Purpose
With the objective of building competency in students to effectively undertake entry-level managerial jobs in travel and tourism related organization, Goa University has started offering a professional course Bachelor of Business Administration (Travel and Tourism) from the academic year 2010-2011.

Prerequisites
A candidate who has passed XII standard examination or equivalent is eligible for admission to BBA. Admission to a particular batch will be made based on an admission test, generally UGAT conducted by AIMA (All India Management Association) and other criteria decided by an admission committee.

Minimum Credit Requirements for Programs are as below
Minimum Number of Credits for Specializations

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Program</th>
<th>Core Courses other than from the Area of Specialization and common core courses</th>
<th>Core Courses from the Area of Specialization</th>
<th>Optional Courses from the Area of Specialization</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>BBA</td>
<td>25</td>
<td>25</td>
<td>13</td>
</tr>
</tbody>
</table>

Category | Courses | BBA |
---|---|---|
Core Courses | Core Business Courses | 47 |
| Core Soft Skill Courses | 9 |
Optional Courses (Decided by the Institution offering the programme) | Optional Business Courses (BC) | 13 |
| Optional Non Business Courses (NBC) | 45 |
Internship | Internships in Organizations and Reports | 16 |
| Internship Seminars | 6 |
Total minimum Credits for the Program excluding Internships in Organisations and reports | 120 |
Total Minimum Credits for the Program | 136 |

Number of semesters.
The institute may opt for a semester or trimester system while ensuring that a student taking all courses offered has an opportunity to complete the minimum required credits as mentioned above. The exact structure will be decided by the Institute offering the programme.
# List of Core Courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Specialization / Common to All Specializations</th>
<th>Core Business Course / Core Soft Skill</th>
<th>Page no-</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 0-001.1 C 0-001.2</td>
<td>Strategic Management</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>6,7</td>
</tr>
<tr>
<td>C 0-002</td>
<td>Management Process</td>
<td>2</td>
<td>Common</td>
<td>Business Course</td>
<td>8</td>
</tr>
<tr>
<td>C 0-003.1 C 0-003.2</td>
<td>Marketing Management</td>
<td>2 each</td>
<td>Common / Marketing</td>
<td>Business Course</td>
<td>9,10</td>
</tr>
<tr>
<td>C 0-004.1 C 0-004.2</td>
<td>Financial Statement Analysis</td>
<td>2 each</td>
<td>Common / Finance</td>
<td>Business Course</td>
<td>11</td>
</tr>
<tr>
<td>C 0-005.1 C 0-005.2</td>
<td>Production Operations Management</td>
<td>2 each</td>
<td>Common / Operations</td>
<td>Business Course</td>
<td>12,13</td>
</tr>
<tr>
<td>C 0-006.1 C 0-006.2</td>
<td>Human Resource Management</td>
<td>2 each</td>
<td>Common / Human Resources</td>
<td>Business Course</td>
<td>14,15</td>
</tr>
<tr>
<td>C 0-007.1 C 0-007.2</td>
<td>Business Economics</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>16,17</td>
</tr>
<tr>
<td>C 0-008.1 C 0-008.2</td>
<td>IT Skills</td>
<td>2 each</td>
<td>Common / Systems</td>
<td>Business Course</td>
<td>18,19</td>
</tr>
<tr>
<td>C 0-009.1 C 0-009.2</td>
<td>Organizational Behavior</td>
<td>2 each</td>
<td>Common / Human Resources</td>
<td>Business Course</td>
<td>20,21</td>
</tr>
<tr>
<td>C 0-013.1 C 0-013.2</td>
<td>Financial Management</td>
<td>2 each</td>
<td>Common / Finance</td>
<td>Business Course</td>
<td>22,23</td>
</tr>
<tr>
<td>C 0-014.1 C 0-014.2</td>
<td>Management Accounting (Cost Accounting)</td>
<td>2 each</td>
<td>Common / Finance</td>
<td>Business Course</td>
<td>24,25</td>
</tr>
<tr>
<td>C 0-015.1 C 0-015.2</td>
<td>Macroeconomic Analysis for Management</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>26</td>
</tr>
<tr>
<td>C 0-017.1 C 0-017.2</td>
<td>Business Environment</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>27,28</td>
</tr>
<tr>
<td>C 0-018.1 C 0-018.2</td>
<td>Business Research Methods</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>29</td>
</tr>
<tr>
<td>C 0-019.1 C 0-019.2</td>
<td>Legal Aspects of Business</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>30,31</td>
</tr>
<tr>
<td>C 0-020.1 C 0-020.2</td>
<td>Business Mathematics</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>32,33</td>
</tr>
<tr>
<td>C 0-021.1 C 0-021.2</td>
<td>Business Statistics</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>34,35</td>
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<tr>
<td>C 0-022.1 C 0-022.2</td>
<td>Operations Research</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>36,37</td>
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<tr>
<td>C 0-023.1</td>
<td>Business Ethics</td>
<td>2 each</td>
<td>Common</td>
<td>Business Course</td>
<td>38,39</td>
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<td>Course Code</td>
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<tr>
<td>C 0-023.2</td>
<td>Environmental Management</td>
<td>2 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-024.1</td>
<td>Management Information Systems</td>
<td>2 each</td>
<td>Common / Business Course</td>
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<tr>
<td>C 0-024.2</td>
<td>Comprehensive Case Analysis</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-025.1</td>
<td>Comprehensive Case Analysis</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-025.2</td>
<td>Case Writing and Analysis</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-032.1</td>
<td>Learning Management through Executive Interaction</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-033.1</td>
<td>Seminars on Contemporary Issues</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-033.2</td>
<td>Seminars on Contemporary Issues</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-034.1</td>
<td>Seminars on Contemporary Issues</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-034.2</td>
<td>Seminars on Contemporary Issues</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-035.1</td>
<td>Seminars on Contemporary Issues</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-035.2</td>
<td>Seminars on Contemporary Issues</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-037.1</td>
<td>Learning Management from Contemporary Articles</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-037.2</td>
<td>Live Project in Management</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-043.1</td>
<td>Entrepreneurship</td>
<td>1 each</td>
<td>Common Business Course</td>
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<tr>
<td>C 0-043.2</td>
<td>Oral Communication Skills</td>
<td>1 each</td>
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<tr>
<td>C 0-101.1</td>
<td>Written Communication Skills</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-101.2</td>
<td>Presentation Skills</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-103.1</td>
<td>Group Discussion Skills</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-103.2</td>
<td>Negotiation Skills</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-106.1</td>
<td>Interview Facing Skills</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-106.2</td>
<td>Report Writing Skills</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-107.1</td>
<td>Etiquettes</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-107.2</td>
<td>Career Planning</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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<tr>
<td>C 0-111.1</td>
<td>Event Management Skills</td>
<td>1 each</td>
<td>Common Soft Skills</td>
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3
<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Specialization</th>
<th>Core Business Course / Core Soft Skill</th>
<th>Page no-</th>
</tr>
</thead>
</table>
| C 0-113.1  
C 0-113.2 | Public Speaking Skills                    | 1 each  | Common              | Soft Skills                            | 54       |
| C 0-114.1  
C 0-114.2 | Mock Interviews by Executives (Prerequisite: C 0-107.1  
C 0-107.2) | 1 each  | Common              | Soft Skills                            | 55       |
| C 0-115.1  
C 0-115.2 | Mock Interviews by Executives (Prerequisite: C 0-107.1  
C 0-107.2) | 1 each  | Common              | Soft Skills                            | 56       |

