

**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-5**

**Paper Code: BBA (TTM) -501**  
**Event Tourism & Public Relations**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

1. demonstrate and categorize different aspects and functions of event tourism.
2. make use of successful event that can generate revenue.
3. interpret the marketing function of event tourism.
4. illustrate & categorise various strategies of public and media relations.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Event Management: Concept, Types, Size of Events, Five C's of Event Management, Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff.	10
M 2	Introduction to Event Planning, Event Planning Principles, Key Competencies. Pre-event responsibilities, Selection of Event Site, Event Laws & Regulations, permissions Required for Holding an Event. Negotiations, The Uniform Commercial Code, The International Contractual Consideration, Ethics.	10
M 3	Planning and Scheduling Events, Managing Events, Event Operations: Registration. Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Videoconferencing. Service quality management. Budgeting. - Sponsorship and Subsidies -Ethical Behavioural Practices in MICE industry.	10
M 4	Events Theme, Audio visual, Event Logistics, Special Needs and Disabled Requirements. Interactions in event service management, event service and programme quality gaps. Marketing Dimension of Events, Procedures - Performance Standards, Event Networks and Supply Chain	10
M 5	Post Event checklist: Post-Event Communication, Analysis. Thanking, Acknowledging & Reporting, Analytical Tools, Applying newly gained experience.	10
M 6	Public Relations: evolution & growth, definitions, models and theories of PR – Internal and External Communication, Media	10

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	relations, Corporate Image, Image Building, Corporate Social Responsibility, managing crisis handling, Corporate identity	
		<b>60</b>

**Suggested Books:**

1. Watt. D.C.; Event Management in Leisure and Tourism. Pearson, UK
2. Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AH & MA.
3. Rhonda J. Montgomery, & Sandra K. Strik.; Meetings, Conventions & Expositions - An Introduction to the Industry; Van Nostard Reinhold, An International Thomson Publishing Co.
4. Shone, A & Parry, B. Successful Event Management, Cengage Learning.
5. D.S. Mehta; Handbook of Public Relations in India, Allied Publishers Limited
6. Sailesh Sengupta; Management of Public Relations and Communication; Vikas Publishing House Pvt. Ltd

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**Paper Code: BBA (TTM) -502**  
**Entrepreneurship & Community Development in Tourism**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

- 1) interpret the concepts of entrepreneurship and the role of an entrepreneur in the economic development.
- 2) list various steps as well as aspects involved in entrepreneurship in India.
- 3) examine the impact of social & community-based entrepreneurship in tourism.
- 4) apply various tools and techniques in solving real life problem in developing tourism entrepreneurship.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Entrepreneur & Entrepreneurship: concept & characteristics of Entrepreneur & Entrepreneurial Behaviour.; Entrepreneurship environment, Types of Entrepreneurs– Entrepreneurial Motivation, Role of Entrepreneurship in Economic Development: generation of employment opportunities, bringing about social stability & balanced regional development of industries with emphasis on tourism, foreign earnings etc.	10
M 2	Process of Creativity-Barriers for Creativity-Innovation, Role of Creativity & Innovations in Travel & Tourism, steps involved in Innovation, Businesses Contemporary Trends	10
M 3	Preparation of business plan and managerial process in small scale enterprise. Opportunity Identification –Sources of Ideas-Feasibility Report – Technical Feasibility and Economical Viability.	10
M 4	Sources of Finance for Tourism Enterprises, Subsidies & Incentives, Promotion and Development of Tourism	10
M 5	Entrepreneurial Development Programme (EDP): EDPs & their role, relevance and achievements-role of Government in organizing EDPs - evolution of EDPs. Social responsibility in business.	10
M 6	Community Participation and Types of Community Participation and Socio- Economic Conditions.Healthy integration of community planning, business planning and tourism	10

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	planning. Strategic planning to community empowerment and practice. Research-based live case studies,	
		<b>60</b>

**Suggested Books:**

1. Srinivasan. R, Strategic Management: the Indian Concept, Prentice Hall India, New Delhi.
2. Thomson. A. A., Stickland. A.J. & Cambel. J. E., Crafting and Executing Strategy- the Quest for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Peter F. Drucker, Innovation & Entrepreneurship, Harper & Row, New York.
4. John A. Pearce II & Richard B. Robinson Jr.; Strategic Management, AITBS, New Delhi.
5. Creativity, Innovation and Entrepreneurship-- Jerinabi, U; Allied Publishers Pvt Ltd
6. Barringer, B. and Duane Ireland, R.; Entrepreneurship: successfully launching new ventures.; Pearson

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**Paper Code: BBA (TTM) -503A**  
**Travel Agency & Tour Operation Management I**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

1. develop adequate knowledge and skills applicable to travel industry.
2. recall and explain in details of the fundamentals and advance areas of itinerary.
3. interpret the current trends and practices in the tourism and travel trade sector.
4. develop adequate knowledge of frontier formalities and documentation for smooth operation.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Travel Agency Business: Definition, Concept, Origin and Development. Growth of Travel Agency & Tour Operation Business, Historical Perspectives, Types of Tour & Types of Tour Operators, Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade.	10
M 2	Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Incentive and Concessions Applicable to Tour Operators in India.	10
M 3	Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of a Travel Agency, Sources of Funding, Comparative Study of Various Type of Organisation, Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation, Diversification of Business.	10
M 4	Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Custom made itinerary and readymade itinerary; Seasonal itinerary; Product based itinerary; All-inclusive itinerary. Feedback needed to make an itinerary; characteristics of best itinerary; feasibility check of an itinerary, Problems and procedures involved with the introduction of new itineraries.	10
M 5	Tour Formulation and Designing Process, Tour Costing, Preparation of cost sheet, tour voucher and invoicing,	10
M 6	Travel Documentation: Familiarization with Travel Information Manual, Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Inoculations, Currency, Travel	10

