

गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

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(Accredited by NAAC)

ATMANIRBHAR BHARAT
SWAYAMPURNA GOA

Goa University

Taleigao Plateau, Goa-403 206

Tel : +91-8669609048

Email : registrar@unigoa.ac.in

Website : www.unigoa.ac.in

GU/Acad –PG/BoS -NEP/2025-26/225

Date: 04.07.2025

CIRCULAR

The Academic Council & Executive Council of the University has approved Ordinance Governing the Bachelor in Business Administration Programme of study conducted by the on-campus Schools of Goa University and its Affiliated Colleges based on AICTE Model Curriculum Framework for Under-Graduate Degree as per NEP 2020 from the Academic year 2025-26 onwards.

The Programme structure of Semester I to VIII and syllabus of Semester I and II of the **Bachelor in Business Administration (Travel and Tourism)** Programme approved by the Academic Council in its meeting held on 24th & 25th June 2025 is attached.

The Dean & Vice-Dean (Academic) of the Goa Business School and the Principals of the affiliated Colleges offering the **Bachelor in Business Administration (Travel and Tourism)** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)
Deputy Registrar – Academic

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Dean (Academic), Goa Business School, Goa University.
3. The Principals of Affiliated Colleges offering the Bachelor in Business Administration (Travel and Tourism) Programme.

Copy to:

1. Chairperson, BoS in Hospitality, Travel and Tourism Studies, Goa University.
2. Controller of Examinations, Goa University.
3. Assistant Registrar, Examinations (UG), Goa University.
4. Director, Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Bachelor in Business Administration (Travel and Tourism)

OBJECTIVES OF THE PROGRAMME:

1. To prepare students for executive-level positions within the global tourism industry.
2. To deepen students' knowledge and comprehension of sustainable tourism and travel management practices.
3. To inculcate critical thinking and problem-solving capabilities pertinent to the tourism sector.
4. To impart proficiency in leveraging Artificial Intelligence and other technological applications in tourism ventures.
5. To stimulate innovation and foster entrepreneurial endeavours within the tourism and travel domain.

PROGRAMME SPECIFIC OUTCOMES:

Upon successful completion of the Programme, students will be able to:

1. Formulate solutions for challenges prevalent in the field of tourism and management.
2. Apply established management principles within tourism and broader business contexts.
3. Manage service-oriented operations within the tourism sector.
4. Analyse data relevant to the tourism industry for managerial decision making.
5. Design sustainable tourism products and strategic initiatives.
6. Collaborate with diverse stakeholder groups across the tourism sector.
7. Develop tourism-centric startups.
8. Use AI and other technological advancements for efficient management of the tourism sector.

PROGRAMME STRUCTURE FOR BBA (TRAVEL & TOURISM) (Effective from Academic Year 2025-26)

Semester	Core Courses	OE	MDE	AEC	SEC	DSE	VAC	Total Credits	Exit	NCrF Level
I	<p>MNT-100 Fundamentals of Tourism (4)</p> <p>MNT-101 Principles and Practice of Management (4)</p> <p>MNT-102 Hospitality Management (4)</p>		MNT-121 Cultural Heritage of Goa (2)	<p>ENG-151 Communicative English: Spoken and written (2)</p> <p>ENG-152 Digital Content Creation in English (2)</p>			To Be Opted from the approved list (2)	20		
II	MNT-103 Economics of Tourism (4)		MNT-122 Emotional Intelligence (2)	ENG -251 Functional English I: Communicative English 1.1 (2)	MNT-141 Etiquettes and Corporate Grooming (2P)		To Be Opted from the approved list (2)	20	Internship (4)	Level 4.5


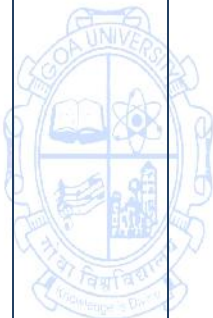
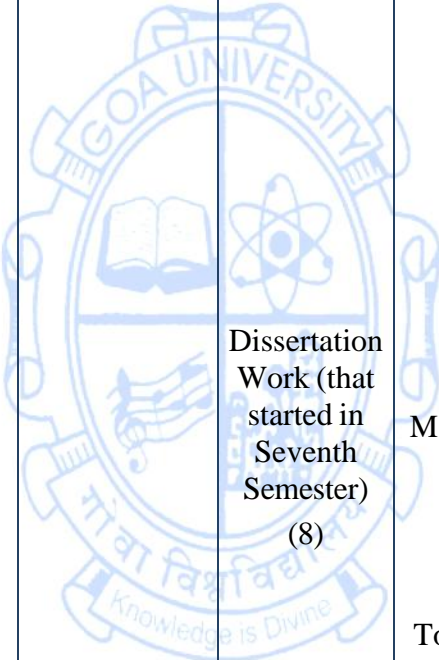