**List of Courses in the area of Travel & Tourism**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
<th>Specialization</th>
<th>Core Business Course / Core Soft Skill</th>
<th>Page no-</th>
</tr>
</thead>
<tbody>
<tr>
<td>T01</td>
<td>Tourism Concept</td>
<td>2</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>58</td>
</tr>
<tr>
<td>T02</td>
<td>Hospitality Management</td>
<td>2</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>59</td>
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<tr>
<td>T03</td>
<td>Tour Operation Management</td>
<td>1</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>60</td>
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<tr>
<td>T04</td>
<td>Economics of Tourism - I</td>
<td>2</td>
<td>Travel &amp; Tourism</td>
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<tr>
<td>T05</td>
<td>Marketing of Tourism &amp; Hospitality</td>
<td>4</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>62</td>
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<tr>
<td>T06</td>
<td>Travel Agency Management</td>
<td>1</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>63</td>
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<tr>
<td>T08</td>
<td>Economics of Tourism - II</td>
<td>2</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>64</td>
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<tr>
<td>T09</td>
<td>Tourism Planning and Policies</td>
<td>2</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>65</td>
</tr>
<tr>
<td>T10</td>
<td>Tourist and Tourism</td>
<td>2</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>66</td>
</tr>
<tr>
<td>T11</td>
<td>IT in Tourism</td>
<td>1</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>67</td>
</tr>
<tr>
<td>T12</td>
<td>Tourism Industry 1</td>
<td>1</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>68</td>
</tr>
<tr>
<td>T12</td>
<td>Tourism Industry 2</td>
<td>2</td>
<td>Travel &amp; Tourism</td>
<td>Business Course</td>
<td>68</td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
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<tr>
<td>T13</td>
<td>Management of Transport Operation</td>
<td>2</td>
<td>Travel &amp; Tourism Business Course</td>
<td>69</td>
<td></td>
</tr>
<tr>
<td>T14</td>
<td>Advertising Management in Tourism</td>
<td>2</td>
<td>Travel &amp; Tourism Business Course</td>
<td>70</td>
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</tr>
<tr>
<td>T15</td>
<td>Tourism product of India</td>
<td>2</td>
<td>Travel &amp; Tourism Business Course</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>T16</td>
<td>International Tourism</td>
<td>1</td>
<td>Travel &amp; Tourism Business Course</td>
<td>72</td>
<td></td>
</tr>
<tr>
<td>T21</td>
<td>Emerging Trend in Tourism</td>
<td>2</td>
<td>Travel &amp; Tourism Business Course</td>
<td>73</td>
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</tr>
<tr>
<td>T22</td>
<td>Sustainable Tourism</td>
<td>2</td>
<td>Travel &amp; Tourism Business Course</td>
<td>74</td>
<td></td>
</tr>
</tbody>
</table>
BBA Syllabus

Core Business Courses.

Course Code : C 0-001.1
Course Name : Strategic Management
Credits : 2 Credits

Objectives : At the end of the subject, the student will have the competencies to

1. Analyse the structure of any industry,
2. indicate sustainable strategies for firms for competitive advantage,

Contents : Industry structure analysis, strategy as positioning, resource based strategies.

Pedagogy
Cases and literature based projects as pedagogy. Quizzes, presentations and projects as tools of evaluation.

References/Readings

3. Industry notes and business stories from popular business periodicals.
Course Code : C 0-001.2  
Course Name : Strategic Management  
Credits : 2 Credits

Objectives : At the end of the subject, the student will have the competencies to

1. Indicate organisational designs to support the strategies and
2. Shape the role of a junior executive to support and contribute to the strategies.

Contents
Organisational designs. Vertical and horizontal integration, mergers and acquisitions, conglomerates and multinationals.

Pedagogy
Cases and literature based projects as pedagogy. Quizzes, presentations and projects as tools of evaluation.

References/Readings
3. Industry notes and business stories from popular business periodicals.
Course Code : C 0-002
Course Name : Management Process
Credits : 2 Credits

Objective: At the end of the subject, the student should have the ability to understand managerial / organizational situations in terms of the processes viz. planning, organizing, staffing, leading and controlling. The student should demonstrate this ability through reframing his / her tasks in the educational institution itself in terms of these processes by using these processes to actual situations.

Contents: Planning, organizing, staffing, leading and controlling. Certain amount of overlap between the two subjects Organizational Behaviour and Management Process is possible. Instead of avoiding it at the content level, the different orientations should be brought out through case studies. In Organizational Behaviour, understanding behavior in terms of causality should be emphasized. In Management Process, the decision-action–design perspective should be emphasized.

Pedagogy: Case studies, experiential exercises and industry based assignments.

References/Readings


3. Selected articles from Harvard Business Review, Indian Management, etc.
Objective: At the end of the course, the students should be equipped with the following:

Skills: Skills to analyze markets and marketing environment, forecasting skills, and segmentation skills.


Pedagogy: Discussions, Case Studies, Presentations and Industry based Assignments.

References/Readings

2. Brand Equity of Economic Times
Course Code  : C 0-003.2  
Course Name :  Marketing Management  
Credits :  2 Credits  

Objective:  
At the end of the course, the students would have the skills in analyzing and developing different alternatives in marketing situations.

Content:  
Product and Brand Management, Services Marketing, Pricing Policies, Advertising and Communications Management, Sales Force and Distribution Management.