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	Insurance, Credit & Debit Card, customs, currency, baggage and airport information.	
		<b>60</b>

**Suggested Books:**

1. D.L. Foster; The Business of Travel agency Operation & Administration: Glencoe/McGraw-Hill Post-Secondary
2. S.K. Swain and J. M. Mishra; Tourism: Principles and Practices: Oxford University Press
3. J.M.S. Negi; Travel Agency & Tour Operations: Concepts & Principles; Kanishka Publishing House;
4. Chand, M.; Travel Agency Management: An Introductory Text: Anmol Publications Pvt Ltd
5. Syrratt, G. and Archer J; Manual of Travel Agency Practice; A Butterworth-Heinemann Title
6. Holloway, J.C; The Business of Tourism; Pearson Education

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**Paper Code: BBA (TTM) -503B**  
**MICE Management I**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

1. demonstrate MICE management.
2. illustrate and compare conference and meeting from general event planning.
3. explain MICE travel as a global management tool used as an exceptional travel experience to motivate and recognize participants for increased levels of performance in support of organizational goals.
4. discover sufficient opportunities to use knowledge and skill in MICE tourism.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Concept of MICE: Scope, Nature and Importance, Types of Events in MICE. Key steps to a successful operation of MICE - Conference program designing, Pre and Post event responsibility.	10
M 2	Stakeholders of MICE industry. Types of Events - cultural, festivals, religious & business etc. The nature and demand of conference markets-, process of convention management.	10
M 3	Need of event management. The Economic and Social significance of conventions Important convention and conference centers in India. Impact of conventions on communities.	10
M 4	Stakeholders of MICE industry. Types of Events - cultural, festivals, religious & business etc. The nature and demand of conference markets- The Economic and Social significance of conventions, process of convention management. Need of event management. Important convention and conference centers in India.	10
M 5	Marketing of MICE- Components, Basic Marketing Mix and segmentation for MICE industry- Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.	10
M 6	Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart. Role of	10

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	events for the promotion of Tourism. Short study of ICPB and ICCA.	
		<b>60</b>

**Suggested Books:**

1. John Swarbrooke and Susan Horner; Business Travel and Tourism; Taylor & Francis
2. Shannon Kilkenny; The Complete Guide to Successful Event Planning; Atlantic
3. Doug Matthews; Special Event Production: The Process; Routledge
4. Saget Allison; The Event Marketing Handbook; CreateSpace Independent Publishing Platform
5. Mark Sonder; Event Entertainment and Production; Wiley & Sons, Inc
6. Cheryl Kimball: Start Your Own Event Planning Business: Your Step-by-Step Guide to Success; Entrepreneur Press.

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**Paper Code: BBA (TTM) -503C**  
**Airline & Cargo Management I**  
**Total Credit: 6**  
**Total hours of lectures: 60 hours**

**Course Outcomes:**

After completing this course, students will be able to:

- 1) demonstrate the structure and dynamics of aviation industry.
- 2) explain various operations and management of aviation industry.
- 3) illustrate the rules for cargo operations.
- 4) examine the role of IATA, DGCA, AAI and ICAO.

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>
M 1	Aviation Geography, Familiarization with OAG - letter city - code & Airport code, Airline designated code, Minimum connecting time, Global indicator. Mileage Principles, Currency Regulation	10
M 2	Aviation History- Open Sky Policy- Freedoms of Air - Functions and Roles of ICAO, IATA, DGCA and AAI - Types of Airlines - Types of Aircrafts: Boeing, Air Bus; International Conventions; Licensing of Air Carriers- Limitations of Weights and Capacities.	10
M 3	Travel Documentations–Types of Airports -Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service and Comfort - Special Passengers - Baggage Handling – Procedures and Practices.	10
M 4	Introduction to Air Cargo, Types of Cargo, World scene and Indian context. Contribution to Indian economy. Cargo Acceptance	10
M 5	Indian Export- Import by Air, Problem and Prospect, Cargo Rates – Different types of Cargo rates, Cargo Documentations.	10
M 6	Air Safety: Safety of the Cargo, Issues and challenges, Industry Regulations, Time Management.	10
		<b>60</b>

**Suggested Books:**

- 1) Rodwell, J.F. (2010). Essentials of Aviation Management: A Guide for Aviation Service Businesses. United States: Kendall Hunt Publishing Company.
- 2) Negi, J. (2005). Air Travel Ticketing and Fare Construction. New Delhi: Kanishka.
- 3) Cook, G. N., & Billig, B. G. (2017). Airline Operations and Management. London: Routledge.

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- 4) Singh, R. (2008), Handbook of Global Aviation Industry and Hospitality Services. New Delhi: Kanishka Publishers
- 5) Prem Nath Dhar; Global Cargo Management: Concept, Typology, Law and Policy; Kanishka Publishing House;
- 6) Joemon Pappachan (Editor), Babu P (Author); Introduction to Air Cargo Management: - an illustrative reference material for beginners; Independently Published