	MNT-104 Marketing for Hospitality and Tourism (4)								
	MNT-105 Human Resource Management (4)								
III	MNT-200 Tourism Products of India (4)		MNT-221 Fundamentals of Accounting (2)	MNT-241 Soft Skills and Personality Development (1T + 3P)		To Be Opted from the approved list (2)	20		
	MNT-201 Sustainable Tourism (4)								
	MNT-202 Business Research Methods (4)								



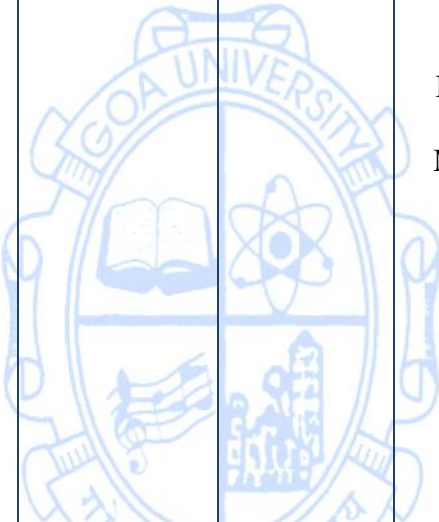

IV	MNT-203 Travel Agency and Tour Operations (2)								
	MNT-204 Entrepreneursh ip in Tourism (4)				MNT-242 Digital Marketing for Tourism (2P)				
	MNT-205 Strategic Management (4)				MNT-243 Tour Guiding (2P)				
	MNT-206 Organizational Behavior (4)					To Be Opted from the approved list (2)	20	Internship (4)	Level 5
V	MNT-300 Event Management (4)				MNT-341 Internship (4) MNT-342 Major	MNT-361 Airline Management (4)	20		

	MGT-301 Management of Transport Operations (4)			Project (Evaluation in sixth semester)	Or MNT-362 Cruise Management (4) MNT-363 Eco-tourism Management (4) Or MNT-364 Front Office Management (4) MNT-365 Resort Management (Audit Course – 4 Non-Credits)				
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VI	<p>MNT-302 Destination Management (4)</p> <p>MNT-303 Case Writing and Analysis in Tourism (2)</p>			<p>MNT-343 Interview Facing Skills (2P)</p> <p>Major Project (Initiated in the fifth semester) (4)</p>	<p>MNT-366 Global Distribution System (4)</p> <p>Or</p> <p>MNT-367 Gastronomic Tourism (4)</p> <p>MNT-368 Integrated Marketing Communication s in Tourism (4)</p> <p>Or</p> <p>MNT-369 Tourism Analytics and Market Intelligence</p>		20		Level 5.5
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					(4)				
					MNT-370 Accommodation Operations (Audit Course – 4 Non-Credits)				
VII (Honours)	MNT-400 Tourism Planning and Policies (4)	MNT-481 AI in Hospitalit y and Tourism (4)			MNT-441 Dissertation Work (Evaluation in Eight Semester) MNT-442 Summer Internship II (4) Or	MNT-461 Adventure Tourism (4) Or MNT-462 Legal Aspects of Tourism (4) MNT-463 Rural Tourism (4) Or	20		

					MNT-464 Tour Itinerary and Costing (4)				
VIII (Honours)				 Dissertation Work (that started in Seventh Semester) (8)	MNT-465 Cultural Tourism (4) Or MNT-466 Crisis Management in Tourism (4) MNT-467 Tourism Supply Chain and Vendor Management (4) Or		20		Level 6

					MNT-468 Customer Relationship Management (4)				
					MNT-469 International Tourism Management (4) Or MNT-470 Wellness Tourism (4)				

VII (Honours with Research)	<p>MNT-401 Travel Photography and Travel Writing (4)</p> <p>MNT-402 Qualitative Research Methods (4)</p>			<p>MNT-443 Research Internship Report and Viva-voce (4)</p>	<p>MNT-471 Data and Media Analysis for Tourism (4)</p> <p>MNT-472 Diaspora and Tourism Linkages (4)</p>	20		
VIII (Honours with Research)				<p>MGT-444 Dissertation (20)</p>		20		Level 6

SEMESTER I

CORE COURSES

Name of the Programme : BBA (Travel & Tourism)