Pedagogy:  
Discussions, Case Studies, Presentations and Industry based Assignments.

References/Readings  
2. Brand Equity of Economic Times

Course Code  : C 0-004.1  
Course Name :  Finance Management/Financial statement Analysis  
Credits :  2 Credits  

Objective:  
At the end of the course, the students would have competence in analyzing the value and financial strength of a firm.

Content:  

Pedagogy:  

References/Readings  
4. Economic Times, etc.
Course Code : C 0-004.2  
Course Name : Finance Management/Financial statement Analysis  
Credits : 2 Credits

Objective:  At the end of the subject, the student should understand how figures in financial statements have been arrived at, the use of the information generated by the financial statements and the limitations of the information. Exposure to at least one computer based accounting package is a must.

The subject is not intended for preparing the students as accountants. Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to number crunching ability.


Pedagogy:  Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

References/Readings

Course Code : C 0-005.1
Course Name : Production Operations Management
Credits : 2 Credits

Objective: At the end of the subject, the student will have understanding of designing, organizing and scheduling of production / operations of organizations. He / she will also be able to understand implications of production / operations functions to other functions and vice-versa. The student will demonstrate this ability in situations within the institution.

Content: Designing and organizing the production / operations function.

Pedagogy: Cases, problems, production / operations tours in organizations, practical assignments in the institution and computer based assignments.

References/Readings

5. Selected articles from Journal of Operations Management, Productivity, Udyog Pragati, etc.
Course Code : C 0-005.2
Course Name : Production Operations Management
Credits : 2 Credits

Objective: At the end of the subject, the student will have understanding of control systems for production / operations of organizations. He / she will also be able to understand implications of production / operations functions to other functions and vice-versa. The student will demonstrate this ability in situations within the institution.

Content: Controlling of the production / operations function. Emerging trends from academic literature and practices.

Pedagogy: Cases, problems, production / operations tours in organizations, practical assignments in the institution and computer based assignments.

References/Readings
5. Selected articles from Journal of Operations Management, Productivity, Udyog Pragati, etc.
Course Code : C 0-006.1  
Course Name : Human Resource Management  
Credits : 2 Credits  

Objective: At the end of the subject, the student will have an understanding of Human Resource Management (HRM) function within an organization and the implications of the HRM function to other functions and vice–versa.

Content: Organizational strategy, structure, culture and change; and their implications for HRM. Employee sourcing, recruitment and selection.

Pedagogy: Discussions, case studies, experiential exercises and industry based assignments.

References/Readings

3. Articles from popular Indian business periodicals.
Course Code: C 0-006.2
Course Name: Human Resource Management
Credits: 2 Credits

Objective: At the end of the subject, the student will have understanding of Human Resource Management (HRM) functions within organizations and the implications of the HRM function to other functions and vice-versa.

Content: Performance management, reward management, training and development and employee relations. Emerging areas in academic literature and practice.

Pedagogy: Discussions, case studies, experiential exercises and industry based assignments.

References/Readings
(Sr. Nos. 1 or 4 and 2 or 3)
5. Selected articles from Indian and foreign journals.
Course Code : C 0-007.1
Course Name : Business Economics
Credits : 2 Credits

Objective: The student will be able to apply micro economic theory to examine how a firm can achieve its objectives, subject to some constraints, most efficiently.

Content: Demand theory, estimation and forecasting. Production theory. Cost theory.

Pedagogy: More graphical and numerical in analysis than mathematical. Cases, exercises and problems from business situations.

References/Readings
3. Selected articles from periodicals such as Economic Times, Economist, etc.
Course Code : C 0-007.2  
Course Name : Business Economics  
Credits : 2 Credits

**Objective:** The student will be able to apply micro economic theory to examine how a firm can achieve its objectives, subject to some constraints, most efficiently.

**Content:** Market Structure, Theory of Firms, Industrial Organization Theory

**Pedagogy:** More graphical and numerical in analysis than mathematical. Cases, exercises and problems from business situations.

**References/Readings**
3. Selected articles from periodicals such as Economic Times, Economist, etc.
Course Code : C 0-008.1
Course Name : IT Skills
Credits : 2 Credits

Objective: At the end of the subject, the student would have ability in using
1. Spread sheets,
2. Data base management systems for managerial tasks.

Content: Spreadsheet applications and database management systems.

Pedagogy: There will be very few classroom sessions. Most of the sessions will be through hands on training. There will be assignments based on tasks in the educational institution itself so that the student is able to demonstrate his / her learning value addition.

References/Readings
Published books similar to manuals of packages mentioned under Contents.
**Course Code**: C 0-008.2  
**Course Name**: IT Skills  
**Credits**: 2 Credits

**Objective**: At the end of the subject, the student would have ability in using
Word processor,
Elements of a programming language
Web based applications, etc. for managerial tasks.

**Content**: An elementary programming language to understand what is programming, word processing and web based skills.

**Pedagogy**: There will be very few classroom sessions. Most of the sessions will be through hands on training. There will be assignments based on tasks in the educational institution itself so that the student is able to demonstrate his / her learning value addition.

**References/Readings**
Published books similar to manuals of packages mentioned under Contents.
Course Code : C 0-009.1  
Course Name : Organisational Behaviour  
Credits : 2 Credits

Objectives:  At the end of the subject, the student will have the ability to understand and demonstrate the ability to tackle various real life situations within the educational institution itself which involve:

1. Individual behavior in organizations  
2. Interpersonal behavior in organizations  
3. Group behavior in organizations and  
4. Leadership in organizations

Content:  Perception, personality, attitudes, motivation, learning, interpersonal behavior, group dynamics, conflicts, stress, power and politics, leadership and communication. New trends in organizational behavior from academic literature and practice.

Pedagogy:  The objectives will be met through a series of case studies, experiential exercises and industry-based assignments rather than through mere lectures.

References/Readings  
(Sr. Nos 1 and 4 and either 2 or 3).

5. Selected articles from journals such as Harvard Business Review, Vikalpa, etc.
Course Code : C 0-009.2  
Course Name : Organisational Behaviour  
Credits : 2 Credits

Objectives: At the end of the subject, the student will have the ability to understand the organization in its totality and the organizational change processes.


Pedagogy: The objectives will be met through a series of case studies, experiential exercises and industry-based assignments rather than through mere lectures.

References/Readings  
(Sr. Nos 1 and 4 and either 2 or 3).

