

BBA (T&H) Full Time Eight Semester Programme
Choice Based Credit System (CBCS)
(As per NEP 2020 & CBCS Ordinance 14 A)
Study Centre for Tourism
A.P.S University, Rewa (M.P.)

1st Year

SEMESTER – I					
Course Code & Name	Course Type	Theory Paper	Internal Assessment	Maximum Marks	Credits
101 Introduction To Tourism	Major Core	60	40	100	6
102 Management Concepts & Principles	Minor Core	60	40	100	6
103 Indian Economy- An Introduction*	GE	60	40	100	4
104 English Language	AE	60	40	100	4
SEMESTER TOTAL				400	20
CUMULATIVE TOTAL				400	20

SEMESTER – II					
Course Code & Name	Course Type	Theory Paper	Internal Assessment	Maximum Marks	Credits
201 Travel Agency & Tour Operation – I	Major Core	60	40	100	6
202 Tourism Product in India	Minor Core	60	40	100	6
203 Physical Geography*	GE	60	40	100	4
204 Environmental Studies	AE	60	40	100	4
SEMESTER TOTAL				400	20
CUMULATIVE TOTAL				800	40

GE: Generic Elective AE: Ability Enhancement

*Students may choose this course as a Generic Elective or may choose a Generic Elective Course offered in other UTDs at the same level or may choose a Course offered by MOOCs through SWAYAM.

The student will be awarded Certificate in Business Administration (T&H) on successful completion of first year.

2nd Year

SEMESTER – III					
Course Code & Name	Course Type	Theory Paper	Internal Assessment	Maximum Marks	Credits
301 Tourism Impact (1 st)	Major Core	60	40	100	6
302 Cultural Tourism Resource of India	Minor Core	60	40	100	6
303 International Trade & Public Finance*	GE	60	40	100	4
304 Information Technology	SE	60	40	100	4
SEMESTER TOTAL				400	20
CUMULATIVE TOTAL				1200	60

SEMESTER – IV					
Course Code & Name	Course Type	Theory Paper	Internal Assessment	Maximum Marks	Credits
401 Tourism Entrepreneurship	Major Core	60	40	100	6
402 Tourism Marketing	Minor Core	60	40	100	6
403 Communication Skill & Development*	GE	60	40	100	4
404 Event Management	SE	60	40	100	4
SEMESTER TOTAL				400	20
CUMULATIVE TOTAL				1600	80

GE: Generic Elective SE: Skill Enhancement

*Students may choose this course as a Generic Elective or may choose a Generic Elective Course offered in other UTDs at the same level or may choose a Course offered by MOOCs through SWAYAM.

The student will be awarded Diploma in Business Administration (T&H) on successful completion of second year.

BBA (T&H) PROGRAM-PROGRAM AND COURSE OUTCOMES- 2022-2023

No.	Program outcome
PO1	Apply knowledge of tourism concepts along with the management theories and practices to solve business related problems in tourism Domain
PO2	Contextualize tourism within broader cultural, environmental, political And economic dimensions of society.
PO3	Foster analytical and critical thinking abilities for data-based decision Making
PO4	Ability to develop value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	identify and understand how new ideas, concepts or products emerge within relevant fields
PO7	communicate key ideas in written texts and oral presentations

Program Specific Outcome

- To offer wide exposure to the students to handle issues in tourism related businesses professionally.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To sharpen soft and hard skills among the students for being better professionals.
- To promote entrepreneurial skills among students, for promoting a better ecosystem of business.

1st Semester
BBA (T&H)-101 M1
Introduction to Tourism

Course Objective:

The Primary purpose of the paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism. It will form the first step to move forward to interact with the advance knowledge pertaining to tourism.

Unit-I Basic of Tourism

Tourism, excursion, Leisure and Recreation; Tourist, visitor, Traveler; History and evolution of tourism- (Introductory), Thomas cook & early organized travel.

Unit-II Typology of Tourism

International Tourism, Domestic Tourism, Inbound, Outbound, inter- regional, Intra-regional, Typology of Tourism, contemporary trends in Indian Tourism.

Unit-III Tourism system

Components of Tourism, 5 A's of Tourism, Elements of Tourism, Characteristics of Tourism.

Unit- IV Tourism Demands & Travel Motivators

Pattern of movement of Tourists to India, Basic of Tourism Demands, Travel Motivators- Physical Motivators, Inter personal Motivators, Status & Prestige.

Unit- V Future growth and development of Indian tourism

5T's of Brand India, Some Tourism Schemes of Govt. of India- Visa on Arrival (VOA), PRASAD Scheme, HRIDAY Scheme, Introduction of Incredible India.

Reference Readings:

- The Business of Tourism, Holloway, J.C. Pitman Publishing, London, 1994
- Tourism principles and practices, Kumar S., Mishra S. & Mohan J., Oxford Higher Education, 2012.
- Leisure and Tourism, Hayward P., Hiennemann GNVQ Intermediate, Hiennemann Educational Publishers, 2000.
- Successful Tourism Management, Seth P.N. Sterling Publication Pvt Ltd., Delhi, 1997.

Online Resource

- <http://Tourism.gov.in>
- https://www.nios.ac.in/media/documents/tourism_337_courseE/337
- Economic impacts of tourism- Tourism Teacher

1st Semester
BBA (T&H)-102 MN1
Management Concepts & Principles

Course Objective:

To prepare the budding Managers in tourism and to improve the students basic knowledge to management and managerial skills.

Unit-I Introduction to Management

Concept of Management, Definitions, nature, purpose, Management as an art, science, and a profession, function of Management, Systems approach to Management.

Unit-II Planning

Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, ration, process of decision making, limitations.

Unit-III Organizing

Meaning process of organizing, levels of organizing, span of management, forms- line, functional. Line & staff and Committee form of Organization, Delegation of Authority and Decentralization, Centralization.

