



Vishwavidyalaya Karyasoudha  
Crawford Hall, Mysuru- 570 005

No.AC6/304/2022-23

Dated: 07-09-2023

**Notification**

**Sub:-** Syllabus and Scheme of Examinations of B.B.A.(Tourism and Hospitality) programme (V & VI Semester) with effect from the Academic year 2023-24.

**Ref:-** 1.This office circular No: AC2(S)/151/2020-21 dated 08-08-2023.

2.Decision of BOS in Business Administration meeting held on 04-09-2023.

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The Board of Studies in Business Administration which met on 04-09-2023 has resolved to recommended and approved the syllabus and scheme of Examinations of B.B.A. (Tourism and Hospitality) programme (V & VI semester) with effect from the academic year 2023-24.

Pending approval of the Faculty of Commerce and Academic Council meetings the above said syllabus and scheme of examinations are hereby notified.

The syllabus and Scheme of Examinations contents may be downloaded from the University website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)

**DRAFT APPROVED BY THE REGISTRAR**

Deputy Registrar(Academic)  
Deputy Registrar (Academic)  
University of Mysore  
Mysore-570 005

**To;**

1. All the Principal of affiliated Colleges of University of Mysore, Mysore. Those who are running B.B.A. (Tourism and Hospitality) Courses.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS in Business Administration, BIMS, Manasagangothri, Mysore.
4. The Dean, Faculty of Commerce, DOS in Commerce, Manasagangothri, Mysuru.
5. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
6. The Director, PMEB, Manasagangothri, Mysore.
7. Director, College Development Council, Manasagangothri, Mysore.
8. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
9. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
10. Office Copy.

## **BBA (Tourism and Hospitality)**

Proposed Scheme of Teaching & Evaluation for BBA (Basic/Honors in Tourism and Travel) with Tourism and Hospitality as Core subject Under NEP-2021-22.

V and VI Semester

2023

## COURSE-STRUCTURE

Semester V-TH								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
37	BBATH 5.1 5.1 a	Food and Beverage Production-V(Theory)	DSC	3+2+0	60	40	100	3
		Practical's		0+0+4	15	10	25	1
38	BBATH 5.2 5.2 a	Food and Beverage Service-IV (Theory)	DSC	3+2+0	60	40	100	3
		Practical's		0+0+4	15	10	25	1
39	BBATH 5.3	Hygiene and Sanitation	DSC	3+2+0	60	40	100	4
40	BBATH 5.4	Elective-1	DSE-1	3+1+0	60	40	100	3
41	BBATH 5.5	Elective-2	DSE-2	3+1+0	60	40	100	3
42	BBATH 5.6	Information technology for Managers	VOC-1	3+1+0	60	40	100	3
43	BBATH 5.7	Cyber Security/ Employability Skills	SEC	2+0+2	60	40	100	3
Sub –Total (E)					<b>450</b>	<b>300</b>	<b>750</b>	<b>24</b>

### DSE-Choose any Two streams:

Elective	Stream-1	Stream-2	Stream-3
	Airline Management	Event Management	Tour Operation
Airport Operations Management	MICE Tourism	Travel Agency and Tour Operations	

**Semester VI-TH**

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
45	BBATH 6.1 6.1a	Room Division Management(Theory)	DSC	3+2+0	60	40	100	3
		Practical's		0+0+4	15	10	25	1
46	BBATH 6.2	Start Up and Entrepreneurship Development	DSC	3+2+0	60	40	100	4
47	BBATH6.3	Service Marketing	DSC	3+2+0	60	40	100	4
48	BBATH 6.4	Elective-3	DSE-3	3+1+0	60	40	100	3
49	BBATH 6.5	Elective-4	DSE-4	3+1+0	60	40	100	3
50	BBATH 6.6	Digital Marketing	VOC-2	3+1+0	60	40	100	3
51	BBATH 6.7	Internship for 6 weeks in Tourism/Hotel and Hospitality Industry.	SEC	0+0+3	-	-	100	3
Sub –Total (E)					<b>425</b>	<b>300</b>	<b>725</b>	<b>24</b>