5. Selected articles from journals such as Harvard Business Review, Vikalpa, etc.
Course Code : C 0-013.1  
Course Name : Financial Management  
Credits : 2 Credits

Objective: At the end of the course, the students would have competence in taking long term and short term corporate financial decisions while taking into consideration the behavior of the capital market.

Content: Valuation, Capital Budgeting, Risk and Return,


References/Readings
4. Popular business periodicals such as “Capital Market”
Course Code : C 0-013.2
Course Name : Financial Management
Credits : 2 Credits

Objective: At the end of the course, the students would have competence in taking long term and short term corporate financial decisions while taking into consideration the behavior of the capital market.


References/Readings
4. Popular business periodicals such as “Capital Market”
Course Code : C 0-014.1
Course Name : Management Accounting (Cost Accounting)
Credits : 2 Credits

Objective: At the end of the subject, the student would be able to use cost data and management accounting reports for taking effective decisions. The subject is not meant for preparing the students as cost accountants. Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to mere number crunching ability. Preferably, the problem solving should be based on computer software.

Content: Basic cost concepts, cost classification, allocation and absorption of costs, Cost centers etc.; Cost analysis for managerial decisions – Direct costs, Break Even Analysis, Relevant costs etc.;

Pedagogy: Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

References/Readings
Course Code: C 0-014.2
Course Name: Management Accounting (Cost Accounting)
Credits: 2 Credits

Objective: At the end of the subject, the student would be able to use cost data and management accounting reports for taking effective decisions.

The subject is not meant for preparing the students as cost accountants. Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to mere number crunching ability. Preferably, the problem solving should be based on computer software.

Content: Pricing – Joint costs, Make or buy, relevant fixed costs, sunk costs etc.; Cost analysis and control, standard costing, variance analysis, unit and output costing, budgeting and control.

Pedagogy: Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

References/Readings
Course Code : C 0-015.1  
Course Name : Macroeconomic Analysis for Management.  
Credits : 2 Credits

Objective: At the end of the subject, the student will be able to take managerial decisions considering the impact of macroeconomic trends.

Content: National income, consumption and investment, aggregate demand and multiplier models, fiscal policy, monetary policy.

Pedagogy: Discussions, exercises, problems, case studies on implications of macroeconomic environment to decision making in organizations, discussions on current macroeconomic issues based on economic dailies and periodicals.

References/Readings
4. Selected articles from Economic and Political Weekly, Economic Times, Economist, etc.

Course Code : C 0-015.2  
Course Name : Macroeconomic Analysis for Management.  
Credits : 2 Credits

Objective: At the end of the subject, the student will be able to take managerial decisions considering the impact of macroeconomic trends.

Content: Supply side economics, international trade and exchange rate policy. Current macroeconomic environment and implications for the industry.

Pedagogy: Discussions, exercises, problems, case studies on implications of macroeconomic environment to decision making in organizations, discussions on current macroeconomic issues based on economic dailies and periodicals.

References/Readings
4. Selected articles from Economic and Political Weekly, Economic Times, Economist, etc.
Course Code : C 0-017.1
Course Name : Business Environment
Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability to understand and take into account the implications of the Indian economic environment on business decisions.

Content: Detailed discussions on selected critical sectors such as agriculture, industries, infrastructure, services, banking and finance.

Pedagogy: Assignments and presentations on selected industries/services/ Sectors. Open discussions on recent national and international economic developments and their implications to business.

References/Readings
2. Articles from Economic Times, Economic and Political Weekly, Economist, etc.
Course Code : C 0-017.2  
Course Name : Business Environment  
Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability to understand and take into account the implications of the Indian as well as international economic environment on business decisions.

Content: Indian and International business environment and their implications on business decisions.

Pedagogy: Assignments and presentations on selected industries/ services/ Sectors. Open discussions on recent national and international economic developments and their implications to business.

References/Readings
2. Articles from Economic Times, Economic and Political Weekly, Economist, etc.
Course Code : C 0-018.1/ C 0-018.2
Course Name : Business Research Methods
Credits : 2 Credits each

Objective: The course would develop competence in having consistency between decision problem, research problem, research design, conclusions, recommendations and implementation of research results. It would also develop the ability to differentiate between those parts of decisions based on research and those parts based on assumptions.

Content: Survey method starting from problem definition and research designs to analysis, recommendations and report writing.

Pedagogy: A combination of project work, classroom exercises and presentation by the students.

References/Readings
Course Code : C 0-019.1
Course Name : Legal Aspects Of Business
Credits : 2 Credits
Objective : To develop competence in considering legal aspects while taking business decisions. The objective is not to make them experts in law; the objective is limited to enable potential executives to meaningfully interact with legal experts whenever required.

Content : Indian Legal system, structure and processes, basics of court room and legal procedures such as jurisdiction, writ, civil, criminal courts, appeal, power of attorney, registration of documents, Stamp duty, contract act, companies act, sale of goods act and other important acts concerning business.

Pedagogy : Discussions on actual cases, judgments and the logic behind the judgments.

References/Readings
1. ‘Nabhi’s Business Law’; Jain Book Agency (Latest Edition)
Course Code : C 0-019.2
Course Name : Legal Aspects Of Business
Credits : 2 Credits

Objective: To develop competence in considering legal aspects while taking business decisions. The objective is not to make them experts in law; the objective is limited to enable potential executives to meaningfully interact with legal experts whenever required.

Content: Negotiable instrument act, industrial disputes act, industrial employment act, trade unions act, factories act, payment of wages act, payment of bonus act, minimum wages act and other important acts concerning labor.

Pedagogy: Discussions on actual cases, judgments and the logic behind the judgments.

References/Readings
Course Code : C 0-020.1
Course Name : Business Mathematics
Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability in

1. Identifying managerial situations requiring elementary mathematical formulations
2. Formulating such situations using elementary mathematics
3. Solving them using a computer (spreadsheets), and
4. Understanding the larger organisational implications of those solutions.

One of the important objectives is also to help students overcome the fear of mathematics.

Contents: Elementary algebra, sets, functions, solutions of equations, inequalities, series, permutations & combinations

Pedagogy: Exercises in mathematical formulation of managerial problems, solving them manually or preferably by a computer and discussions on implications of the solutions to organisations. To the extent possible, mathematical exercises per-se which are independent of managerial problems, will be avoided.

