

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Tourism & Travel Management) (3 years)
Semester: V
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: June 2020

Paper Code: UM05ABBT21	Total Credit : 2+1
Title of Paper: Entrepreneurship Theory and Practice (T+P)	
Objective: To understand basic concept of Entrepreneurship and Project Management.	

Unit	Description in detail	Weightage (%)
	Theory	Credit 2
1	Fundamentals of Entrepreneurship <ul style="list-style-type: none"> • Concept of entrepreneur & entrepreneurship • Functions of Entrepreneur • Types of Entrepreneur • Qualities of successful entrepreneur • Rural & Women Entrepreneurship (Conceptual clarity only) • Role of entrepreneurs in Indian economic development 	25%
2	Entrepreneurial Motivation <ul style="list-style-type: none"> • Need -Motivating factors (Internal & external) • Theories of entrepreneurial motivation (Need Hierarchy Theory) • McClelland's Acquired Theory • Achievement motivation (Including Kakinada Experiment) 	25%
3	Entrepreneurship Development <ul style="list-style-type: none"> • Concept & need of EDP • Phases of EDP • Process of EDP • Role of government • Role of EDII & CED 	25%
4	Project Management <ul style="list-style-type: none"> • Sources of business idea and preliminary screening • Concept and types of project • Project feasibility analysis • Role of funding agencies (GSFC, IDBI and SIDBI) 	25%
	Practical	Credit 1
	To give first hand exposure & experience, students are expected to visit / participate in an entrepreneur organization /innovation on or off the campus. This should be followed by a brief report, evaluation and viva-voce.	

Evaluation Scheme:

Internal assessment- 40 Marks

External Assessment- 60 Marks (Exam Duration-2 Hours)

Reference Books:

1. Entrepreneurship Development by S.S. Khanka
2. Entrepreneurship Development and Project Management by Neeta Baporikar
3. Entrepreneurial Development in India by Gupta and Shrinivasan.
4. Dynamics of Entrepreneurial development & Management by Vasant Desai, Himalaya Publications.
5. Entrepreneurship by Robert Hisrich, Michael Peters ,Dean Shepherd

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Paper Code: UM05CBBT21	Total Credits: 3
Title of Paper: Airline Management	
Objective: The paper aims to providing fundamental knowledge of airlines and their management. And basics of aviation industry, history & various technical aspects of airlines operation.	

Unit	Description in Detail	Weightage (%)
I	<p>Aviation Industry (History)</p> <ul style="list-style-type: none"> • 19th Century • Kitty Hawk And after • World war I and after • World war II and After world war II • Recent development <p>Airmail, Cargo, and passenger service</p> <ul style="list-style-type: none"> • Technological Advancement • Government Regulation • Aircraft Manufacturing • Future Of Air Transport Industry • Air Cargo • General Aviation <p>Economic, Safety, and Regulatory Trends</p> <ul style="list-style-type: none"> • Effect of deregulation On Airlines • International Regulation • Safety 	25 %
II	<p>Airports:</p> <ul style="list-style-type: none"> • Introduction of an Airport • Types Of Airports • Airport Operations • Aircraft Services at an Airport • The Control Tower • Passenger Services • Freight Services • Airport Security • Airport Construction And Administration <p>History:</p> <ul style="list-style-type: none"> • Airport Development • Modern Airport 	25 %

III	<p>Types Of Airplanes</p> <ul style="list-style-type: none"> • Land Planes • Carrier-Based Aircraft • Seaplanes • Amphibians • VTOL and STOL • Space Shuttle <p>Classes Of Airplanes</p> <ul style="list-style-type: none"> • Commercial Airplane • Black Box • Open Sidebar • Military Airplanes • General Aircrafts 	25 %
IV	<p>Parts Of Aircraft Or Airplane</p> <ul style="list-style-type: none"> • How an airplane flies • Supersonic Flights • Airplane Structure • Fuselage • Wings • Tail Assembly • Landing gear • Control components • Expand • Instruments • Revolution in the Cockpit • Propulsion 	25 %

Evaluation Scheme:

Internal assessment- 40 Marks

External Assessment- 60 Marks (Exam Duration-2 Hours)

Basic Text & Reference Books:

- Airline Management: Charles Benfe
- Air Transportation: A management perspective John G Wensveen Publication Ashgat Publication Limited.