**DSE-Choose any One streams:**

Elective	Stream-1	Stream-2	Stream-3
	<b>Airline Management</b>	<b>Event Management</b>	<b>Tour Operation</b>
	Cabin Crew and Inflight Services	Event Planning & Team Management	Itinerary Planning and Costing

**Note: About 6<sup>th</sup> semester Internship:**

Course Title	Internship Discipline Specific
No. of Contact Hours	90 hours
No of Credits	2
Method of Evaluation	Presentations/ Report Submission/Viva-Voce

- Internship shall be Discipline specific of 90 hours (2Credits) with a duration of 4-6 weeks.

- Internship may be Full-time/part time(Full-time during semester holidays and Part time in the academic session)
  - Internship mentor /supervisor shall avail work allotment during 6<sup>th</sup> semester for a maximum of 20 hours.
  - The student should submit the final internship report (90 hours of Internship) to the mentor for completion of the internship.
  - **MONITORING & EVALUATION OF INTERNSHIP:**
1. Monitoring by Internship Supervisor Research Internship Supervisor from the host institute should monitor the regularity of the intern at his/her workplace. Students should preferably inform to the Internship Supervisor at least one day prior to availing leave except emergency.
  2. The evaluation of research internship will be carried out at following stages:
    - i. Evaluation by the internship supervisor for Host organization.
    - ii. Evaluation through seminar presentation/viva-voce at the HEI (Higher Education Institutions), for which group of experts from HEI including the supervisor would assign marks.

**EXIT OPTION WITH AWARD OF BACHELOR OF BUSINESS ADMINISTRATION  
(TOURISM AND HOSPITALITY)**

**(With completion of courses equal to 132-140 credits).**

## **V SEMESTER**

## **Food & Beverage Production-V: Theory**

### **Total Credits-3**

#### **Module 1**

##### **KITCHEN PLANNING AND LAYOUT**

**14 hrs**

- 1.1 Kitchen layout, sections, and functions of each outlet.
- 1.2 Production workflow, planning of kitchen area
- 1.3 Layout of a large quantity kitchen and satellite kitchen
- 1.4 Purchasing, types, procedures, principles, requisition, ordering, receiving, storing, issuing, standard purchase specifications and forms and formats.
- 1.5 Layout of storage area, Storage of food material- Dry storage and Cold storage. Temperatures for storing perishables and non-perishables

#### **Module 2**

##### **FOOD NUTRITION, PRESERVATION AND FOOD STANDARDS**

**14hrs**

- 2.1 Types of Nutrients
- 2.2 Balanced Diet and Nutritional Analysis
- 2.3 Method of Food Preservation
- 2.4 Physical and Chemical Agents in Food Preservation
- 2.5 Prevention of Perishable food
- 2.6 Importance of WHO standards, Voluntary and Compulsory standards
- 2.7 Common Adulterants and their dictation
- 2.8 Classification of Food Additives and their Roles
- 2.9 Mislabeling

#### **Module 3**

##### **CATERING MANAGEMENT & QUANTITY FOOD MANAGEMENT**

**14 hrs**

- 3.1 Introduction to Catering Management
- 3.2 Types of Institutional and Industrial Catering
- 3.3 Problems Associated with Catering
- 3.4 The Concepts of Plate Presentation
- 3.5 Merging of Flavors, Shapes, and Textures on the Plate
- 3.6 Emerging Trends in Food presentation
- 3.7 Scope in Growth in Catering and Cloud Kitchen management
- 3.8 Characteristics of Railway, Roadway, Cruise, and Airline Catering Management
- Principles of Planning for Quantity Food Production with Regards to Availability of Products