References/Readings
Course Code : C 0-020.2  
Course Name : Business Mathematics  
Credits : 2 Credits  

Objective: At the end of the subject, the student will have the ability in  

1. Identifying managerial situations requiring elementary mathematical formulations  
2. Formulating such situations using elementary mathematics  
3. Solving them using a computer (spreadsheets), and  
4. Understanding the larger organisational implications of those solutions.  

One of the important objectives is also to help students overcome the fear of mathematics.  

Contents: Logarithms and exponentials, matrices, differentiation and integration.  

Pedagogy: Exercises in mathematical formulation of managerial problems, solving them manually or preferably by a computer and discussions on implications of the solutions to organisations. To the extent possible, mathematical exercises per-se which are independent of managerial problems, will be avoided.  

References/Readings  
Course Code : C 0-021.1  
Course Name : Business Statistics  
Credits : 2 Credits  

Objective: At the end of the subject, the student will have the ability to identify business research situations requiring statistical analysis, will be able to design and solve using computers wherever possible such statistical analysis problems and also use the results for arriving at conclusions and making decisions.

Content: Statistics, probability distributions, sampling and sampling distributions, estimation, testing of hypotheses.

Pedagogy: Cases, problems, computer based exercises, industry based projects, secondary data based projects, etc.

References/Readings
Course Code : C 0-021.2  
Course Name : Business Statistics  
Credits : 2 Credits

Objective: At the end of the subject, the student will have the ability to identify business research situations requiring statistical analysis, will be able to design and solve using computers such statistical analysis problems and also use the results for arriving at conclusions and making decisions.

Content: Testing of hypotheses, chi-square test, analysis of variance, simple regression and time series analysis.

Pedagogy: Cases, problems, computer based exercises, industry based projects, secondary data based projects, etc.

References/Readings
Course Code: C 0-022.1  
Course Name: Operations Research  
Credits: 2 Credits

Objective: At the end of the course, the student would be able to
- Model real life business problems using chosen mathematical/operations research models
- Solve them using Excel/other packages
- Have an intuitive feel of the logic behind the solution methods and
- Implement solutions in real life

Content: Deterministic models such as Linear Programming, transportation problem, assignment models, sequencing & scheduling etc.

Pedagogy

Exercises in formulation of real life problems, use of software for solving, discussions on intuitive interpretations of logic behind solution methods, discussions on managerial implications of implementation of solutions, real life case discussions published in journals such as Interfaces, a mini-project in modeling, etc.

References/Readings
6. Hillier, Frederick and Mark Hillier, “Introduction to Management
Course Code : C 0-022.2
Course Name : Operations Research
Credits : 2 Credits

Objective : At the end of the course, the student would be able to
• Model real life business problems using chosen mathematical /operations research models
• Solve them using Excel / other packages
• Have an intuitive feel of the logic behind the solution methods and
• Implement solutions in real life

Content : Probabilistic models such as Decision Trees, Queuing, Simulation, Markov chains etc.

Pedagogy

Exercises in formulation of real life problems, use of software for solving, discussions on intuitive interpretations of logic behind solution methods, discussions on managerial implications of implementation of solutions, real life case discussions published in journals such as Interfaces, a mini-project in modeling, etc.

References/Readings
6. Hillier, Frederick and Mark Hillier, “Introduction to Management
Course Code : C 0-023.1
Course Name : Business Ethics
Credits : 2 Credits

Objective:
1. To equip students with ethical concepts that are relevant to resolving moral issues in business
2. To help them identify the moral issues involved in the management of specific problem areas in business

Content : Basic ethical principles in business; ethics in the market place; ethics in the external exchanges of business: ethics and the environment.

Pedagogy : Case discussions and discussions of contemporary business stories involving ethical issues.

References/Readings
Course Code : C 0-023.1  
Course Name : Business Ethics  
Credits : 2 Credits

Objective:
1. To help the students to examine the social and natural environments within which moral issues in business arise.
2. Help them develop the reasoning and analytical skills needed to apply ethical concepts to business decisions

Content: Ethics and the environment, ethics and the consumer, ethics in production and marketing; ethics in exchanges with internal constituencies, the employees.

Pedagogy: Case discussions and discussions of contemporary business stories involving ethical issues.

References/Readings
Course Code : C 0-024.1
Course Name : Environment Management
Credits : 2 Credits

Objective :
1. Understanding the nature of the problem related to environment, and to find solution with proper care and conservation of resources.
2. Provide students with strategic and operational approaches to environmental management and to effectively integrate environmental issues into their business.

Content : Analyse different aspects of nature and their inter-relatedness with humans. Understands the benefits of an Environment Impact Assessment (EIA) done basically for all upcoming developmental projects its problems and concerns. Discussion on issues involved in enforcement of environmental legislation, regulatory policies and technological advances in environmental management.

Pedagogy : Case discussions and discussions of contemporary issues involving environmental concerns

References/Readings
4. Contemporary articles on environment
Course Code : C 0-024.2
Course Name : Environment Management
Credits : 2 Credits

Objective :

1. Examine the impact of operations carried on by organizations on our environment from management perspective with a focus on how environmental concerns create threats opportunities and affect organizational strategic management.
2. Introduce students to the concept of environmental management systems and to ISO14000, the international environmental management system standards

Content : With special emphasis given to public perceptions of environmental issues and its effects on business strategy. Study the urban problems related to energy, resource consumption patterns and the need for equitable utilization in accordance to environmental ethics.

Pedagogy : Case discussions and discussions of contemporary issues involving environmental concerns

References/Readings
4. Contemporary articles on environment
Course Code : C 0-025.1  
Course Name : Management Information System  
Credits : 2 Credits

Objective : At the end of the subject, the students will be able to design and implement technology based information systems for facilitating business decision-making.

Content : Role of IS and IT, operational and strategic. Hardware and software for IS, types of IS.

Pedagogy : Cases, Industry based projects, secondary data based projects, presentations.

References/Readings
Course Code : C 0-025.2
Course Name : Management Information System
Credits : 2 Credits

Objective : At the end of the subject, the students will be able to design and implement technology based information systems for facilitating business decision-making.

Content : Types of IS. Communication and networking, Internet, ERP, etc. Implementation issues.

Pedagogy : Cases, Industry based projects, secondary data based projects, presentations.

References/Readings
Course Code : C 0-029.1/ C 0-029.2/ C 0-030.1/ C 0-030.2  
Course Name : Comprehensive Case Analysis  
Credits : 1 Credit each for four modules  

Objective: At the end of the subject, the student will be able to  
• Use robust frameworks for dealing with short term and long term organizational situations.  