Course Code : MNT-100

Title of the Course : Fundamentals of Tourism


Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	<ol style="list-style-type: none">1. To enable the learners to define fundamental tourism concepts, including their types, forms, and historical evolution, and understand their economic importance.2. To acquaint the learners with the organisational structure of the global tourism industry, identifying key international and regional bodies, and the roles of various operational sectors.3. To acquaint the learners with analysing tourism supply and demand, including methodologies for measurement and forecasting, and the factors influencing travel behaviour.4. To elucidate the principles of tourism as an interconnected system, recognizing the interdependencies of its components and the role of policy in its sustainable development.	
Contents:	UNIT I: Overview of Tourism Tourism: Definition, Concept of Tourists/ Visitors / Travellers/Excursionists, Forms and Types of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Components of Tourism and Tourism Management, Basic Approach to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism. Tourism through the Ages: Early Beginnings, Early tourist attractions, The first travel agents, Historic Transportations and accommodations.	15 Hours
	UNIT II: Organisation of Tourism International Organizations (WTO, WTTC, IATA), Regional Organization (PATA) Passenger Transportation: Airline Industry, Rail Industry, Motor Coach Industry, Automobile, Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food. Service Industry, Meeting Planners Organizations in the Distribution Process: Travel Agents, the Internet, Consolidators, The Tour Wholesaler, Speciality Channelers Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation,	15 Hours

	Entertainment, Festivals, and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.	
	UNIT III: Tourism Supply and Demand Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand Measuring and Forecasting Demand: Why Demand Is Important, Demand for a Destination, Measuring Demand, Projection Methodology.	15 Hours
	UNIT IV: Understanding Travel Behaviour Cultural and International Tourism for Life's Enrichment: Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals, Travel Experiences Sociology of Tourism: Effects on the Individual, Effects on the Family, Effects on Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Summary of the Principal Social Effects of Tourism, Barriers to Travel, Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination, The Major Parameters of Tourism Destination Management, Formulating Policies to Deal with Crises	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/self-study/ Case Studies, etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Goeldner, C. R., Ritchie, J. B., Tourism principles, practices, philosophies, John Wiley and Sons, 2017. 2. Kastarlak, B. I., Barber, B., Fundamentals of planning and developing tourism, Pearson New International Edition, 2013. 3. Cooper, C. Essentials of Tourism, SAGE Publications, 2020 4. Swain, S.K., Mishra, J. M., Tourism: Principles and Practices, Oxford University Press, 2011. 5. Acha-Anyi, P.N., Fundamentals of Tourism, Van Schaik Publishers, 2020	
Course Outcomes:	At the end of the course, the student will be able to: 1. Understand and identify evolution, the importance of travel and tourism for the economy. 2. Analyse various sectors of tourism and their role in the growth of the tourism industry. 3. Analyze tourism demand and supply for the sustainable development of destinations. 4. Evaluate the importance of the tourism industry as a system.	

Name of the Programme : BBA (Travel & Tourism)
Course Code : MNT-101
Title of the Course : Principles and Practice of Management
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	<p>The objectives of the Course are:</p> <ol style="list-style-type: none"> 1. To enable the learners to describe the competitive landscape of a company using Porter's five force model. 2. To acquaint the learners with skills to interpret the relevance of delegation and decentralisation of authority in an organisation. 3. To acquaint the learners to recognize the various needs of an individual using Maslow's Need-Hierarchy Theory. 4. To elucidate the principles and major techniques of control and apply the principles and techniques of coordination. 	
Contents:	 <p>UNIT I: Introduction to Management Management: Concept and Need, Managerial Functions - An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, NeoClassical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Re- engineering, Porter's Five-forces' Model</p>	15 Hours
	<p>UNIT II: Planning and Organising Types of Plan; Strategic planning - Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) - Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Network Organization Structure. Emerging types.</p>	15 Hours
	<p>UNIT III: Staffing and Leading Staffing: Concept of staffing, staffing process. b. Motivation and Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and importance; Leadership styles. Communication: Concept, purpose, process; Oral and written</p>	15 Hours

	communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.	
	UNIT IV: Control and Coordination Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.	15 Hours
Pedagogy:	Lectures/ tutorials/ field work/ project work/ viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Tripathi, P. C. and Reddy, P.N. Principles of Management (Fourth ed.). TataMc Graw Hill Education Pvt. Ltd., New Delhi. 2010 2. Chandan, J. S Management, Theory and Practice (Second ed.). VikasPublishing House, New Delhi. 2004 3. Prasad, L. M. Principles and Practice of Management (Fifth ed.). SouldanChand and Sons. 2000 4. Jain, V. Management Theory and Practice (First ed.). International BookHouse, New Delhi. 2010 5. Prasad, M. Management Concepts and Practices. (Fourth ed.). HimalayaPublishing House, Mumbai. 2008 6. Subba Rao, P., and Venkatram T. K. Management Theory and Practice (Firsted.). Himalaya Publishing House, Mumbai. 2010 7. Moshal, B. S. Principles of Mangement (First ed.).Ane Books Pvt. Ltd.,New Delhi. 2009 8. Barton, G., and Thakur, H. Management Today, Principle and Practice (Firsted.). Tata Mc Graw Hill Publishing Co. Ltd., New Delhi. 1997 	
Course Outcomes:	After completion of this course, the learners will be able to: <ol style="list-style-type: none"> 1. Describe the competitive landscape of a company using Porter's five forcemodel. 2. Interpret the relevance of delegation and decentralization of authority in anorganization. 3. Recognize the various needs of an individual using Maslow's Need HierarchyTheory. 4. Elucidate the principles and major techniques of control and apply the principles and techniques of coordination. 	


Name of the Programme : BBA (Travel & Tourism)

Course Code : MNT-102

Title of the Course : Hospitality Management

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	<p>Objectives of the Course are:</p> <ol style="list-style-type: none">1. To describe the hospitality industry's foundation, including hotel types and essential personnel qualities.2. To analyze Front Office and Housekeeping operations, focusing on structure and inter-departmental coordination.3. To recognise the food service industry's development and the functions of F&B Service, including equipment.4. To understand professional kitchen organisation, hygiene, food safety, and basic food preparation techniques.	
Contents:	 UNIT I: Introduction Introduction to the hospitality industry, evolution, origin, and importance. Introduction to all major hotel chains of the world. Classification of hotels and room types. Qualities and attributes of Front Office and Housekeeping personnel.	15 Hours
	UNIT II: Introduction to Front Office and Housekeeping Importance, Organisational Structure, Layout, Coordination with other departments. (F&B Service, F&B Production, Kitchen Stewarding, Engineering, Accounts, Human Resources, Security, Sales and Marketing, Purchase).	15 Hours
	UNIT III: Introduction to Food and Beverage Service Food Service Industry: Development of the food service industry in India. Classification of the food service sectors with examples, features of each sector. Types of restaurants and their features. F&B department: importance, functions and organisation. Duties, responsibilities and qualities of staff. Intra and inter-department coordination. Food service equipment: types of cutlery, crockery and glassware. Restaurant equipment: uses, purchase considerations and storage.	15 Hours
	UNIT IV: Introduction to Food and Beverage Production Organisation of a professional kitchen, guidelines and requirements of personal hygiene and food safety standards, avoiding food contamination, and uniform and protective clothing. Usage of knives, hand tools, and heavy equipment in the kitchen. Vegetables - classification of vegetables, pigment and colour changes, effect of different cooking methods on vegetables, controlling changes in texture, flavour, nutrient loss and cuts of vegetables. Classical dishes made using vegetables. Classification, uses of fruits in	15 Hours

	cooking, usage of processed fruits.	
Pedagogy:	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, practical, role plays, guest speakers, videos (including online videos) and case studies.	
References/ Readings:	<ol style="list-style-type: none"> 1. Raghubalan, G., and Raghubalan, S., Hotel Housekeeping Operations and Management, 3rd Edition 2015. 2. Tewari, J. R., Hotel Front Office Operations and Management, 2nd Edition, 2016. 3. Bhatnagar, S. K., Front Office Management, First Edition 2002. 4. Singh, M., and George, J. B., Housekeeping- Operations, design and management. Jaico Publishing, 2011. 5. Andrews, S., Textbook of Hotel Housekeeping Management and Operations. McGraw-Hill Education, 2020. 6. Kadam, K.C.K. R, Housekeeping operations and Management for Hospitality. UDH Publishers, 2013. 7. R., Food and Beverage Service, Oxford University Press, Second Edition (2016). 8. Lillicrap, D., and Cousins, J., Food and Beverage Service, Book Power, Eight Edition, 2014. 9. Andrews, S., Food and Beverage Service Training Manual, Tata McGraw-Hill Publishing Company Limited, Second Edition. (Reprint 2005). 10. George, B., Chatterjee, S., Food and Beverage Service and Management, Jaico Publishing House, (Eleventh Impression 2016). 11. Philip, T. E., Modern cookery, Orient Black Swan Private Limited, Sixth Edition (2010), Vol .1. 12. Philip, T. E., Modern cookery, Orient Black Swan Private Limited, Sixth Edition (2010), Vol. 2. 13. Singh, P., Bali, Food Production Operations, Oxford Publication (2014), Sixth impression (2016). 	
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Classify Hotels. 2. Analyse the operations of the rooms division in the hospitality industry. 3. Identify the Food Production department organisation and equipment used. 4. Classify the Food service industry, identify the duties and responsibilities of the F&B department and envisage the use of equipment in the food service areas. 	