#### **Reference:**

- a. International Cuisine & Food Production Management by Parvinder S. Bali
- b. Practical Professional Cookery by Cracknell and Kaufmann
- c. International Cuisine by Jeremy MacVeigh
- d. Hygiene and Sanitation by S. Roday
- e. Global Cuisine by Dr Chef Vinoth Kumar
- f. Food: A Culinary History by Jean-Louis Flandrin

## **Food & Beverage Production V: Practical**

**Total credit: 4**

**Minimum 4 course menu of each International Cuisine:**

**Practical 1 : Lebanese Cuisine**

**Practical 2 : French Cuisine**

**Practical 3 : Japanese Cuisine**

**Practical 4 : Chinese Cuisine**

**Practical 5 : Sri Lankan Cuisine**

**Practical 6 : Mediterranean Cuisine**

**Practical 7 : Caribbean Cuisine**

**Practical 8 : Moroccan Cuisine**

**Practical 9 : Spanish Cuisine**

**Practical 10 : Afghani Cuisine**

### **Reference :**

- a. International Cuisine & Food Production Management by Parvinder S. Bali
- b. Practical Professional Cookery by Cracknell and Kaufmann
- c. International Cuisine by Jeremy MacVeigh
- d. Hygiene and Sanitation by S. Roday
- e. Global Cuisine by Dr Chef Vinoth Kumar
- f. Food: A Culinary History by Jean-Louis Flandrin



## **Food & Beverage Service -IV: Theory**

**Total Credits: 3**

**Module 1** **15 hrs**

### **ENHANCED SERVICE TECHNIQUES**

- 1.1 Introduction to Carving, Jointing, and filleting
- 1.2 Flambe Lamps, Suzette pans and hot plates
- 1.3 Hors d'oeuvres and other starters
- 1.4 Salads and Dressings
- 1.5 Hot fish Dishes
- 1.6 Steaks and Meat dishes
- 1.7 Poultry & Game
- 1.8 Desserts and Fresh Fruits

**Module 2** **15 hrs**

### **EVENTS AND EVENT MANAGEMENT**

- 2.1 Types of Events
- 2.2 Event Service Staff Roles
- 2.3 Event Administration
- 2.4 Event Organization
- 2.5 Weddings
- 2.6 Outdoor Catering
- 2.7 Food & Beverage Revenue Control
- 2.8 Beverage Control

**Module 3**

### **SUPERVISORY ASPECTS OF FOOD & BEVERAGE SERVICE**

- 3.1 Legal Considerations
- 3.2 Sales Promotion
- 3.3 Customer Relations
- 3.4 Staffing Levels, staff organizations and training
- 3.5 Food & Beverage Pricing
- 3.6 F&B Business Financial Controls
- 3.7 F&B Forecasting
- 3.8 Safeguarding financial information
- 3.9 Performance analysis

### **References ;**

- a. Food & Beverage Service Training Manual by Sudhir Andrews
- b. Food & Beverage Service by R Singaravelan
- c. The Steward by Peter Diaz
- d. Food & Beverage Service by Anil Sagar
- e. The World Atlas of Coffee by James Hoffman
- f. Finance and accounting in F&B by Rob Van Ginneken

## **Food & Beverage Service – IV: Practical**

**Total credit: 4**

**Practical 1:** Gueridon Service – Setting a Gueridon Table

**Practical 2:** Gueridon Service – Hors d’oeuvres and other starters

**Practical 3:** Event Management – Theme Lunch / Dinner

**Practical 4:** Gueridon Service – Salads and Dressings

**Practical 5:** Gueridon Service – Hot fish Dishes

**Practical 6:** Event Management – Theme Lunch / Dinner

**Practical 7:** Gueridon Service – Steaks

**Practical 8:** Gueridon Service –Meat Dishes

**Practical 9:** Gueridon Service – Poultry and Game

**Practical 10:** Event Management – Theme Lunch / Dinner

### **Reference :**

- a. Food & Beverage Service Training Manual- By Sudhir Andrews
- b. Food & Beverage Service By R Singaravelan
- c. The Steward By Peter Diaz
- d. Food & Beverage Service By Anil Sagar
- e. The World Atlas of Coffee – James Hoffman
- f. Finance and accounting in F&B by Rob Van Ginneken

## **HYGIENE AND SANITATION**

**Total Credits: 4**

**Module–I**

**10Hrs**

Introduction to Hygiene and Sanitation: Hygiene, Sanitation, Importance of hygiene and sanitation in The Hospitality Industry. Personal hygiene for staff members in the production areas in preparing food or coming in touch with food and beverages. Personal hygiene for staff coming in touch with guests.