Content: Case studies and fieldwork relevant to the topics discussed in each term.  

Pedagogy: Case discussions, written and oral presentations, etc.
**Course Code**: C 0-031.1/ C 0-031.2  
**Course Name**: Case writing and analysis  
**Credits**: 1 Credit each for two modules

**Objective**: At the end of the subject, the student will be able to document real life organizational situations in case format, analyse and suggest solutions for the problems documented in the real life case.

**Content**: Case studies and fieldwork relevant to the topics discussed in each term.

**Pedagogy**: Case discussions, written and oral presentations, etc.
Course Code: C 0-032.1/ C 0-032.2/ C 0-033.1 / C 0-033.2
Course Name: Learning Management through executive interaction
Credits: 1 Credit each for four modules

Objective: To develop managerial / organizational reality orientation

Content: Experience narration by executives or first person narration of live/ real life cases

Pedagogy: Interaction sessions with executives from industry. Critical reflection on the experience of the executive.
Course Name: Seminars on contemporary issues
Credits: 1 Credit each for four modules

Objective: To develop the competence to analyze contemporary and non contemporary economic, political, social, cultural and science and technology trends to arrive at implications for managers in the firm.

Content: Contemporary and non contemporary economic, political, social, cultural and science and technology issues.

Pedagogy: Small group presentations on contemporary and non contemporary economic, political, social, cultural and science and technology issues.

Reference/Reading: Appropriate reading specific to each presentation to be chosen by the students.
Course Code : C 0-037.1/ C 0-037.2  
Course Name : Learning management from contemporary articles  
Credits : 1 Credit each for two modules

Objective : To develop the competence to analyze contemporary economic, political, social, cultural and science and technology articles from different sources.

Content : Contemporary economic, political, social, cultural and science and technology issues.

Pedagogy : Small group presentations on contemporary economic, political, social, cultural and science and technology articles selected by student/facilitator.

Reference/Reading : Appropriate reading specific to each presentation to be chosen by the students.
Course Code : C 0-038.1/ C 0-038.2  
Course Name : Live project in Management  
Credits : 1 Credit each for two modules

Objective : To develop the competence to collect, analyze the data collected from various sources with a defined objective. Derive meaningful conclusions and arrive at recommendations.

Content : Secondary/primary data collection through various sources like library, other sources and field based data collection.

Pedagogy : Library work, field work, guidance, presentations and discussions.

Reference/Reading : Appropriate reading specifically related to the objective of the study.
Course Code: C 0-043.1/ C 0-043.2
Course Name: Entrepreneurship
Credits: 2 Credits each for two modules

Objective: At the end of the subject, the student will have the ability to prepare a proposal for a new entrepreneurial project.

Content: The student (or students in small groups) will work on a product/service idea, work through technical, marketing and financial feasibilities and arrive at a proposal to be submitted to funding agencies. The scale will be limited to tiny small or medium.

Pedagogy: Apart from the guidance by faculty, the project will involve periodic presentations by the students, fieldwork to collect data and sessions by role model entrepreneurs and executives from government bodies and funding agencies. Regular presentations on progress reviews and the final project report will be considered as two modules.

Reference/Reading: Appropriate reading specifically related to the objective of the study.

Soft Skills
Course Code  : C 0-101.1/ C 0-101.2  
Course Name : Oral Communication skills  
Credits :  1 Credit each for two modules  

Objective : At the end of the subject the student will be able to orally communicate effectively with confidence and facilitate interpersonal communication.

Content : Interpersonal and group communication, communication through telephone, facing and conducting interviews for employment as well as other purpose, public speaking

Pedagogy : Experiential exercises, video and audio feedback. More stress to be given on language more than the psychological process.

Course Code  : C 0-102.1/ C 0-102.2  
Course Name : Written communication skills  
Credits :  1 Credit each for two modules  

Objective : At the end of the subject the student will be able to communicate in writing effectively.

Content : Comprehension, letter writing – formal and informal, report writing, creative writing.

Pedagogy : Experiential exercises, in basket exercises. More stress to be given on language more than the psychological process.

Course Code  : C 0-103.1/ C 0-103.2  
Course Name : Presentation skills  
Credits :  1 Credit each for two modules
Objective: At the end of the subject the student will be able present effectively.

Content: Presentation design and layout, presentation delivery

Pedagogy: Experiential exercises and in-class discussions

Course Code: C 0-105.1/ C 0-105.2
Course Name: Group discussion skills
Credits: 1 Credit each for two modules

Objective: At the end of the subject the student will be able to effectively participate and lead group discussions and tasks.

Content: Planning and preparation for group discussions, how to summarize and guide the direction of a discussion, group discussion etiquettes

Pedagogy: Role plays, demonstrations, in-class discussions

Course Code: C 0-106.1/ C 0-106.2
Course Name: Negotiation skills
Credits : 1 Credit each for two modules

Objective: At the end of the subject the student will be able to effectively negotiate in various situations.

Content : Competitive versus collaborative decision making, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation

Pedagogy : Role plays, demonstrations, in-class discussions

Course Code : C 0-107.1/ C 0-107.2
Course Name : Interview facing skills
Credits : 1 Credit each for two modules

Objective : The student will also be equipped with the requisite skills to face entry level selection processes of organizations

Content : Cover letter and resume writing, interview handling

Pedagogy : Role plays, simulations, demonstrations, in-class discussions

Course Code : C 0-109.1/ C 0-109.2
Course Name : Report writing skills
Credits : 1 Credit each for two modules
Objective: At the end of the subject the student will be able to write reports effectively

Content: Structure and content of various types of reports, how to provide references and written data presentations

Pedagogy: Presentations, in class exercises and discussions.

Course Code: C 0-110.1/ C 0-110.2
Course Name: Etiquettes
Credits: 1 Credit each for two modules

Objective: At the end of the subject the student will be able to understand etiquette and behave in social situations appropriately.

Content: Various socio cultural situations requiring particular etiquette and behavior to be followed.

Pedagogy: Role plays, demonstrations, field visits etc.

Course Code: C 0-111.1/ C 0-111.2
Course Name: Career planning
Credits: 1 Credit each for two modules
Objective: At the end of the subject the student will be able to analyze career alternatives and make decisions about choosing the same.

Content: Information on educational employment and entrepreneurial opportunities.

Pedagogy: In-class discussions and presentations. Talks by subject experts.
Content: various stages of preparation for delivering a speech – selection of topic, relevant data collection, draft preparation etc. Listening to famous speeches.