Unit- IV Directing & Motivations

Motivations and Theories of Motivation – X and Y theories of motivation, Maslow's Need Hierarchy theories, Leadership traits and Styles.

Unit- V Communication & Controlling

Communication process and barriers, controlling process, need, feedback and feed forward control.

Reference Readings:

- Essentials of management, Dubrin Andrew J., Thomson Southwestern, 2012 edition.
- Essentials of management: An international & Leadership Perspective, Harold K. and Heinz W. Tata McGraw-Hill Education, New Delhi. 2012, 9th edition.
- Principles of Management. Hill Charles W.L and McShane Steven L., McGraw-Hill Education, New Delhi Special Indian edition.
- Organizational Behavior. Prasad L.M. Sultan Chand & Sons: New Delhi (2014)

Online Resource

- <http://ncert.nic.in/textbook/pdf/lebs102.pdf/>
- Principles_and_practices of Management.Pdf (gurukpo.com)
- Principles of management: meaning, definition, example (byjus.com)
- [Management: Concept, Definition and Process \(businessmanagementides.com\)](http://www.businessmanagementides.com)

1st Semester
BBA (T&H)-103 GEC 1
Indian Economy- An Introduction

Course Objective:

The economics courses also contain projects and activities. These will provide opportunities for the students to explore various economic issues both their day-to-day life and also from issues, which are broader and invisible nature.

Unit I-Introduction

1. Characteristics of Indian Economy
2. Sector Distribution of Workforce
3. Natural Resource Endowments-Land Water, Livestock, Forest and Minerals

Unit II - Agriculture

1. Nature, Importance and Characteristics of Indian Agriculture
2. Trends in Agricultural Production and Productivity
3. Agricultural Finance and Insurance
4. Agricultural Insurance
5. Agricultural Marketing

Unit III- Industry and Foreign Trade

1. New Industrial Policy of 1991
2. Role of Public Sector and Private Sector in Industrialization
3. MSME – Definition Trends and Challenges
4. Start-up-India, Make in India and Aatm Nirbhar Bharat.
5. Indian's Foreign Trade- Importance, Composition and Direction

Unit IV- Planning and Development

1. Indian Planning-Objective, Achievements and Failures
2. NITI Aayog
3. Indian Economic Problems- Poverty Unemployment and Regional Inequality

Unit V- Economy of Madhya Pradesh

1. Salient Features of Madhya Pradesh Economy
2. Industrial Development in Madhya Pradesh
3. Infrastructure Development in Madhya Pradesh- Power, Transport and Communication

Reference Reading

1. Panagariya, Arvind. (2020)- India Unlimited Reclaiming the Lost Glory, HarperCollins Publishers India
2. Mishra and puri (2020)- Indian Economy, Himalaya Publishing House, New Delhi.
3. Rudra Dutt and Sundram- Indian Economy, S. Chand and Company, New Delhi.
4. Hariharan, N.P.(2008)- Lights and Shades of Indian Economy, Vishal Publishing Co., Jalandhar

Online Resource

1. http://www.indiabudget.gov.in/economicsurvey/ebook_es2021/index.html
2. https://des.mp.gov.in/Portals/0/Economic_survey_%202020-21.pdf
3. www.indiabudget.gov.in/economicsurvey

1st Semester
BBA (T&H)-104AEC 1
ENGLISH LANGUAGE

Course Objective: The objectives of the course are to improve the competence of the student's basic language skills and to acquaint student with working official English Language.

I. Language content:

A. Structural Items:

- i. Simple, Compound and Complex Sentences.
- ii. Co-ordinate clauses (with, but or, neither-no, Otherwise or else)
- iii. Sub-ordinate clauses- Noun clauses- as subject object and complement. Relative clauses, (restrictive and non-restrictive clauses) Adverb Clauses (open and hypothetical, conditional: with because, though, where, so, that, as long as, as soon as)
- iv. Comparative clauses (as+ adjective / adverb + as no soonerthat)

B. Tense:

- i. Simple present, Progressive and present perfect
- ii. Simple past, progressive and past perfect
- iii. Indication of futurity

C. The passive (Simple present and past, Present and perfect and to infinitive structure)

D. Reported speech

- i. Declarative sentences
- ii. Imperatives
- iii. Interrogative-wh-questions, yes/no questions
- iv. Exclamatory sentences.

E. Modals (Will, shall, would, ought, to have to/have got to, can-could, may-might and need)

F. Verb Structures (infinitive and gerundial)

G. Linking devices

Note: The above language item will be introduced to express the following communicative functions:

- a. Seeking and imparting information
- b. Expressing attitudes-intellectual and emotional
- c. Persuasion and discussion etc.

II Reading Comprehension: Adequate practice should be provided in reading with understanding through graded materials prescribed in the text book. Attempt should also be made to expand the learner's vocabulary.

III Writing Skills: Graded practice should be provided in the basic skills of composition. The following forms of composition should be practiced.

- a) Paragraph writing (150 words)
- b) Letter Writing (both formal and informal)

IV Speaking: Contextualized vocabulary teaching and oral work should be used to strengthen the learner's acquirement of the sound distinction, stress and intonation in English.

IInd Semester
BBA (T&H)-201 M2
Travel Agency & Tour Operation – I

Course Objective:-

The study includes the functions, Regulations for Recognition of Travel Agents, Tour Operators and Excursion Agents. The Role of Sectors like Airlines, different Railways Transport is also covered. The learner will also be familiarized with the contribution of important Associations in these sectors.

Unit-I Travel Agency (Introductory)

Introduction to Travel Agency- Definition, Scope, functions, types of Travel Agency, Source of revenue, History of Travel Trade and Travel Agency Business. Role and responsibility of Travel Agents.

Unit-II Tour Operations (Introductory)

Definition of Tour Operations, Functions, Types of Tour Operators, Challenges to tour operators.

Unit-III Travel Agency Business

Travel Distributions System, Travel Market: Local, National, and International, Special Interest Travel Agencies and Tour Operators.