MULTI-DISCIPLINARY ELECTIVE COURSES

Name of the Programme : BBA (Travel & Tourism)
Course Code : MNT-121
Title of the Course : Cultural Heritage of Goa
Number of Credits : 02
Effective from AY : 2025-26

Pre-requisites for the course	NIL	
Course Objectives:	1. Understand the basic topography of Goa, the social assets of Goa, state identities, modes of transportation and housing, and the architecture of historic places in Goa. 2. Gain insight into the pre-Portuguese and Portuguese eras and the customs and traditions in Goa. 3. Understand the traditional systems of land ownership and the intangible heritage of Goa. 4. Gain insight into the liberation movements and the post-Portuguese era.	
Contents:	UNIT I: Understanding Goan Culture The basic topography & social assets in Goa, & the State Identities. Modes of housing & modes of transportation. Architecture - Temples, Churches, Mosques, Palaces, Forts. Pre-Portuguese Goan culture: Dress, Cuisine, Drinks, Amusement. Goan weddings - customs and traditions. Ornaments, dress, customs & traditions of Goan Hindus & Christians. Festivals of Goan Hindus, Muslims & Christians.	15 Hours
	UNIT II: Portuguese Era and Traditional Systems Portuguese Era: Influence of Portuguese elements on Goan culture & society Gaunkari System & Comunidades. Intangible Heritage - Phrases, idioms from Goan society. Customs of birth and death, significance of Goan names. Liberation Movement - Revolts during Portuguese rule, Operation Vijay; State Administrators, Language issue, Opinion Poll, Goan identity, Medium of Instruction.	15 Hours
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers/assignments/presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Reference	1. Kaleidoscopic Goa: A cultural atlas. Dr. Pandurang Phaldessai; Vasant Rao Dempo Education & Research Foundation; Latest Edition 2. Denis L., Cottineau Kluegen W., Twigg, A historical sketch of Goa, 1831 3. Operation Vijay – Shrikant Ramani; Broadway Book Centre; Latest Edition	

	<ol style="list-style-type: none"> 4. Who's Who of Freedom Fighters (Part 1 & 2) - Dir. Arts & Culture ;Latest Edition 5. Goa remembered, vignettes of fading traditions - Angelo Pereira; M. Lobo, 1995. Magnificent Monuments of Old Goa-Patrick J. Lobo; Rajhauns Vitaran; Latest Edition 6. A Socio-Cultural History of Goa: From the Bhojas to the Vijayanagar - V.R. Mitragotri; Institute Menezes Braganza;1999 7. Portuguese & their artillery in Goa – Abhijit Ambekar ; Broadway Publishing ;2015 8. Snapshots on Indo Portuguese History - (Part 1 to 4) Vasco Pinho; Self Published; Latest Edition Inside Goa – Manohar Malgaonkar & Mario Miranda; Architecture Autonomous; Latest Edition 9. Purabhilekh Puratatv Magazines - Dir. Of Archives, Goa 10. Articles from popular local newspapers and magazines.
Course outcomes:	<p>At the end of the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a thorough grasp of the basic topography of Goa, the social assets of Goa, state identities, modes of transportation and housing, and the architecture of historic places in Goa. 2. Gain insight and practical knowledge into the pre-Portuguese and Portuguese eras and the customs and traditions in Goa. 3. Understand the traditional systems of land ownership and the intangible heritage of Goa. 4. Understand the liberation movements and post-Portuguese era.

SEMESTER II

CORE COURSES

Name of the Programme : BBA (Travel & Tourism)