Pedagogy: Role plays, listening to famous speeches, video and audio feedback.

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**Course Code**: C 0-114.1/ C 0-114.2 / C 0-115.1/ C 0-115.2  
**Course Name**: Mock interviews by executives  
**Credits**: 1 Credit each for four modules

**Objective**: To enable students to obtain feedback every term from industry / employers on the extent of competence development they had, their strengths, their weaknesses, etc. judged from the point of their employability in the industry.

**Content**: Mock interviews by executives from the industry to assess conceptual clarity, domain knowledge, soft skills, perspectives held, etc.

**Pedagogy**: Mock interviews by executives from the industry

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**Internships**

**Internship Reports**
Credits : 16 credits

Objective : At the end of the internships students will be able to:
1) Understand how industry works.
2) Contribute to industry through a project/ assignment / regular work in organizations by arriving at actionable suggestions.

Contents : Industry practices

Pedagogy : Internship in/ field projects in various departments of a firm. Report based on the internship/ field project

Reading : Secondary materials on the firm in which internship/ field project is undertaken

Internship Seminars :
Credits : 6 credits

Objective : To enable students to learn from each other on how industry works in order to enhance learning from real life case studies.

Content : Industry practices

Pedagogy : Seminars by students followed by discussions on the internship they had in various departments of the firm.

Reading : Secondary materials on the firm in which internship/ field project is undertaken

Note:- Internships may be spread over the duration of the course as necessary.
Syllabus of Core Courses in Travel and Tourism

T01        Tourism Concepts        2 credits        minimum contact hrs 30

Objective:
At the end of the subject, the student will deal with tourism as a system rather than as a set of disparate entities or processes. The student will deal with tourism reality as well as others tourism subject that follow this subject in this manner

Contents:
Overview of tourism, Organization of tourism, travel behavior, tourism supply, demand policy, planning and development, tourism research, tourism marketing and future of tourism.

Pedagogy:
The system thinking will be developed through comprehensive case studies and industry based assignment.

Minimum depth of coverage will be at level of the following books.
   9th edition, Wiley, 2002 or late edition

T02        Hospitality Management        2 credits        minimum contact hrs 30
**Objective:**
At the end of the subject, the student will have the ability to deal with management problem using the management processes in the specific context of hospitality.

**Contents:**
The hotel business development and classification, room division operation, food and beverage, recreation and leisure, entertainment industry, meetings, conventions, and expositions, marketing, human resource, leadership, planning, organizing, communication and emerging areas in hospitality technology and emerging areas in hospitality management.

**Pedagogy:**
The subject will be handling synergistically with Management processes and skills in handling management processes in the hospitality context will be developed thorough hospitality case and industry based assignment.

**Minimum depth of coverage will be at level of the following books.**


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**T03 Tour operation management 1 credit minimum contact hrs 15**

**Objective:**
At the end of the subject, the student will have the ability to effectively design and implement tour programmes for inbound and outbound tourist
Contents:
Designing package Holidays, Marketing Holiday, Distributing Holidays, dealing with airlines, Accommodation, travel agencies, local operation firm, information technology in tour operation and future of operation industry.

Pedagogy:
The subject will be handled through tour operation case studies, industry based assignment and by making the student design an innovative prototype package tour in Goa

Minimum depth of coverage will be level of the following books.

T04 Economics of Tourism I. 2 credits minimum contact hrs 30

Objective:
At the end of course, the student will have competence in
Explaining through economics the growth and development of tourism in particular contexts
Explaining economics behavior of firm involved in tourism
Predicating behavior of firm and tourism in a particular context to some extent and in suggesting policy and firm level interventions

Contents:
- Tourism demand
- Tourism supply and costs
- Tourism market structure
- Structure, performance and conduct of tourism firms
- Five forces analysis in understanding competitive advantage for firms
- Impact of new economy
- Generic strategies for firm

Pedagogy:
The subject will be handled through exercise in economically interpreting contemporary tourism news items as well as article on tourism industry in different parts of the world. Students will be required to make industry and firm level analysis of the firm in which they work or attached for internship.

Minimum depth of coverage will be at the level of the following books.
5. Journals such as the annals of Tourism Research, Journal of Travel Research, etc. and material from newspaper, popular magazine and the internet

T05 Marketing Tourism and Hospitality. 4 credits minimum contact hrs 60.
Objective: At the end of the subject, the students will have the ability to Identify consumers’ needs of tourist
  - Segment tourist
  - Design the marketing strategic and
  - Build long term relationship between the firm and tourist

Contents:

Pedagogy:
The subject will be handled through hospitality case studies and industry based assignment

Minimum depth of coverage will be at the level of the following books,

T06 Travel Agency Management 1 credit minimum contact hrs 15.

Objective:
At the end of the subject, the student will have ability to use Management processes to effectively manage a travel agency.
  o Identify consumption needs of tourist
  o Segment tourist
  o Design the marketing Ps to meet the needs
  o Implement marketing strategies and the tourist

Contents:
Travel Agency Management involving aspect such as marketing, sales, personal, financial, legal, impact of automation, etc. Role of travel agency in the industry, recent development, future issues.

Pedagogy:
The subject will be handled through travel agency case studies and industry based assignments.

Minimum depth of coverage will be at the level of the following books.
  2. Gregory, Aryear, ‘Travel Agent, The Dealer in Dreams,’ prentice Hall, 1993
T08  Economics of Tourism II.  2 credits minimum contact hrs 30.

Objective:
At the end of the course, the student will have competence in
  o Explaining through economics the growth and development of tourism in particular contexts
  o Explaining economics behavior of firm involved in tourism
  o Predicating behavior of firm and tourism in a particular context to some extent and in suggesting policy and firm level interventions

Contents:
  o Macroeconomics environment of tourism
  o Tourism: income, employment and inflation
  o Tourism and economics environment of tourism
  o Tourism and externalities: environment, sustainability
  o Emerging areas in economics of tourism

Pedagogy:
The subject will be handled through exercise in economically interpreting content tourism news items as well as articles on tourism industry in different parts of the world. Students will be required to make industry and firm level analysis of the firm in which they work attached for internship

Minimum depth of coverage will be at the level of the following books.
  5. Journal such as the annals of tourism research, journal of travel research, etc. and material form newspaper, popular and the internet.
T09  Tourism planning and polices  2 Credits  30 Hours

Objective:
On completion, the students will able to developed tourism policy and policy instruments considering
1. The institutional framework within which policy is formulated
2. The advantage and difficulties associated with variousforms of tourism development in relation to their impact upon the destinationcommunities (i.e. economics, social and environmental considerations)
3. The problem that unplanned or badly planned tourism can create for host communities and Developed the ability tourism planning theory to mitigate the impact of these problems and devise appropriate strategies for the inclusion of stakeholders and local communities’ within tourism plans.

content
The use of political economy perspectives in assessing the equity and efectives of tourism policy. The role of the public, private and voluntary sector within tourism. Planning to enhance the positive impact of tourism on economics, and the various policy instrument that be applied to successfully include local communities in the benefits of tourism

pedagogy
Discussion of case studies of successful and unsuccessful planning and policy innervation, project on policy development, etc.