**Module–II**

**10Hrs**

Proper care and food sanitation, Food handling for kitchen and service staff, High-risk Foods, Preventing Contamination, Temperature Control, Storage of various food materials, Food hygiene regulation.

**Module–III**

**8 Hrs**

Cleaning Methods, Cleaning Agents: Water – Hard& soft water, Detergents, Abrasives, Disinfectants, Cleaning schedules, Pest Control & waste disposal

**Module–IV**

**8 Hrs**

Premises and Equipment care, Design of premises, Equipment used in kitchen: cleaning and disinfection, Protective clothing: selection, efficiency, comfort, care and maintenance

**Module–V**

**10Hrs**

FOOD SAFETY- Basic Introduction To Food Safety, Food Hazards & Risks, Contaminants and Food Hygiene, Food Hygiene Regulations, Food Safety Act, HACCP & Its terminologies, Food labeling.

### **REFERENCES**

1. Hotel Management-Educational and Environmental Aspects-Yogendr
2. K. Sharma Food Science and Nutrition – SunetraRoday
3. Food Hygiene- Kavita Ed Marwaha
4. Food and Hygiene- William Tibbles
5. Elements of Hygiene and sanitation- Theodore Hough

6. The Essentials of Food Safety and Sanitation- David McSwane, Nancy .

## **AIRPORT OPERATION MANAGENT**

### **Total Credits: 3**

#### **Module-I**

**10Hrs**

**Airport Organizational Structure:** Airport terminal-passenger terminal-land side and air side-Delay handling - Air certification-Airport facilities for passengers- passenger's routing at the Airport - minimum aircraft ground time-hub & spoke system- noise management- Airport master planning,-project financing-green field airports-types of Airport-private-public- personal and public, Airport Tax & Other Charges.

#### **Module -II**

**12Hrs**

**Ground Handling Operations** - Passenger handling-ramp handling-aircraft ramp servicing-ramp layout-departure control-division of ground handling responsibilities-control of ground handling efficiency-flight information-counter-reservation and ticketing—check in/issues of boarding pass-custom-security hold area and immigration formalities-co-ordination –security clearance-handling of stretcher passenger and human remains-Handling of CIP,VIP and VVIP-Minor and Unaccompanied, Minor-Co-ordination of supporting agencies and departments.

#### **Module-III**

**10Hrs**

**Baggage Handling Operations:** Operating characteristics of baggage handling system-the inbound baggage system-the outbound baggage system-operating performance-check in-processing-carriage-arrival-time to unload bags-percentages of bags delivered in given time-delay.

#### **Module-IV**

**10Hrs**

**Passenger Terminal Operations**-functions of the passenger terminal-terminal functions-philosophies of terminal Management-direct passenger service-airline related passenger services –airline related operations functions-governmental requirements- passenger information system-space components and adjacencies-aids to circulation-hubbing consideration.

**Module-V****10Hrs**

**Air Traffic Management**-ATC Services(ATC,AIS/ARO segments and units,CLR,GRD TWR,APP/DEP,ACC)-Air space (airways, special use of airspace-airspace classification-flight rules)Air traffic management, ATC slots, capacity management, Airports. Air Navigation service Airspace & Air traffic service, Navigational aids & Communications. Air traffic flow management, Navigation charges, weight and balance of Aircraft, future air Navigation system.