Unit- IV Travel Agency Organization

Organization Structure of Travel Agency/ Tour Operators, Procedure for recognitions of Travel Agency and Tour Operations from Ministry of Tourism, Govt. of India.

Unit- V Tour Package & Design

Introduction- Package Holidays, The economics of holidays, Planning a package holiday program: Research and product development, Contracting, Costing-fixed and variables cost in tour operation, Brochure productions and pricing Selling package holidays.

Reference Readings:

Text Books

- Bhatia, A.K. (2012) Business of Travel Agency & Tour Operations Management, Sterling Publishers.
- Butler, R.W. (2006). The Tourism area life cycle: Applications and Modifications. Bristol: Channel View Publications.
- Claire, H.T. & Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.

Reference Books

- Gunn, C. (2002). Tourism Planning: Basic, Concept and Case. New York: Routledge.
- Morgan, N. Prichard, A., & Pride, R. (2001), and Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann.
- Ritchie, J.B., & Crouch, G.I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI

IInd Semester
BBA (T&H)-202 MN2
Tourism Product in India

Course Objective:

Tourism begins with the motivation to visit attractions at destinations. The attractions may be natural or manmade (Cultural). The natural attraction such as mountains, hills, forests with wild animals, coastal area and islands are attracting all. India is seventh largest country with rich diversity of natural tourist resources. It is very necessary for the students of tourism to know about these tourist products. This course will help the students to give an insight about the rich natural tourist products of India.

Unit-I Introduction of Tourism Product

Definition of Tourism Products, Concept of Tourism Products, Classification of Tourism Products, Nature of Tourism Products and Feature of Tourism products of India: Seasonality and Variations.

Unit-II Art of India

Types and Forms of Classical Dance – Bharatanatyam, Kathak, Kuchipudi, Manipuri, Kathakkali, Odissi. Folk dance of Different Regions – Hikat, Yakshgana, Ottam, Lavani, kolattam, Bihu, Garba-Dandiya, Ghoomar, Jatara, Bhangra-Giddha, RassLeela, Grida, Dhol Cholam, Cherao-Nritya, Rangma, Lava.

Unit-III Tangible and Intangible Heritage

Museum, Park, Ancient and Historical Monuments, Temple and their Architectural Style, Fair and Festivals, and Indian Cuisine.

Unit- IV Geographical based Tourism Product

Famous Hill Station- Kufri, Darjeeling, Coorg, Pavagadh, Manali, Shimla, Shillong, Munnar, Mount-abu, Leh and Ladakh. Desert- Jaisalmer and Rann of Kutch. Coastal areas and Beaches- Goa (Calangute, Dona-Paula, Palolem, Agonda) Kerala (Kovalam, Varkala and Marari) Maharashtra (Juhu and Ganpatipule) Gujarat (Dwarika, Mandvi, Somnath)

.Unit- V Eco Tourism Product

National Park- Jim Corbett, Gir National Park, Bandhavgarh National Park, Sanjay National Park, Kaziranga National Park. Biosphere Reserve- Nanada devi Biosphere Reserve, Dibru-Saikhowa Biosphere Reserve, Gulf of mannar Bio Reserve. Tiger Reserve- panna Tiger Reserve, Kanha Tiger Reserve, Ranthambore National Park/ Tiger Reserve, Namdapha National Park/Tiger Reserve and Satpura Tiger Reserve.

Reference Readings:

- Jacob Robinet, Indian Tourism Products, Abhijeet Publications, Delhi, 2008
- Basham, A.L., A Cultural History of India. Oxford University Press, USA, 2007
- Ball Stephen, Encyclopedia of Tourism Resources in India, Butterworth- Heinemann. 2007

Online Resource

- [Travel & Tourism National Portal of India](#)
- [Indian Tourism Industry, Tourism Industry in India, Tourism Industry, Tourism Industries \(indianmirror.co](#)

IInd Semester
BBA (T&H)-203 GEC 2
Physical Geography

Course Objective:

Students to the basic structure and composition of the earth and will explore various surface processes and their impact on and role in living systems. It will also deal with the interactive processes in the inner as well as outer Earth's surface.

Unit-I Introduction to Physical Geography

1. Definition and scope
2. Components of the Earth System
3. Age of the Earth
4. Geological time table

Unit-II Lithosphere and Geomorphic Processes

1. Rocks
2. Plate Tectonics and related features
3. Geomorphic Processes:
 - 3.1. Concept of Weathering, Mass Wasting and Erosion
 - 3.2. Fluvial Cycle of Erosion: Davis and Penck.

Unit-III Atmosphere

1. Weather and Climate
2. Heat Balance
3. Global circulation pattern
4. Cyclones
5. Monsoon
6. Climatic classification.

Unit- IV Hydrosphere

1. Hydrological cycle
2. Ocean bottom relief features
3. Temperature
4. Salinity
5. Tides and Currents
6. Marine Resources.

Reference Readings:

1. Monkhouse, F.J: Principles of Physical Geography, Hodder & Stoughton, London (1960).
2. Small, R.J.: the study of Land Forms McGraw Hill, New York (1985)
3. Wooldring, S.W. and Morgan, R.S.: The physical Basis of Geography – An outline of Geomorphology, Longman, Green & Co. London (1959).

Online Resource

1. epgp.inflibnet.ac.in
2. Virtual lectures available on You Tube.

IInd Semester
BBA (T&H)-204 AEC 2
Environmental Studies

Course Objective:

The aim of this course is to provide basic knowledge of environment and familiarize them with its management.

UNIT – I

Introduction to environmental studies-Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.

UNIT – II

Ecosystem-What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession, Ecological Interactions.