Course Code : MNT-103

Title of the Course : Economics of Tourism

Number of Credits : 04

Effective from AY : 2024-25

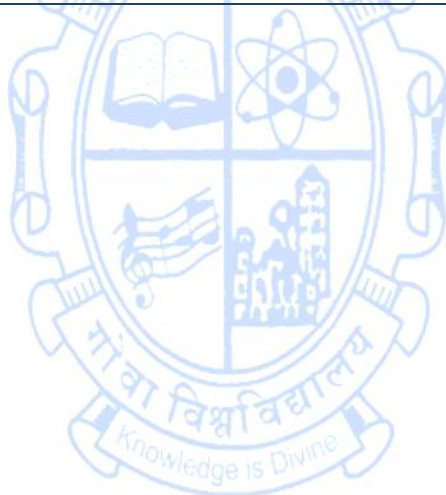
Pre-requisites for the Course:	NIL	
Course Objective:	<ol style="list-style-type: none">1. To analyse recreation, leisure, and tourism economics, focusing on demand, supply, and equilibrium.2. To examine market structures and external environmental factors impacting the recreation, leisure, and tourism industries.3. To understand investment and macroeconomic impacts of recreation, leisure, and tourism on employment and growth.4. To evaluate globalisation's effects and environmental economics within the recreation, leisure, and tourism sectors, including sustainable development.	
Contents:	UNIT I: Recreation, Leisure and Tourism Recreation, Leisure and Tourism – Definition and Scope, Definition Scope and Methodology of Economics, Economics of recreation leisure and tourism, public sector organizations, private sector organizations, non-profit organizations, Demand – law, definition, assumptions, Supply – law, definition, assumptions, Equilibrium – Changes (demand and supply), Elasticity of demand and Elasticity of Supply	15 Hours
	UNIT II: Markets in Practice and External Operating Environment Market structure and pricing – Perfect competition, Monopolistic Competition, Oligopoly, and Monopoly, Competitive Environment – Porter's 5 force model, Technological Environment, Political Environment, Sociocultural Environment, Economic Environment	15 Hours
	UNIT III: Investment and Economic Impacts Definition, Factors Affecting Investment, Public Sector Investment – Sources and Types, Sources of funds, Macroeconomics, Employment, Taxation, Inflation, Economic Growth – Meaning, measurement and causes.	15 Hours
	UNIT IV: Global Economy and Environmental Economics Globalisation, Motives of going international, Multinational Enterprise in Leisure and Tourism, effects of Multinationals on	15 Hours

	the host country- benefits and problems, Externalities and Environment, Economic growth, the environment and well-being, Open access resources, Local Environmental impacts, Global impacts, Sustainable Development – Meaning, Sustainable Tourism Policy	
Pedagogy:	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies, etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none"> 1. Tribe, John, 'Economics of Leisure and Tourism', Butterworth Heinemann, Oxford, Indian edition 2011. 2. Cullen, Peter, 'Economics for Hospitality Management', Thomson Business Press, UK, 2021. 3. Dwyer, L., Forsyth, P., Dwyer, W., Tourism Economics and Policy 4. Bull, A. The Economics of Travel and Tourism. Harlow: Longman. 1995. 5. Journals such as the Annals of Tourism Research, Journal of Travel Research, and materials from newspapers, popular magazines, and the Internet. 	
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Define the nature of Managerial Economics. 2. Discuss various types of market structures and its importance to the economy. 3. Identify investment options. 4. Explain the significance of the global economy. 	

Name of the Programme : BBA (Travel & Tourism)
Course Code : MNT-104
Title of the Course : Marketing for Hospitality and Tourism
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	1. To define marketing fundamentals and the 8 P's for hospitality and tourism. 2. To apply STP strategy for market segmentation, targeting, and positioning. 3. To analyze tourism product development, pricing, and distribution. 4. To evaluate promotion methods and emerging marketing trends in tourism and hospitality.	
Contents:	UNIT I: Introduction Marketing- Meaning- Concept- Definition- Importance of Marketing- Characteristics of Marketing- Travel Market-Meaning- Features- Commodity Market- Meaning and Features-Services Marketing- Meaning- Salient Features of Services Marketing- Services Triangle. Service Characteristics of Hospitality and Tourism, Defining marketing mix, the 8 P's of marketing mix.	15 Hours
	UNIT II: STP Strategy Market Segmentation- Meaning- Need and Importance- Bases of Segmentation (S)- Target Marketing (T) - Meaning and Advantages- Market Positioning (P) - Meaning and Benefits-Marketing Mix- Meaning, Internal Marketing	15 Hours
	UNIT III: Product and Pricing Tourism Product- Meaning- Nature- Types- New Product Development- Branding- Product Designing- Packaging- Destination Life Cycle. Pricing Products: Definition, Considerations, Approaches, Strategies, and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC). Distribution Channel: The importance of the choice of channel.	15 Hours
	UNIT IV: Promoting Products Communication and promotion policy and advertising, Public Relations and Sales Promotion, Professional Sales, Online and direct Marketing, Extended Marketing Mix- Physical Evidence, People- Importance and Managing People, Process Destination Management and Emerging Trends in Marketing, Tourism, and Hospitality.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project	

	work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Manjula Chaudhary, Tourism Marketing, New Delhi: Oxford University Press, 2010 2. Prasanna Kumar, Marketing for Hospitality and Tourism, McGraw-Hill Education, 2023. 3. Philip Kotler, Bowen and James Makens – Marketing for Tourism and Hospitality, 2006. 4. Philip Kotler, Marketing Management, Pearson, 2021. 5. Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu, Marketing for Hospitality and Tourism, 2017.
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Relate to marketing concepts and appreciate its importance 2. Differentiate the customer specific marketing strategies. 3. Illustrate the effectiveness of tourism product, price, distribution, promotion 4. Describe the marketing process for a tourist destination