**Books for reference:**

1. The Airport Business - Dogains R.
2. Airport operations – Ashford, Stanton & Moore
3. Managing Airports-Anne Graham
4. Airport planning and Management-Alexander and Well

# MICE TOURISM

**Total credit: 4**

## **Module-I**

**10 Hrs**

**Introduction to MICE-** Concept of MICE – Features– Importance of MICE Tourism. Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions. Definition of conference and the components of the conference. Types of conference – nature of conference – types of meeting.

## **Module-II**

**10 Hrs**

**Impacts of MICE Tourism-** Economic and social significance of MICE.-Criteria's required for a MICE destination,-major MICE destinations in the world & in India. - Players in event business –Role And Functions Of ICPB, ICCA. CVB.

## **Module-III**

**10 Hrs**

**Management of Conventions and Exhibition-** Meaning and definition of exhibitions – principal purpose – types of shows/ exhibition – benefits. Trade shows – Purpose - Meaning and definition of Convention – Convention /Exhibition facilities – Benefits of conventions facilities - Structure and components of exhibition or convention – impact of convention or exhibition.

## **Module-IV**

**10 Hrs**

**Budgeting a Conference/ Exhibition-** Meaning of budget – use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Components of budgeting – Registration, Seating Arrangements. Documentation, interpreting press relation. Components of budgeting – Computer Graphics, Teleconferencing, Recording and Publishing Proceedings – marketing techniques.

## **Module-V**

**10 Hrs**

**Understanding Trade fair and Exhibition-** objectives – functions – benefits – exhibits – corporate sectors and business traveler – incentive travel – linking with tourism – incentive to achievers- kind of incentives- rewards and recognition.

**Text Books:**

1. Successful Event Management by Ponton Shone & Prryn Parry published by Thomson Asia Pvt. Ltd Singapore.
2. Convention Sale by Margret Shaw.
3. Event Management & Event, Getz D. Cognizent Press, Newyork
4. Tourism Event, Impact, Hall C.M., Belham Press, London
5. Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.
6. Managing Convention and Group Business, Leonard H Hoyle, Thomas J.A Jones
7. Conference – An Organisers Guide, Peter Cotterell

## **Travel Agency and Tour Operations**

**Total Credits: 3**

**Module – I**

**08Hrs**

**Travel agency business** – Organization Structure of Travel Agency, Travel formalities – Passport & Visa – Types, Types and Functions of a Travel Agent, Ancillary tourism service. Sources of income for the travel agency: Commission, Service charges. Dealing with Principal Suppliers: Dealing with air travel, tourist transport and accommodation. Supplier challenges, travel search engines

**Module- II**

**08Hrs**

**Evolution of tour operation business** – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct., Case studies of major tour operation companies and packages.

**Module – III**

**10Hrs**

**Itinerary Planning and Costing:** Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, - Tour formulation and designing process, group tour planning and components- Tour costing and pricing- components of tour cost, consumer trends affecting the future of tour operating, consumer issues in tour operating.

**Module - IV**

**10Hrs**

**Marketing & Promotion of tour** – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Online Travel Agency business, Business Model, Case study on Expedia/ Make my trip/ trip advisor. Travel Agent access to GDS and CRS, booking cruises, USA rail pass, Eurail pass, Brit rail pass, India rail pass. International car hires.

**Module - V**

**10Hrs**

**How to set up travel agency:** Market research, sources of funding, comparative study of various types of organization proprietorship, partnership, private limited and limited, Govt. rules for getting approval, IATA rules, regulation for accreditation, Documentation, Office



automation, Practical exercise in setting up a Travel Agency and Approval (DOT/IATA).

**Books for References:**

1. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi

## **VI SEMESTER**

## **ROOMS DIVISION MANAGEMENT**

**Total credit: 3**

### **Module 1 :**

#### **REVENUE MANAGEMENT**

**10 hrs**

The concept of revenue management, Hotel Industry applications- capacity management, discount allocation, duration control. Measuring yield – Potential average single rate, potential average double rate, rate spread, multiple occupancy, potential average rate, room rate achievement factor, yield statistic Elements of revenue management- group room sales, transient room sales, food and beverage activity, special events. Using revenue management- potential high and low demand tactics.