UNIT – III

Biodiversity - a. Levels of biological diversity: genetic, species and ecosystem diversity; Bio geographic zones of India; Biodiversity patterns and global biodiversity hot spots b. India as a mega-biodiversity nation; Endangered and endemic species of India c. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;

UNIT – IV

Environmental Pollution and Global Environmental Issues:- a. Environmental pollution, b. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture c. Nuclear hazards and human health risks (Chernobyl, 3 mile Island, Daiichi- Fukushima) d. Solid waste management; Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water

UNIT – V

Environmental Management: Policies & Practices-Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Green Politics, Earth Hour, Green Option Technologies. Environmental communication and public awareness, Role of National Green Tribunal.

Suggested Readings:

1. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press.
2. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate.
3. Enger E. and Smith B., Environmental Science: A Study of Interrelationships, McGraw-Hill Higher Education.
4. Basu, R.N, Environment, University of Calcutta.

IIIrd Semester
BBA (T&H)-301 M3
Tourism Impact (Paper-I)

Course Objective:- The module aims to give the details on various impacts of tourism.

Unit I Tourism Growth

Growth of tourism over last 50 years, Mass tourism and Issues, Third world countries and tourism, Tourism Area Life Cycle, Type of tourists and the impact level, Cooper's typology, Host Behaviour, Attitudinal changes, Doxey's index of irritation

Unit II Economic Impacts of Tourism

Receipts from Tourism, infrastructural development, Employment, Multiplier effect, Tourism and economic prosperity, myth and truth, economic leakages

Unit III Environmental impacts of tourism

Tourist activity and environment, nature and impacts, concept of preservation, climate change and tourism new age tourist and eco tourism, Tourism development and issues of Coast line, wildlife, lakes and other natural area

Unit IV Socio Cultural Impacts

Preservation of art forms, Museums, supporting local artists, cultural issues and staged authenticity, cultural drain, demonstration effect.

Unit V Tourism in South East Asia

Issues of Mass Tourism in Thailand, Vietnam and Philippines, Indonesia, proposal of Low Impact Tourism, Eco friendly practices, case study of Kovalam/Goa.

Reference Books

- Peter Mason: Tourism Impacts, Planning & Management Butterworth-Heinemann, 2003,
- Romila Chawla: Impacts of Tourism, Routledge, 2019.
- Lynn Jones: The Impacts of Tourism Case Study
- Cooper, World Wide Destinations, Case Study
- Shaw & Williams: Critical Issues in Tourism, Oxford: Blackwell, 1994.

Online Resources

- 337 Tourism Eng L3.pdf (nios.ac.in)
- 1.5 Impacts of tourism –Introduction to Tourism and Hospitality in BC- 2nd edition
- Tourism Management- Impacts (tutorialpoints.com)
- What is the impact of tourism on The Economy pdf (scribd.com)

IIIrd Semester
BBA (T&H)-302 MN3
Cultural Tourism Resource of India

Course Objective:- This Course aims to give detailed outlook on various a brief outline on Indian Cultural Tourism Resources.

Unit- I Indian Cultural History

Early and Post Vedic Period- Ancient Indian Literature- Sacred Literature- Secular Literature – Ancient Society & Culture – Varna System – Purushartha – Cultural Erosion

Unit- II Religion of India

Religious Shrines & Pilgrimage Centres – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others

Unit- III Non- Material Cultural Heritage

Performing Arts, Dance forms, Music – Vocal & Instruments – Folk Arts – Indian Paintings and Sculpture – Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.

Unit IV Architectural Heritage

Significance & Places of Importance – Rock – Cut Architecture- Architectural Styles – Indus valley, Buddhist, Jain, Mauryan Architecture, Vakataka (Ajanta), Nagara: Gupta Era (Bhitargaon Deograh, Udayagiri, Nachnakutaral), Chandels (Khajuraho). Vesars/Sankara: Early Chalukyan (Aihole, Badami, Paltadakkal), Hoyasala (Belur), Rashtrakutas (Ellora), Dravidian: Pallavas (Mahabalipuram, Kanchipuram), Pandyas (Madurai, Rameshwaram, Trichy, Tirnalveli): Cholas (Tanjore, Gaigaikon, Dacholapuram, Darasuram) ; Vijayanagara (Hampi), Mhaur Gurjara (Gujarat & Rajasthan step wells): Himalayan Style, Ratna Style (west Bengal), Indo Islamic (Fatehpur sikhri, Agra, Delhi) World Heritage sites in India- Problem & Prospects of Cultural Tourism in India.

Unit V Museums and Art Galleries

Significance, Types and Importance of Museums and Art Galleries – Indian Museums, Kolkata, National Museums, New Delhi, Salar Jung Museums, Hyderabad, City Mahal Museums, Jaipur, Udaipur, Jodhpur – Unique Museums of India.

Suggested Reading:-

- Basham A.L. (1988). The wonder that was India. Rupa And Co., New Delhi
- Sen, Sailendranath (2007) Textbook of Indian History & Culture, macmillan, New Delhi

Reference Books

- Gupta, S.P.(2002). Cultural Tourism in India, Indraprastha Museum of Art & Archaeology New Delhi.
- Hussain, A.K.(1987) The National Culture of India: National Book Trust, New Delhi.
- Jacob, R . (2012) Indian Tourism Products, Abhijeet Publication.

Online Resources

- <https://www.bing.com>
- 337 Tourism Eng L3.pdf (nios.ac,in)

IIIrd Semester
BBA (T&H)-303 GE 3
International Trade and Public Finance

Course Objective:- To give the students a wide knowledge of the International Trade and Public finance in Tourism.

Unit- I International Trade

1. International Trade- Meaning, Need, Importance and Effects
2. Interregional Trade and International Trade
3. International Trade & Economic Development
4. Principles of International Trade – Theory of comparative cost and Modern Theory

Unit- II Terms of Trade, Balance of Payment and Exchange Rate

1. Terms of Trade – Meaning, Types and Importance
2. Balance of Trade and Balance of Payment
3. Exchange Rate – Meaning and Types
4. Determination of Exchange Rate
5. Tariffs
6. Devaluation and Overvaluation of Currency
7. World Trade Organization

Unit- III Introduction of Public Finance

1. Public Finance- Meaning, Nature and Scope
2. Distinction between Private and Public Finance
3. Public Goods, Merit Goods and Private Goods
4. Market Failure and Role of Government
5. Principles of Maximum Social Advantage
6. Public Expenditure- Meaning, Classification and Effects
7. Prices and Taxes. Shanti Parvof – Book. XII of Mahabharat.
8. Concept of Public Goods and Taxes as per Kautilya.