Name of the Programme : BBA (Travel & Tourism)
Course Code : MNT-105
Title of the Course : Human Resource Management
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To equip students with the necessary skills and techniques for effective Human Resource Management, and to understand individual behaviour within an organisation.	
Contents:	UNIT I: Introduction to Human Resource Management Functions and Objective, organisation of HR department, skills of HR professionals, Importance HR Planning, factors affecting HRP, HR demand forecasting, HR supply forecasting, Job Analysis- Job description and Job Specification, Job design approaches- Job rotation, Job enlargement, Job enrichment.	15 Hours
	UNIT II: Recruitment and Selection, Training and Development Factors influencing recruitment, recruitment process-planning, strategy development- internal and external sources of recruitment. Selection process, Types of Selection Tests, Interviews. Training process, Training Need Analysis, Training Design-Types of Training, Methods of Training, Training evaluation – KirkPatrick Model.	15 Hours
	UNIT III: Performance Management, Compensation and Employee Benefits Appraisal process- Objective, Issues in appraisal design, raters, 360-degree appraisal, problems in rating, methods of appraisals. Concept of job evaluation, components of remuneration, factors influencing remuneration, concept of wages (minimum, fair, living), advantages and disadvantages of incentives, employee benefits and services, types of benefits and services.	15 Hours
	UNIT IV: Industrial Relations Importance of IR, parties to IR, trade unions, strategic choices before union, union tactics, resolving disputes-methods of dispute settlement.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to	

	enable peer group learning.
References/ Readings:	<ol style="list-style-type: none"> 1. Aswathappa, K., 'Human Resource Management', Tata McGraw-Hill Education, 2023. 2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage Learning, 2012 3. Gary Dessler, 'Human Resource Management', Pearson publication, 2023 4. Stephen Robbins, Timothy A Judge, Seema Sanghi, 'Organizational Behavior', Pearson Education, 2019 5. Stephen Robbins, Timothy A Judge, Neharika Vohra, 'Organizational Behavior', Pearson Education 2019 6. Fred Luthans, 'Organizational Behavior'; McGraw-Hill Inc, 2015 7. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Pearson Education India, 2021
Course Outcomes:	<p>At the end of the course students will be able to:</p> <ol style="list-style-type: none"> 1. Integrate HR functions with the organizational goals and identify the importance of manpower planning and job analysis for the organization. 2. Realize the importance of recruitment, training and development, and performance appraisals and its applicability in the organization. 3. Identify and analyze different components of employee remuneration and comprehend the need for peaceful employer and employee relations. 4. Elucidate the functions of human resource management within an organization.

MULTI-DISCIPLINARY ELECTIVE COURSES

Name of the Programme : BBA (Travel & Tourism)

Course Code : MNT-122

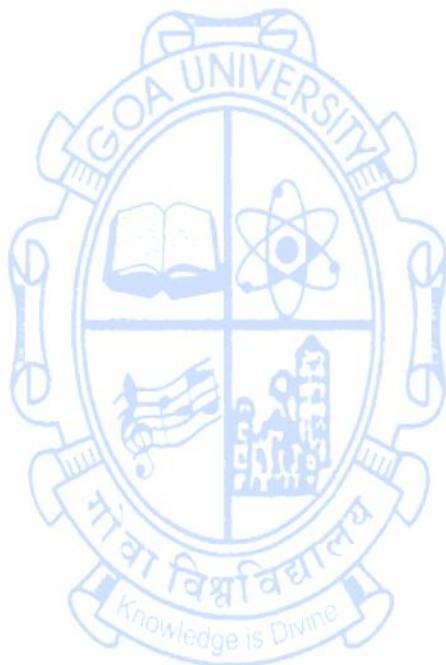
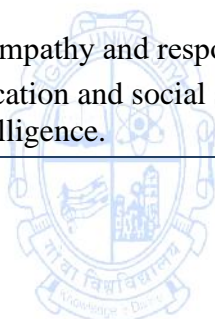
Title of the Course : Emotional Intelligence