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Paper Code: UM05CBBT22	Total Credits: 3
Title of Paper: Heritage Management	
Objective: The paper aims to providing fundamental knowledge of heritage management with the special reference of the tourism industry.	

Unit	Description in Detail	Weightage (%)
I	Heritage: An important incentive for Development Cultural Tourism- Definition & Basic Elements Different types of institutions- Ecomuseums, Interpretation Centers, Economuseums	25 %
II	Economic Value of Heritage Values traditionally linked with culture Economic values Values related to Communication Assessing the Economic Values of Heritage Assessing Utility Value Evaluation of Non-use Values Evaluation of External Effects or Repercussions Economic Evaluation of Heritage- some examples	25 %
III	Efficiency & Effectiveness in Heritage Management The need to broaden the concept of profit The effective management of Heritage Efficiency of Heritage Sites Management of Heritage Sites Options available among utility functions in the case of Museum Management of Human Resources Constraints faced by Management & institutional statute	25 %
IV	Marketing Heritage Marketing & Heritage Recognizing the need for Marketing Marketing Techniques used for Heritage Sites The advantages & limitations of segmentation Networking & Marketing Promotion & Communication National and International Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH etc.),	25 %

Evaluation Scheme:

Internal assessment- 40 Marks

External Assessment- 60 Marks (Exam Duration-2 Hours)

Basic Text & Reference Books:

- Greffe, Xavier; Managing our Cultural Heritage; Aryan Books International, New Delhi.
- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi
- Davis, P. 1999: Ecomuseums, London
- Hooper-Greenhill, E (Ed) 1999: The Educational Role of Museum, London & New York

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Paper Code: UM05CBBT23	Total Credits: 6
Title Of Paper: Guest Relation Management	

Objective: The objective of this paper is to aware the students about the importance of customer/guest relations with the organization. Guest relation management help in building organization image & selling tourism product

THEORY : Credit -3

Unit	Description in detail	Weightage (%)
1	Introduction to GRM Introduction, Definition of the term Guest Relation Management. Types of Guests in tourism Industry. Telephonic etiquettes. Guest Contacts and staff grooming, Role of Guest relation Executive. Different types of hospitality services, types of room rates, Meal plans etc.	25%
2	Skills and techniques of GRM Skills and techniques required when selling the facilities and services within the hotel. Benefits to organization- increased occupancy, customer loyalty, new business Staff training for skill development Selling techniques- product knowledge, up-selling, selling other services, using sales leads, repeat sales, referred sales.	25%
3	Handling Guest Complaints Handling Guest Complains, Handling different situations, Guest data handling, Guest feedback system and feedback instruments. Concierge service in Hotel. MICE, Planning of MICE activities.	25%
4	Public Relations Public Relations and customer satisfaction-customer relations program - Maintaining good customer relations. Guest reservation& registration process. Add-on facilities in hospitality& Tourism Industry	25%

PROJECT: Credit -3

Preparing Travel Plan (Itinerary) based on:

- Five (05) destinations according to the service industry demand by visiting Travel agency and Tour operator companies.
- Mechanics of Tour Costing

Evaluation Scheme

- Journal shall be evaluated by the concerned teacher

Basic Text & Reference Books:

- William S Gray, Salvatore C Liquor Hotel and Motel Management and operation , Prentice Hall , Englewood Cliffs New Jersey 07632. Commercial Law – N D Kapoor
- Roco M angelo, Andrew N Vladimir- Hospitality today an introduction , educational institute of American Hotel & lodging Association.

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Paper Code: UM05CBBT24	Total Credits: 6
Title of Paper: Tourism Geography International - II	
Objective: The paper aims at providing basic understanding of various international touristic destinations.	

Theory: Credit - 3

Unit	Description in Detail	Weightage (%)
I	Destinations in Asia & the Pacific Geography and Touristic Importance of these Destinations: a) North East Asia, b) South East Asia, c) South Asia, d) Oceania	25%
II	Destinations in Africa Continent Geography and touristic importance of these Destinations: a)Northern Africa, b)Western Africa, c)Central Africa and Eastern Africa d)Southern Africa	25 %
III	Destinations in Middle East countries Introduction, History of Middle East Geography and touristic importance of these Destinations: Egypt, United Arab Emirates & Saudi Arabia, Yemen, Turkey, Israel, Bahrain, Oman, Kuwait and Jordan	25 %
IV	Famous Deserts, Oceans, Forests, Mountain Ranges, Rivers ,lakes, Plateau Natural Hazards and Critical Environmental Concerns Threats to Environment, No-Fly Zones, War Zones.	25 %