Unit- IV Public Revenue

1. Sources of Public Revenue
2. Taxation – Meaning, Canons, and Classification of Taxes
3. Impact, Incidence of Taxes and Tax Shifting
4. GST – An Introduction
5. Effects of Taxation

Unit- V Public Debt and Financial Administration

1. Public Debt – Meaning, Sources and Effects
2. Deficit Financing
3. Federal Financial System in India
4. Recommendations of Latest Finance Commission in India
5. Latest Budget of Centre and state

Suggested Reading:-

1. Jhingan M.L. – Money Banking International Trade and public Finance, Vrinda Publication, New Delhi.
2. Mithani D.M. - Money Banking International Trade and public Finance, Himalayan Publication, Mumbai.
3. Singh A.K.- Finance Budget in India, Gyan Books New Delhi.
4. Hajela T.N.- Money, Banking and Public Finanac, ANE Books, New Delhi.
5. Ganguli k (1986) Mahabharat, Shanti parv.

Online Resources

1. <https://nptel.ac.in/courses/109/107/109107173/>
2. <https://nptel.ac.in/courses/109/104/109104071>

IIIrd Semester
BBA (T&H)-304 SE 3
Information Technology

Course Objective:- The Course will introduce learner to the role and importance of computers and information technology.

Unit- I

Information Technology- Introduction to IT, Objectives, Evaluation, Purpose (Connecting, Creating, Interacting), Usefulness, Applications, Types of IT, Creating textual, visual and audio- video communication.

IT application areas in everyday life- E-Commerce, E-governance, Banking, Agriculture, Education, Medicine, Defense, Transport, Publicity, Manufacturing, Finance, Travel & Leisure, Libraries, Expert Systems, Retail.

Advantage of IT in everyday life, its Disadvantages.

IT Terminology-The Internet and its uses and services, WWW, Web Browser, Search Engine, Website, Portal, and Internet service provider (ISP), structure of a web address, URL, Hyperlink, Cloud

Unit- II

Computers, Data Storage and Peripherals: Types and classification of computers, Block diagram of computer.

Inside a Computer- SMPS, Motherboard, Ports and Interfaces, expansion cards, ribbon cables, memory chips, different processors and clock speed.

Input Devices: Characteristics and uses of keyboard, numeric keyboard, pointing devices, remote control, joystick/driving wheel, touch screen, scanner, barcode reader, camera, microphone, sensors, light pen.

Output Devices: Characteristics and uses of monitors touch screen, multimedia projector, and different types of printers, plotter, 3D printers, speaker, and actuator.

Unit- III

Storage Devices: Hard Disks and its types, PATA, SATA, SCSI, SSD, NVM Express etc., Compact Disc- CD-ROM, CD-RW, VCD, DVD, DVD-RW, USB Drives, Blue Ray Disc, SD/MMC Memory cards, Zip Drives, Formatting & Scanning a HD, Partitioning a HD.

Computer Software: Definition, Characteristics, Relationship with hardware, Types of Software, system software, Application Software, Firmware, Role of System Software, Types of system Software: Operating Systems, Language Translator, Utility Programs, Communication Software , Antivirus Software.

Unit IV

Application Software- Types- Database, Graphics, Education, Entertainment Software, Mobile App Software, Social media Software: Instant Messaging, Email, Chat Boat, Web Blogs, Free Open Source Software (FOSS).

Application Software uses – Word Processing, Spreadsheet, Presentation, Database, Graphics, Designing, Recording sound and video, newsletters, posters, websites, multimedia presentation, audio, video, media streaming and E-publications, blog, forum, wiki, social networking.

Using office tools- any of MS- office/ Libre office,

Cloud based services- Google workplace- working with mail, Google Docs, Sheets, Forms, Slides, Calendar, Meet, Drive, Zoho Mail, WPS Office, Office Suits, Polaris office, Only office Docs, Word Perfect etc.

Utility Software- PDF Creator, File Archiving and storage, File Converter

Collaboration tools- Docs, Chat, Wiki, online groups, audio/video conferencing, social bookmarking, Tools for social networking, and Web Conferencing.

Unit V

Managing Files- Locate stored files, Open and Import files of different types, save files in a planned hierarchical directory/folder structure, Save files using appropriate files names.

Save and print files in a Variety of formats including a document, screenshots, database report, data tables, graphs/charts, a web page in browser view, a web page in HTML view save and export in the file format of an application package including .docx, .doc, xlsx, xls,sdb, sdc, accdb, odb, rtf, .pptx, .ppt, save and export in a generic files format, including .csv, .txt, .rtf, .pdf, .css, .htm, .jpg, .png

File Formats – Characteristics and uses of file formats including css, csv, gif, htm, jpg, pdf, png, rtf, txt, zip, rar, csv, gif, htm, jpg, pdf, png, rtf, txt, zip, rar

Compress files- Reduce file sizes for storage or transmission where necessary using file compression including .zip, .rar

File Compression- The need to reduce file sizes for storage of transfer, tools for file compression.

Suggested Reading:-

- Sinha P.K., Sinha Priti, "Computer Fundamentals", BPB.
- Alexa Leon & Mathews Leon "A Beginners Guide To Computers:, Vikas Publishing House Pvt.Ltd.
- Mohan P., Fundamentals of Computers, Himalaya Publishing Hoise.
- Working in Microsoft Office, Ron Mansfield, TMH Publishing Company Ltd.