Number of Credits : 02

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	To enable participants to have competence in understanding emotions of self & others and manage personal & professional situations in an emotionally intelligent way by using the EI framework.	
Contents:	<p>UNIT I: Understanding Emotional Intelligence</p> <p>Understanding the Difference between EQ and IQ, the 5 Dimensional Trait EI Model, the Science of Emotions and their understanding, the Working of EQ brain, Self-Awareness Tactics: Understanding Components of Self, Exploration through the Johari Window, Mapping Key Characteristics of Self, Stages – Self Awareness/Self-Acceptance/Self-Realisation.</p> <p>Self-Regulation: Basics of Managing Emotions, Using Coping Thoughts and Relaxation Techniques for Managing Emotions, Perceiving emotions correctly, Using emotions to facilitate thinking, and Developing Empathy</p>	15 Hours
	<p>UNIT II: Self-Regulation and Motivation</p> <p>Internal Motivation: Initiative and the commitment to complete a task, Perseverance in the face of adversity</p> <p>Being Perceptive of others' emotions and taking an active interest in their concerns, the ability to anticipate someone's needs, and Managing Stress.</p> <p>Application of EI at family, school, workplace; Social Skills - Articulating Emotions using Language, Creating powerful impressions, Body Language, Disagreeing Constructively, Developing Social Competency, Emotional Intelligence Measurements and Assessment Instruments: Determining EQ, Emotional Intelligence Assessment Tools, Administration and Interpretation of EI measures and assessment tools.</p>	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References:	1. Goleman, D. (Year). Emotional intelligence (10th ed. or later). Bantam Books.	

	2. Stein, S. J., & Book, H. E. (Year). The EQ edge: Emotional Intelligence and your success (3rd ed. or later). Wiley.
Course Outcomes:	<p>At the end of the course participants will be able to</p> <ol style="list-style-type: none"> 1. Identify self-awareness traits using tools like the Johari Window. 2. Apply techniques for managing emotions and building internal motivation. 3. Demonstrate empathy and respond effectively to others' emotions. 4. Use communication and social skills to build relationships and assess emotional intelligence.



SKILL ENHANCEMENT COURSES

Name of the Programme : BBA (Travel & Tourism)
Course Code : MNT-141
Title of the Course : Etiquettes and Corporate Grooming
Number of Credits : 02
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	At the end of the course, the student will have developed the basic skills of appropriate business and social etiquette, create impactful first impressions and build a consistent personal/ social image.	
Contents:	UNIT I: Business Etiquette Business etiquette <ul style="list-style-type: none"> • Effective introductions • Exchange of business cards • Introduction: ABCs of etiquette- meeting and greeting scenarios, principles of exceptional work behaviour, role of good manners in business, professional conduct, and personal spacing. Dining etiquette <ul style="list-style-type: none"> • Fine dining • Use of cutlery Social etiquette <ul style="list-style-type: none"> • Greetings and exchanges • Party etiquette (to be a great host and a guest) • Telephone etiquette • Travel etiquette • Dress for success (dressing as per role, goal and occasion) • Cross-cultural sensitization 	30 Hours
	UNIT II: Corporate Grooming <ul style="list-style-type: none"> • Business Attire and Professionalism Business style and professional image-dress code guidelines for appropriate business attire-grooming for success. • Grooming for success, Managing your visual Image, Body Language, Posture, Poise and elegance, Business style and professional image, Dress code, Guidelines for appropriate business attire, Presentation Skills. • Meet and Greet, Importance of Small Talk, The Art of conversation, Rapport Building, Smart Ways to Follow up, Developing People Skills, How to be a Good Listener, How to ask the Right Questions, Meeting and Boardroom Protocol, In person meeting and virtual meeting etiquette, 	30 Hours

	preparation and attendance, Setting out a meeting agenda, Minutes of a meeting.	
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies, etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References:	<ol style="list-style-type: none"> 1. Be The Best You Can Be: A Guide to Etiquette and Self-Improvement. Thompson, Free Spirit Publishing; Latest Edition 2. Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopalaswamy Ramesh, Madhavan Ramesh, Pearson, Latest edition. 3. Sarvesh Gulati(2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd. 4. Lillian H. Chaney, Jeanette S. Martin.The Essential Guide to Business Etiquette 5. Emily Post's Etiquette. By Emily Post. Various publishers and editions. (e.g., Emily Post's Etiquette (19th ed.). New York: William Morrow, 2017.) 6. Manners That Matter: The Ultimate Guide to Graceful Living. By Peggy Post and Peter Post. Various publishers and editions. 7. The Amy Vanderbilt Complete Book of Etiquette. By Amy Vanderbilt. Various publishers and editions. 8. Modern Manners: Tools to Build a Civilised World. By Dorothea Johnson. Various publishers and editions. 9. The Art of the Meal: Essential Etiquette for Dining in Style. By Julie B. Sabatier. Various publishers and editions. 	
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Apply professional grooming standards. 2. Demonstrate effective communication. 3. Understand business dining etiquette. 4. Master professional networking skills. 	