### Module 2 :

#### **The operational part of front office:**

10 hrs

Identify and describe the functions of management with relation to front office and housekeeping department, Establishing room rates through market condition approach, rule - of-thumb approach and the Hubbart formula. Forecasting Room availability, forecasting data, percentage of walk-ins, percentage of overstays, percentage of No- shows, percentage of understays, percentage of early arrivals, forecast formula, forecast forms, importance of forecasting Budgeting for Front Office, Forecasting room revenue, estimating expenses

### Module 3:

#### **TRAINING & DEVELOPMENT**

**10 hrs**

Developing Job breakdowns for H.K. and F.O. Job positions Skills training - the four step training method (Prepare, Present, Practice, Follow Up) Developing staffing guides for room attendants, supervisors, general worker. Alternative scheduling techniques - (part-time employees, flexible work hours, compressed work schedules, job sharing). Cross training and incentive programmes for staff

### Module 4 :

#### **HOUSE KEEPING CONTROLS**

**10 hrs**

Establishing par levels and inventories / control of linen & uniforms, guest loan items, machines & equipment, cleaning supplies, guest supplies The role of the Housekeeper in

planning Operating and Capital budgets Budgeting, Housekeeping expenses, Controlling Expenses, Purchasing systems, Report and Specimen.

Importance and calculation of Operational statistics

Module 5 :

**MANAGING HUMAN RESOURCE IN HOUSEKEEPING AND FRONT OFFICE**

**5 hrs**

Preparing job lists and job descriptions for front office and housekeeping staff, Sources of internal and external recruiting, Role of Executive housekeeper and front office manager in selecting staff , Orientation process.

**Practicals :**

**Total credit: 4**

Practice for each individual student is mandatory in any hotel software application.

Week 1 : Reservations - Guest data, Room inventory, Deposits, Special requests, Blocking, Arrivals, Departures

Week 2 : VIP, Projected occupancy, Guest messages, Reports

Week 3 : Registration, Room status, Self check-in, Room status, Room inventory, Duty rota and Rooming list

Week 4 : Posting - Point of sale, Room, Transfer, Adjustments, Paid out, Miscellaneous charges

Week 5 : Guest information, Employee information, Messages, Wake-up calls

Week 6 : Checkout – Folio, Adjustments, Cashier, Back office transfer, Reports, Guest History

Week 7 : Housekeeping- Room availability, Personnel assignments, Housekeeper's report, Equipment supplies inventory, Maintenance requests

Week 8 : Maintenance - Review work order, Status, Cost/ labour analysis

Week 9 : Personnel - Employee file, Job control list, Evaluation, Analysis

Week 10 : Other aspects of PMS

**Reference**

1. Hotel Front Office – Operations and Management by Jatashankar R Tewari

2. Ahmed Ismail-Front Office Operations and Management , published by Thomson – Delmar
3. Hotel Housekeeping-Operations and Management by G. Raghubalan, Smritee Raghubalan
4. Michael L. Kasavan and Richard M Brooks – Managing Front Office Operations, published by EIAH&LA

# START-UP AND ENTREPRENEURSHIP DEVELOPMENT

## **Total Credits: 4**

### **Module I:**

**12hrs**

Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Characteristics, functions and importance of Entrepreneurship opportunities in tourism & Hospitality; Entrepreneurial traits and qualities; A brief study of forms of Business Organization – sole trading partnership, limited liability, co-operative, Partnership producers' companies – public private partnership – steps involved in establishing a new tourism and hospitality enterprise.

### **Module II:**

**10 hrs**

Start-up Idea: How to get a start-up idea, Idea assessment. Identifying target segment and Market Segment: Understanding target segment, sizing the market. Analyzing Environment and Competitive advantage: Analyzing the environment, Understanding the industry (Porter's 5 force model).