Readings indicating Minimum Depth of coverage
Harrison, D(ed) (2001) tourism and the less developed countries: issues and case studies, cognizant

T10  Tourist and Tourism  2 Credits  30 Hours
**Objective:**
On completion the students will be able to use a richer sociological and anthropological understanding of tourism while planning tourism products and services.

**Contents**
Tourism and tourist theories, tourist gaze, quest for the other, representation in tourist authenticity etc.

**Pedagogy:**
Discussion of articles, case studies etc.

**Reading indicating minimum depth of coverage**
1. Chambers, Erve, Native Tours: The Anthropology of Travel and Tourism, Latest Ed.

T11 Information technology in Tourism 2 Credits 30 Hours
Objective
At the end of the course, student will be able to
- Plan the use of internet for tourism firms
- Plan the use of various internet communication platforms
- Plan the use of e-commerce and e-marketing
- Plan for effective newsletters and / or websites
- Use mechanisms like Google Ad-words to advertise
- Take advantage of changing trends in tourism information technology such as CRM, ERP, etc.

content
Internet, E-commerce e-marketing, website Creation, CRM, ERP, MIS involving guest history, inventory control, etc. property management system involving back office, yield management, reservation, etc.

pedagogy
Discussion of case studies of use of IT in tourism, mini project on IT for tourism etc.

Reading indicating minimum depth of coverage
T12  Tourism industry  4 credits  minimum contact hrs 60
Objective:
To develop competence in analyzing the structure of the components of global and Indian tourism industry to enable the students to take decision consistence with the lecture.
Content:
Structure of different sectors of the tourism industry and issues involved; accommodation, transport, attraction, tourism service, tour operation and travel retail sectors: public. Private and voluntary sector, technological development, political environment, social trends and economics trends.
Pedagogy
Case studies, discussion of articles from the popular press and an assignment on least one sector of the tourism industry for their first assignment.
Minimum depth of coverage will be at the level of the following books.

T13  Management of transport operation 2 Credits  Minimum Contact Hours 30
Objective
At the end of the course will be able to:
Content
Understanding tourist transport: concepts and method of analysis; approaches to the analysis of tourist transport: Multidisciplinary perspective; the role of government policy and tourist transport regulation; analyzing the demand for tourist transport: transport provision; Managing tourist infrastructure; the role of the airport; the human and environmental impact of tourist travel: towards sustainability

pedagogy
Discussion of case studies of transport in tourism, mini project on transport in tourism, etc.

Reading indicating minimum depth of coverage
Pender, Lesley, ‘travel trade and transport- an introduction, continuum international publishing Group, New York, 2001 page, Stephen; transport and tourism: global perspective; Pearson education, latest edition

T14  Advertising Management in tourism  2 Credits  Minimum Contact Hrs 30
**objective**
At the end of the course, student will be able to plan advertising campaigns for tourism products.

**content**
Communication objective, creative strategy and tactics, media management and selection sales promotion advertisement research and assignment etc.

**pedagogy**
Discussion of case studies ,mini projects on campaign creation ,etc.

**Readings indicating minimum depth of coverage**
objective
At the end of the course, students will be able to assess why certain Indian products/destination are international/domestic tourism attractions.

content
Natural Resources such as Wildlife Sanctuaries, National park, hills station, beaches and island, etc. heritage product such as Delhi, Agra etc. pilgrimage Destination such as Kashi, Gaya, Lubini, Ajanta, Sharavanbelgola, Ajmer Sharif, Fatehpur sikri, Amritsar, old Goa, etc. fair and festival: kumbha Mela, Pushkar, Holi, Onam, Diwili,Id-ul-Fitr, Chrrixtmas, Carnivals (Goa) etc. Handicraft and handlooms, classical Dance style, Indian Classical Dance style, Indian classical music etc.

pedagogy
Discussion of destination case studies, case studies on package, etc.

Reading indicating Minimum Depth of coverage
- Gupta, SP, Lal, K, Bhattacharya, M. ‘culture tourism in India, DK print, latest edition
T16  International Tourism  1 credits  minimum contact hrs 15

Objective:
To enable the student to take decision and action with an understanding of the economics and sociology of international tourism.

Content:
Explanation of the depth phenomenon of international tourism using theories from economics and sociology

Minimum depth of coverage will be at the level of the following books:
1. International tourism: A global perspective; WTO, Latest edition
5. Urry, J ‘the tourist Gaza’ Boston: Elsevier butterworth-heinemann; latest edition

T21  Emerging Trends in Tourism  2 Credits  Minimum Contact Hrs 30
Objective:
At the end of the course the students will be able to assess the emerging trends in tourism and incorporate them while planning for new/modified tourism products.

Contents:
Emerging trends such as space tourism, use of virtual reality etc.

Pedagogy:
Discussion of case studies, articles, brainstorming etc.

Reading indicating minimum depth of coverage:
Articles from academic and popular journals on tourism and related industries
T22 Sustainable tourism 2 Credits Minimum Contact Hours 30

Objective
At the end of the course, students will be able to assess the impact of tourism and plan tourism while ensuring sustainable development.

Content
The tourism industry and natural resource
Sustainable tourism and the destination environment
Tourism development policy and the destination
Sustainable tourism, ecotourism and the developing world

Pedagogy
Discussion of destination case studies, impact case studies, etc.

Reading indicating minimum depth of coverage
Aaronson L (latest edition) 'The development of sustainable tourism,' Continuum
Holden. A (latest edition) 'Environment and tourism,' Rutledge,
Wearing S and Neal's (latest edition) 'Ecotourism, impact, potentials and possibilities, Butterworth-Heinemann