Online Resources

- <https://egyankosh.nc.in/handle/123456789/9489>
- https://Workspece.google.com/intl/en_in/training/
- https://www.itdesk.info/handbook_using_computer_managing_files.pdf
- <https://www.coursera.org/courses?query-microsoft%20excel>

IVth Semester
BBA (T&H)-401 M4
Tourism Entrepreneurship

Course Objective: - The aim of this course is to enrich students with entrepreneurial styles.

Unit- I Basics of Entrepreneurship

Entrepreneurship and small- scale Enterprises in Tourism, General Introduction of entrepreneur and Entrepreneurship. entrepreneur and Entrepreneurship- definition-concepts- characteristics and functions. Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship- its traits and motivation; theories of motivation. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur. Risk and uncertainty in entrepreneurship with particular reference to tourism. Entrepreneurial competencies.

Unit- II Small Scale Industry

Institutional Interference for Small Scale Industries, Definition, Opportunities, Characteristics, Need and Rationale: Objectives, Scope, Role of SSI, Advantage of SSI, Different Policy of SSI, Government support for SSI during Five-Year Plans, Impact of Liberalization, Privatization and Globalization, Effect of WTO/GATT
Scanning and Identification. Market Assessment, Small Scale Industries in Tourism.
Case Studies of at least 3-4 MSME organization of Tourism.

UNIT-III Entrepreneurship in India

Functions of entrepreneur: Idea Generation, Idea evaluation, Feasibility analysis, product/ Market fit, checking the legal requirements (licenses & Permits), Hire a team, set an ethical culture, entrepreneur motivation & performance evaluation. Communities promoted entrepreneurship in India.

Unit- IV Prospects and Challenges

Financial Assistance, Institutional Assistance and support, Challenges of family- based entrepreneurship. Preparing a business plan, organizing and controlling of small-scale industry. Understanding Trade Practice. Strategies for a successful entrepreneurship. Innovation & entrepreneurship. Entrepreneurship & Tourism.

Unit- V Current and future Trends

Management Performance, managing family enterprises in Tourism industry, Future prospects for small scale enterprises in tourism industry, role of entrepreneurs in economics development of a country, Entrepreneurship & Its barriers in India. Current Trends in MSME sector with special reference to tourism industry, measure to be taken for the growth and development of tourism industry.

Suggested Reading:-

Text Books

- Chowdhary, Nimit and Prakash, Monika. (2010). Managing small Tourism Business, New Delhi: Matrix Publications.(L)
- Desai, V. (2014). The Dynamics of Entrepreneurial Development and Management (6th editions). Himalaya Publishing House.
- Prakash, Monika And Chowdhary, Nimit (2010) Starting a Tourism Company, New Delhi: Matrix Publications. (L)

Reference Books

- Mohanty, Sangram Keshari (2005). Fundamentals of Entrepreneurship, New Delhi: Prentice Hall of India.
- Scarborough, N.M. and Zimmer, T.W. (1996), Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.
- Hisrich, R.D. & Michael, P.P. (2002). Entrepreneurship (5th ed.) New Delhi: Tata McGraw Hill.
- Hisrich, R.D., Peters, M.V., & Shepherd, D.A. (2007). Entrepreneurship (6th ed.) Tata McGraw Hill.

Other Sources

- Sido-online. Portal of MSME. Government of India (www.smallindustryindia.com)
- Desai, V. (2014). The Dynamics of Entrepreneurial Development and Management (6th editions). Himalaya Publishing House.
- IGNOU MTM-8 (2005, Reprint). Managing Entrepreneurship and small Business in Tourism

IVth Semester
BBA (T&H)-402 MN4
Tourism Marketing

Course Objective:- The students are expected to attain basic knowledge of marketing, principles and promotional programme, formulate marketing plans to tourism and other related organizations.

Unit- I Introduction to Tourism Marketing

Meaning, definition, and evaluation of Marketing. Basic concept of – need & wants, demand, product, service, Market and sales. Marketing mix. Marketing for tourism and travel services. Tourism Marketing- special features. Marketing environment- Global marketing environment for tourism and Domestic marketing environment for tourism. Difference between traditional marketing and tourism marketing. Use of social media for marketing of tourism products. Service marketing, characteristics of service marketing, service marketing mix.

Unit- II Tourism Market and Consumer Behaviour

Understanding of market research – Concept of primary data and secondary data, Marketing Information System (MIS), Function of MIS. Tourism Market classification/ types. Tourism Market segmentation- Targeting and positioning strategies, segmentation process, Market identification and selections. 8 P's of tourism marketing. Characteristics affecting consumer behaviour- Cultural factor, Social factor, Personal factor, Psychological factor, Buyer decision process.

Unit- III Tourism Product Development and Branding

Tourism Product- Research, Decision and formulation, Branding and packaging of tourism products, New product development stages, Product Life Cycle, Internal Marketing. Service culture, Customer Value, satisfaction and loyalty, Relationship marketing.

Unit IV Pricing and Distribution

Pricing methods, factors affecting pricing, pricing strategies for both new and existing tourism products, pricing adjustment during off and peak season, Tourism product distribution, Internet as evolving tourism distributions channel.

Unit V Marketing Strategies

An Overview of National Promotion Campaigns, Promotion mix, Advertising- Creative advertising, Major decision & process in creative advertising, Innovative advertisements for tourism marketing, Internet for the promotion of tourism products, Role of tourism promotion boards, Public relation, Product publicity, Corporate communication, lobbying and counseling, Role of local community in promotion of tourism, Promotion of positive tourism practices.

Suggested Reading:-

Reference Books

- Morrison, A.M. Hospitality and Travel Marketing. Delmer Thomson Publishing
- Kotler Philip and Armstrong, G. Principles of Marketing, PHI

- Stanton, William J. Fundamentals of Marketing, McGraw Hill. 13
- Ramaswamy, V.S. and Namakemari, S. Marketing Management, Mcmillan.

Online Resources

- Unit-1 INTRODUCTION TO TOURISM.pdf (ihmnotes.in)
- DOMESTIC TOURISM.pdf (du.ac.in)
- <http://www.marketing91.com/what-is-tourism-marketing/>

IVth Semester
BBA (T&H)-403 GE 4
Communication Skills and Development

Course Objective:- This course aims at imparting the focused and specific skills related to the Tourism Industry.

Unit- I Managerial Communication

Nature and scope of communication, functions of communication, roles of manager, communication process, communication network, information Communication. Effective listening, Poor listening habits, types of listening, barriers of effective listening, Persuasive communication and Role of Mentoring.

Unit- II Oral & Written Communication Skills

Practical Business Communication- business letters, meeting notice, agenda, report making and its structure, literature review, C V Preparation & Advertisements, presentations- seminars, electronic communication etiquettes- Importance of public relations in tourism.

Unit- III Business Communication

Effective leadership- learning to lead, how to lead others, improve your excellence and inspiring excellence- Dealing with customers-types of customers, finding customers, researching customers customer service, satisfying customers- Business Etiquette- Team Management- how does a team work, setting up team, how to improve team efficiency, working for the future.

Unit IV Personality and Communication

Personality- general definitions- behavior- character and Personality- Barriers to goal achievement (four types)- Anxiety-anxiety management-personality disorders: a very general outline.

Unit V Customer Care Handling

Customer care and mannerism, handling complaints, handling queries, resolving conflict. Communication and customers revisit, legal aspects of business communication.

Suggested Reading:-

Reference Books

- Kumar Raj (2010), basic business communication, Excel books.
- Sinha K.K (2000), business communication
- P.D. Chaturvedi- Business communication (Pearson Education,3rd Edition 2006).
- Rajendra pal- Business communication (Sultan Chand & Sons Publication).

Online Resources

- Business communication – Notes on Business Communication | Simplynotes
- Goals of Business Communication- eNotes.com
- Report Writing, Characteristics, Structure and Types | Simplynotes

IVth Semester
BBA (T&H)-404 SE 4
Event Management

Course Objective:- The students will learn importance of events as a business, importance types of events and managing events.

Unit- I Introduction Management

Meaning and functions. Event Management: Concept and Scope, Categories of Events: Personal/Informal Events and Formal/ Official Events, Requirement of Events Manager, Roles & Responsibilities of Events Manager in different Events; Special event topics

Unit- II Planning and Organizing for Events

Characteristics of Good Planner, SOWT Analysis, Understanding the Clients needs, identification of target audience; Event planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Events Risk Management and IT for Event Management.

Unit- III Managing Team

Team Building and Managing Team: Concept, Nature, approaches, activities and practices. Characteristics of a high performing team. Skills required and Job Responsibilities of Leading Teams; Business communication.

Outcome:-

- Exhibit the capability to organize a formal events;
- Analysis, interpret and present the learning lessons to organizing the event and critical Success Factors;
- Create, Organize, and manage team;
- Prepare and Present the promotional material;

Suggested Reading:-

- Stephen, Annie & Hariharan, Event Management, Himalaya Publishing House.
- Wagen, Event Management, Pearson
- Dr. Sharma Anukrati, and Dr. Arora Shruti, Event Management and Marketing: Theory Practical Approaches and Planning, Bharti Publications

Online Resources

- <http://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>
- <http://ncert.nic.in/textbook/pdf/lehe209.pdf>
- <http://backup.pondiuni.edu.in/sites/default/files/event-mgt-260214.pdf>

Course Outcomes

BBA (T&H) I Semester INTRODUCTION TO TOURISM PAPER CODE: 101 M1	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: The paper is to acquaint the students about the basic and preliminary knowledge of the terms, concepts, systems and trends in tourism.
- CO2: Introduction to tourism the first step to move forward to interact with the advance knowledge pertaining to tourism.
- CO3: Students will develop understanding of various fundamental concepts of travel trade.
- CO4: Students will understand the significance of tourism industry in nation's economy and other with other industries too.
- CO5: Students would be able to establish the importance of linkages of various components in tourism industry.

BBA (T&H) I Semester MANAGEMENT CONCEPTS & PRINCIPLES PAPER CODE: 102 MN1	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: To prepare the budding Managers in tourism and to improve the students basic knowledge to management and managerial skills.
- CO2: Introduction to Management Concept, Nature, Purpose, Function & System Management.
- CO3: Students would be able to describe and discuss the element of effective management.
- CO4: Students would be able to discuss and apply the planning, organizing and control processes.
- CO5: Students would be able to describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication.

BBA (T&H) I Semester INDIAN ECONOMY- AN INTRODUCTION PAPER CODE: 103 GEC 1	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: The economics courses also contain projects and activities. These will provide opportunities for the students to explore various economic issues.
- CO2: Characteristics of Indian Economy their both their day-to-day life and also from issues, which are broader and invisible nature.
- CO3: After completing this course, students will be able to understand the basic concepts of the Indian economy.
- CO4: They will be familiar with the issues. Related to Agriculture, industry, Foreign Trade, Economic planning and various Economic Problems of India.

- CO5: They will also be able to understand the various issues of Madhya Pradesh Economy.

BBA (T&H) I Semester ENGLISH LANGUAGE PAPER CODE: 104 AEC 1	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: The course is to improve the competence of the student's basic language skills and to acquaint student with working official English Language.
- CO2: This course will hone reading, writing and over all communication skills of the participants which is very basic and imperative for almost all kind of management jobs in the organization.
- CO3: The graduates are expected to understand the process of communicating and interpreting the human experiences through literary representation using historical context and disciplinary methodologies.
- CO4: Simple, Compound and Complex Sentences of working official English language boost and to adequate ascent.
- CO5: New advance English learning and understanding skill development.

BBA (T&H) II Semester TRAVEL AGENCY & TOUR OPERATION-I PAPER CODE: 201 M2	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Gaining in-depth knowledge of history of travel agency, nature, and form of travel.
- CO2: Build an understanding of functions performed by the Travel agency and tour operator.
- CO3: Comprehends the foundation and organization structures of travel agencies.
- CO4: Build an understanding of a few important international conventions.
- CO5: Understand and evaluate the legal aspects needs to understand for opening a travel agency.

BBA (T&H) II Semester TOURISM PRODUCT IN INDIA PAPER CODE: 202 MN2	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Tourism begins with the motivation to visit attractions at destinations. The attractions may be natural or manmade (Cultural).
- CO2: The natural attraction such as mountains, hills, forests with wild animals, coastal area and islands are attracting all. India is seventh largest country with rich diversity of natural tourist resources. It is very necessary for the students of tourism to know about these tourist products.

- CO3: Students will develop understanding of various fundamental concepts of tourism products.
- CO4: Students will understand the significance of tourism industry in nation's economy and other with other industries too.
- CO5: Students would be able to establish the importance of linkages of various components in tourism industry.

BBA (T&H) II Semester PHYSICAL GEOGRAPHY PAPER CODE: 203 GEC 2	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: The basic structure and composition of the earth and will explore various surface Processes and their impact on and role in living systems.
- CO2: Learn about the Universe, Solar system, Interior of the Earth and denudation processes that shape the land forms.
- CO3: Understand the elements of Weather and Climate, Atmospheric processes and climate classification.
- CO4: Learn about the Hydrological cycle, Ocean bottom relief and Marine Resources.

BBA (T&H) II Semester ENVIROMENTAL STUDIES PAPER CODE: 204 AEC 2	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Gaining in-depth knowledge on Ecology, ecosystem and different ecological pyramids.
- CO2: Demonstrate an integrative approach to environmental issues with a focus on sustainability
- CO3: Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences and humanities in environmental problem solving
- CO4: Develop skills essential to analyze the use of secondary data in assessing the transnational marketing opportunities.
- CO5: This will develop the critical thinking and analytical ability among the participants to strategize for environmental protection and conservation of biodiversity.

BBA (T&H) III Semester TOURISM IMPACT (PAPER-I) PAPER CODE: 301 M3	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: comprehend the concept of destination management.
- CO2: plan tourism activities and perform project feasibility study.
- CO3: apply concept of destination life cycle in destination planning
- CO4: define and comprehend various types of tourisms.

- CO5: identify trends and in tourism.

BBA (T&H) III Semester CULTURAL TOURISM RESOURCE OF INDIA PAPER CODE: 302 MN 3	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: The students will be developing an appreciation of the contributions made by history to the total heritage of mankind and conceptual knowledge about Ancient Travel Era along with diversified culture and heritage of India.
- CO2: The learner will know with the rich cultural and historical aspects of India for the purpose of promoting tourism and national interests.
- CO3: The students will be equipping with a positive attitude towards living culture, performing culture and cultural heritage of India and also developing and will harness the rich Historical and Cultural heritage
- CO4: The learner will be categorizing and comparing about the multiplicity of Indian societies and unification and diversification of India
- CO5: The students will be understanding and evaluating the mutual interaction with different cultures and also examine the Indian allegories.

BBA (T&H) III Semester INTERNATIONAL TRADE AND PUBLIC FINANCE PAPER CODE: 303 GE 3	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Examine and analyze the different phases of business cycle and methods of demand forecasting in economic analysis
- CO2: Recognize the key trends, developments, challenges, and opportunities affecting Service industry.
- CO3: Explain the Various concepts and basic principles of International Trade
- CO4: Understand the issues like the role of the government, provision of public goods, optimal design of tax and economic policies.
- CO5: Describe the effects of taxation and role of public expenditure and public debt in developing country.

BBA (T&H) III Semester INFORMATION TECHNOLOGY PAPER CODE: 304 SE 3	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understand the basics of computer networks, use of Information systems in Hotel & Tourism industry.
- CO2: Learning the usage of Software Packages through hands-on sessions and basics of Database management system.

- CO3: Learning the use of multimedia technology and related software.
- CO4: Demonstration and understanding of Ticketing and related software.
- CO5: Function as discerning students in an increasingly digital society

BBA (T&H) IV Semester TOURISM INTERPRENURESHIP PAPER CODE: 401 M4	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: understanding the concept, theories, entrepreneurial competencies and processes of entrepreneurship in small scale enterprises and family business enterprises of tourism industry.
- CO2: analyzing business environment to start a new venture and orienting the learner toward entrepreneurship as a career option and creative thinking
- CO3: preparing business plan and assessing the financial, marketing and technical aspects of project report.
- CO4: measuring the performance of family owned enterprises
- CO5: To develop understanding marketing scanning and finding opportunities.

BBA (T&H) IV Semester TOURISM MARKETING PAPER CODE: 402 MN4	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience.
- CO2: Demonstrate an evaluative understanding of current issues associated with destination marketing.
- CO3: Access, examine and assess the effectiveness of marketing strategies applied to tourism.
- CO4: Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving.
- CO5: Demonstrate the application of tourism marketing strategies in practical scenario.

BBA (T&H) IV Semester COMMUNICATION SKILLS AND DEVELOPMENT PAPER CODE: 403 GE 4	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Students will understand the formal communication procedures.
- CO2: Students will know how to make formal written and verbal communication.
- CO3: This course aims at imparting the focused and specific skills related to the Tourism Industry.
- CO4: Understand the concept of inbound & outbound tourism.

- CO5: understand the concept of probability and its appreciation.

<i>BBA (T&H) IV Semester EVENT MANAGEMENT PAPER CODE: 404 SE 4</i>	<i>Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40</i>
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- CO1: Exhibit the capability to organize a formal events.
- CO2: Analysis, interpret and present the learning lessons to organizing the event and critical Success Factors.
- CO3: Create, Organize, and manage team.
- CO4: Prepare and Present the promotional material.
- CO5: Recognize the key trends, developments, challenges, and opportunities affecting event industry.