### **Module III:**

**12 hrs**

Building a Legal Structure: Introduction, Common legal mistakes, Types of Legal Structures, Entity registration process, choosing a base location, selecting legal expert. Permits Registration and Compliances, Intellectual Property Rights, Importance and Types, IP registration process.

### **Module IV:**

**10hrs**

Understanding Financial Basics: Introduction to Financial Basics, MIS, Financial Key Performance Indicators, Working Capital Management: Introduction, Operating Cycle, Financing and Management of Working Capital, Vendor contracts, Financial management and long term investments, Capital Structure and Taxation, Break Even Analysis,

### **Module V:**

**10hrs**

Business Planning: Components of BP, Importance of BP, Elements of BP, Format of BP, building an effective BP, Marketing strategy for an effective BP, Building BP Projections. Funding Overview: Seeking external funding, Funding stages, Qualities to look for investors, approaching investors.

### **Reference:**

1. Entrepreneurship Development by S. Anil Kumar, S.C. Poornima M.K.Abraham-& K. Jayashree.

2. Entrepreneurship & Small Business Management by C.B. Gupta & Khanka.
3. Xcess' Board of Editors, Guide to Starting a Travel Agency and Tour Operation Business – The Business of Tourism, XcessInfostorePvt. Ltd. (2013).
4. Roy A. Cook D.B.A, Laura J. Yale Ph.D. Emerita and Joseph J. Marqua, Tourism: The Business of Travel (4th Edition), ISBN-13: 978-0137147298.

## **SERVICE MARKETING**

**Total Credits: 4**

**Module 1**

12 hrs

INTRODUCTION TO MARKETING – Types Markets, Needs, wants, demands systems approach, marketing functions Marketing process, Marketing concepts, Market segmentation and marketing environment-Ma.

**Module 2**

8 hrs

MIS – Research, Need, characteristics of MIS components of MIS, developing and processing areas, objectives of Marketing Research, Marketing Research process, sampling data collection.

**Module 3**

**10hrs**

MARKETING PLANNING –Marketing Mix-target marketing-Positioning-Segmentation-New product Development, Product life cycle- pricing, promotion, Advertisement and publicity, (AIDA) consumer behavior/Response/Distribution Channel.

**Module 4**

**10 hrs**

INTERNATIONAL MARKETING – Global Marketing, Business planning, Multinational companies/International chains of Hotels, significance & process of International Marketing.

**Module 5**

10 hrs

TOURIST PACKAGE & HOTEL PRICING STRAGEY – Package, tariffs, discounts, additional facilities, room tariffs, Food & Beverages etc., 1. Visit a hotel and study and report on the promotional strategy of the organization 2. Visit a hotel/travel agent and report on their pricing methods 3. Make a comparison of the news paper advertisements of different Tour Operators

**REFERENCE BOOK**

- 1.MARKETING MANAGEMENT BY – Philip Kotler
- 2.MARKETING MANAGEMENT BY – Sherlekar



## **CABIN CREW & INFLIGHT FACILITIES**

**No of credits: 3**

### **MODULE-I**

**10 Hrs**

**Introduction to Cabin crew** - Eligibility, requirements, profile, advantages of the job, Functions & responsibilities. **Aircraft**- Types of Aircraft, Narrow and Wide body of Aircraft- Seating, Arrangement, Classes of Service, Elementary theory of Flight.

### **MODULE -II**

**8Hrs**

**In-Flight Safety and Security:** Crew Duties On Board-Documentation Used by Cabin Crew-Departure in an Airline-CC Protocol-Embarkation and Disembarkation Procedure for Passengers-Special Handling Passengers Regulatory Requirements-In Flight and Ground Announcements.

