10
M 2	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.	10
M 3	Learning – Concepts and Principles, Theories of Learning, Types, Techniques of Administration, Reinforcement, Punishment, Learning about Self.	10
M 4	Attitudes and Job Satisfaction – Sources of Attitudes, Types of Attitudes, Attitudes and Consistency, Cognitive, Dissonance Theory, Attitude Surveys. Values: Concept, Types and sources, corporate culture, Work Stress – Understanding Stress, Potential Sources of Stress, Consequences of Stress, Managing Stress, conflict.	10

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M 5	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.	10
M 6	HRM: Concept, scope and importance of Human resource Management, Human Resource Planning in Tourism and Hospitality Industry, Recruitment, Selection and Benefits in Tourism, Aviation and Hospitality Industry, Training and Career Development in Tourism, Aviation and Hospitality, Performance Appraisal and Performance Management in Tourism and Hospitality, Safety and Healthy in Tourism and Hospitality Industry.	10
		<b>60</b>

**Suggested Readings:**

1. Luthans, Organizational Behaviour; McGraw-Hill Education
2. Robbins, Organizational Behaviour; Pearson Education
3. Boella, M. J. & Turner, S. G., Human Resource Management in the Hospitality Industry: A Guide to Best Practice, New York: Rutledge
4. Adhikari, D. R., Human Resource Management, Kathmandu: Buddha Academics (Publications)
5. Riley, M., Human Resource Management in the Hospitality & Tourism Industry, Oxford: Elsevier Ltd.
6. Woods, R. H., Managing Hospitality Human Resource; Lansing: Educational Institute of the American Hotel & Lodge Association, East Lansing,

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**Paper Code: BBA (TTM) -405**  
**French II**  
**Total Credit: 2**  
**Total hours of lectures: 20 hours**

**Course Outcomes:**

After completing this course, students will be able to:

1. illustrate conjugation of verbs
2. explain formation of sentences in French.
3. classify various tense.
4. explain advanced grammar in French.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Conjugation of verbs in Past Tense, Formation of affirmative, Negative and interrogative sentences in past tense with Etre and Avoir.	4
M 2	Formation of sentences in imparfait, comparison of 'Passe compose' with l'imparfait, Expression of duration in Past tense	4
M 3	Formation of sentences in Future tense, immediate future and Recent past tense structure Comparative and Superlative degree, Adverbs and its formation	6
M 4	Pronoun: Personal pronoun, Pronoun complements, COD & COI, Relative Pronoun, Pronoun and en. Paragraphs for translation French to English, English to French, Travel and Tourism Terminologies	6
		<b>20</b>

**Suggested Books:**

- 1) G. Mayger, La civilization de la langue Francaise (Part I): Goyal Publishers & Distributors Pvt. Ltd
- 2) Collins Dictionaries, Easy Learning French Conversation: Trusted support for learning: Collins.
- 3) Paul Irving Educational; Learn French for Beginners: Your Easy French Complete Course, with Basic Grammar and Vocabulary, a Useful Phrasebook for Travel and 20 Captivating Short Stories to Become Fluent in Conversation!
- 4) DK, Eyewitness Travel Phrase Book French: Essential Reference for Every Traveller (Eyewitness Travel Guides Phrase Books): DK; Illustrated edition

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- 5) Michael Janes , Jean-Bernard Carillet , Jean-Pierre Masclef, Lonely Planet French Phrasebook & Dictionary: Lonely Planet; Lonely Planet Publications
- 6) Eliane Kurbegov, Practice Makes Perfect: French Conversation, Premium Second Edition: McGraw-Hill Education