PROJECT: Credit - 3

- Cruise Ship Management:
- Introduction to Cruise Industry
- Different Cruise ship companies in the World
- History and Development of water transport
- Popular Cruise Sea Ports
- Cruise Terminology
- Popular Cruise Itineraries in the World

Evaluation Scheme : Journal shall be evaluated by the concerned teacher

Evaluation : Internal : 40 Marks (Theory)

: External: 60 Marks (Theory) – Two Hours Examination

Basic Text & Reference Books :

Lonely Planet Guides, Rough Guides, Footprint guides ,
Worldwide destinations – Boniface and Cooper

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Proposed Syllabus with effect from: June 2020

Paper Code: UM05DBBT21	Total Credit:3
Title Of Paper: Event Management	
<p>Objective: Anyone wishing to enter the rapidly growing field of event management some basic knowledge is must. Successful event managers realize that special skills are require for the planning of these expensive and often one-time occasions. From the subject the student will learn how to design, plan, market and stage an event.</p>	

Unit	Description in Detail	Weightage (%)
1	<p>Introduction to Event Management & Concept & Design</p> <ul style="list-style-type: none"> • Size of Events • Types of Events • Developing the concept • Designing the Event 	25%
2	<p>Feasibility & Event Marketing</p> <ul style="list-style-type: none"> • Keys to Success • The Marketing Mix • Sponsorship 	25%
3	<p>Promotion</p> <ul style="list-style-type: none"> • Image / Branding • Advertising • Publicity • Public Relation 	25%
4	<p>Staging & Event Proposal</p> <ul style="list-style-type: none"> • Choosing the Event Site • Developing the Theme • Providing Services 	25%

Evaluation Scheme:

Internal assessment- 40 Marks

External Assessment- 60 Marks (Exam Duration-2 Hours)

The journals will be evaluated by the concerned teacher.

Reference Books:

1. Event Management : Lynn Van Der Wagen & Brenda R Carlos,Pearson Education
2. Event Management and Event Tourism: Getz D.,Cognizant Communication Corporation
3. Best Practices in Modern Event Management,Goldblatt,John Wiley and Sons

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Paper Code: UM05GBBT21	Total Credits: 3
Title of Paper: TOURISM LAW	
Objective: The paper aims at providing basic understanding of various laws applicable to tourism professionals	

Unit	Description in Detail	Weightage (%)
I	Basics of Industrial Laws <ul style="list-style-type: none"> • P.F., Minimum Wages • Industrial Disputes • Workmen's Compensation • SOCIAL AND WELFARE LAWS • The Employees Provident Fund and Miscellaneous Provision Act 1952. • Payment of Gratuity Act 1972 • Payments of Bonus Act 1966 • Employees State Insurance Act 	25%
II	Consumer protection Law Affecting Hotel and Tourism Industry <ul style="list-style-type: none"> • Credit Card law • Catering Contracts • Restrictions of Playing Records in the Public Areas • No Smoking laws • Entertainment laws • Foreign Exchange Regulation Act • Guest Registration 	25 %
III	Introduction to Tourism Laws in India <ul style="list-style-type: none"> • The Ancient Monuments Preservation Act 1904 • The Ancient Monuments & Archaeological Sites & Remains Act 1958 • Antiquities and Art Treasures Act 1972 • The Wild Birds and Animals Protection Act 1912 • The Wildlife (Protection) Act 1980 • The Environment Act (Protection) Act 1986 	25 %
IV	Laws regarding Tourists in India <ul style="list-style-type: none"> • Citizenship Act • Passport Act • Foreigners Act • Foreigners Registration Act • Import Export Control Act • Laws and Regulation relating to transport sector • Laws and Regulation relating to Travel Agency 	25 %

Basic Text & Reference Books:

- Introduction to Law – N D Kapoor
- Commercial Law – N D Kapoor
- Reserve Bank of India Guidelines
- Ethical, Legal and Regulatory aspect of Tourism Business. By Satyendra Singh Malik:
- Indian Tourism Act 1992, (Govt. of India)

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Paper Code: UM05SBBT21	Total Credits: 3
Title of Paper: Conflict Management	
<p>Objective: Conflict has always been that conflict in any form is harmful and should be avoided at all cost. However, modern scholar and the corporate world at large are fast realizing that conflict is not as lethal as considered to be and if maintained within certain parameters. It can actually boost a company's growth. This course is designed for the postgraduate students of management as well as those pursuing similar professional courses. Besides, professionals and anyone keen on learning the various aspects of conflict and its management will find this book immensely useful.</p>	

Unit No.	Description in Detail	Weightage
1	Introduction to Conflict Management <ul style="list-style-type: none"> • Definition and sources of Conflict • Types of Conflict • Aspects of Conflicts (Functional and Dysfunctional Conflict) • Conflict Process (5 Stages) • Conflict Management 	25%
2	Conflict at Work place <ul style="list-style-type: none"> • Need for Conflict (Conflict in Organization, Conflict & Creativity, Idea Generation, Resolving Workplace Disagreements) • Conflict Resolution Techniques 	25%
3	Levels of Conflict <ul style="list-style-type: none"> • Intra-personal Conflict <ul style="list-style-type: none"> - Conflict due to frustration - Conflict due to goal • Interpersonal Conflict <ul style="list-style-type: none"> - Assessing Interpersonal Conflict - Stages of Interpersonal Conflict 	25%
4	Managing Interpersonal, Organizational Conflict & Negotiation <ul style="list-style-type: none"> • Behavioural style and conflict handling, dealing with difficult Subordinates. • Negotiations: <ul style="list-style-type: none"> - Bargaining Strategies - The Negotiation Process • Global Implications: <ul style="list-style-type: none"> - Conflict & Culture 	25%

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Reference Books:

- Organizational Behaviour by Stephen P Robbins, Timothy A Judge, Neharika Vohra
- Corporate Conflict Management by Eirene Leela Rout & Nelson Omiko. Published by Pearson Prentice Hall.
- Organizational Behaviour by S S Khanka, S.Chand

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Paper Code: UM05SBBT22	Total Credits: 3
Title of Paper: Knowledge Management	
Objective: To imbibe amongst the students the value of knowledge, and how it should be effectively managed and disseminated for formulating successful business strategies. It also teaches the students the value of time management for effective management.	

Unit	Description in Detail	Weightage (%)
1	INTRODUCTION Data, Information and Knowledge, Definition of Knowledge management, Process of Knowledge management and transformation, Requirement of Successful management of knowledge, Knowledge management Framework : Knowledge Administration, Analysis of knowledge, to identify the nature of knowledge, Knowledge Dissemination, Knowledge refinement, Knowledge enhancement, Knowledge management program	25%
2	STRATEGIC KNOWLEDGE MANAGEMENT Introduction to Strategic Knowledge Management, The knowledge leader Developing and sustaining a knowledge culture, Supporting knowledge management through Human Resource Management Practices Developing a core knowledge framework, Developing and managing knowledge repositories, Developing an effective knowledge service, Evaluating the effectiveness of the knowledge strategy	25%
3	MANAGEMENT OF TIME Concept of time, Significance of time management Fundamental truths about time, Causes of time wastage, Effective use of time Pruning time wasters (Time wasters and Time savers), High-productivity activities, Self management: Balance, Our roles and duties, The mission, My behaviour - reactive or proactive? Freedom of action	25%
4	EXCELLENCE IN MANAGEMENT Organizational effectiveness, Managerial effectiveness, Effectiveness v/s Efficiency, Mckinseys' 7s model (Shared values, Strategy, Structure, Systems, Style, Staff and Skills), Culture of excellent organizations Goal setting : Concept of goal-setting - Importance of goals - Dream Vs Goal, Why goal-setting fails? - SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals - Art of prioritization - Do's and Don'ts about goals	25%

Evaluation:

Internal – 40 Marks (Theory)

External – 60 Marks (Theory) – 2 Hour Examination

Reference Books:

1. Management: Theory and Practice-Dr.C B Gupta (7th Edition), Sultan chand and Sons, 2004
2. Managing Twenty-first Century Organization, S.G Bhanushali, Himalaya Publication, 2006
3. Brech , E.F.L. : Principles and Practice of Management
4. Drucker , P.F. : Managements , Tasks , Responsibilities , Practices
5. Debowski, Shelda (2007). Knowledge Management; New Delhi: Wiley India
6. Elias M. A. and, Hassan M. G., Knowledge Management, 2004, Pearson Education Inc., Prentice Hall
7. Introduction to knowledge management: principles and practice By Kesheng Wang, Ove Rustung Hjelmervik, Bernt Bremda