### **MODULE-III**

**8Hrs**

**Emergencies on Board:** Safety Equipment-Fire and Depressurization-Evacuation on Land and Water/Brace Positions/Jungle and Sea Survival and Doors-Anti Terrorism and Bomb Scare-Hijack and Its History-The Role of Crew Resource Management and the Trouble with Culture.

### **MODULE-IV**

**8Hrs**

**Profile of Air Crew**-Aircraft exterior –External features of an Aircraft & its function - Interior of an Air Craft – Cabin layout-Seating Arrangements – Doors Windows - Galley-Air Craft Communication System-Emergency Exit and Theory of an Airplane.

### **MODULE-V**

**8Hrs**

**Health considerations and responsibilities of Cabin Crew in Air travel** – cabin air pressure, Immobility and circulatory problems, Jet lag, Travellers with medical conditions, Infants, pregnant women, pre-existing illness, Travellers with disabilities, communicable diseases, medical assistance.

### **Books for Reference:**

1. Raatandeeep Singh-Aviation Management
2. K M Unnikrishnan-Air Cargo Management and Airport handling
3. R K C Shekar-Dictionary of Civil aviation
4. John g wensveen- Air transportation-a Management perspective.

## **EVENT PLANNING & TEAM MANAGEMENT**

**No of credits: 3**

### **MODULE I**

**12 hrs**

Introduction –Concept of event planning-Importance of Event Planning - Elements of the Strategic Event Planning Process - Steps in Developing a Strategic Event Plan-Tools for Event Planning and Management.- Successful Event Planning steps.

### **MODULE II**

**12 hrs**

Event Approval & Timetable-**Aim of event, Develop a mission, Establish-Objectives - Preparing event proposal, Use of planning tool**--Introduction -Theme of event –Venue-Entertainment -Timeline of planning - Food and Beverage -Appropriate tableware’s, -linens, and decorations -Budget/cost analysis -Evaluation professionalism rubric.

### **MODULE III**

**12 hrs**

Event Marketing and Advertising-nature of event marketing-Process of event marketing-Marketing Mix-Sponsorship-Image-Branding-Advertising-Publicity and public relations.

### **MODULE IV**

**12 hrs**

Event leadership and Communication, leadership skill-types-Managing team-group development-Team leader-role and responsibility. Event committee-managing meeting-team delegation-coordination-motivation-Time management-guest handling skill and facilities.

### **MODULE V**

**12 hrs**

Event safety and security Management-Security-occupational safety-crowd management-major risks-finacial-technical-resource-emergency planning-Incident reporting-emergence procedures-event laws and licenses.

### **References:**

1. Event Planning Ethics and Etiquette: A Principled Approach to the Business – Judy Allen
2. Event Planning –Judy Allen
3. Meeting Spectrum – Rudi .R Right
4. Meeting Conventions and exposition and introduction to industry – Rhoda J.Montgomery

## **ITINERARY PLANNING AND COSTING**

**Total Credits: 3**

### **MODULE I**

**10 hrs**

Tour Packaging Management: Concept, nature, features and methods. Types of tours, tour package pricing - Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour package strategy, Inbound and Out Bound Tourism- The Distribution Network.

### **MODULE II**

**10 hrs**

The Nature and Scope of Tour Operations; Designing itineraries, Confirmations and Reconfirmations, Handling booking techniques and procedures, maintenance of different registers, planning package tours-Tour Guiding & Interpretation- Traveller's Advice.

### **MODULE III**

**10 hrs**

Itinerary Planning: Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, limitations and constraints- Tour formulation and designing process, group tour planning and components- Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of air/train or by surface for inbound, outbound and domestic tours and details of sightseeing, types of accommodations and other services.

### **MODULE IV**

**10 hrs**

Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operations with various plans and services-Itinerary preparation of specific common interest tour itinerary & costing- Resources for planning itineraries.

### **MODULE V**

**10 hrs**

Travel Formalities and Regulations: Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas, Customs Regulations, Emigration and Immigration, Taxes, Travel Insurance.

## **REFERENCE BOOKS**

1. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi