

SARDAR PATEL UNIVERSITY

Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)

Semester: IV

Syllabus with effect from: November/December-2020
(Under Choice Based Credit System Based on UGC Guidelines)

Paper Code: UM04ABBT51	Total Credit: 3
Title Of Paper: E-Commerce	

Objective : The objective of this course is to learn foundation and importance of E-commerce including various business models, E-Payment, E-CRM and preparation of website.

Theory :

Unit	Description in detail	Weighting (%)
1	Introduction to E-Commerce 1. Definition: Communication Perspective, Business Process Perspective, Service Perspective, Commercial Perspective, Learning Perspective, Collaborative Perspective and Community Perspective. 2. Framework of E-Commerce 3. Benefits & Limitations of E-Commerce 4. Classification of EC by nature of transaction 5. Seven Unique features of E-Commerce	25%
2	E-Commerce Business Models 1. Introduction 2. Eight Key Ingredients of a Business Model i. Value Proposition ii. Revenue Model iii. Market Opportunity iv. Competitive Environment v. Competitive Advantage vi. Market Strategy vii. Organizational Development viii. Management Team 3. Major B2C Business Models i. Portal ii. E-tailer iii. Content Provider iv. Transaction Broker v. Market Creator vi. Service Provider vii. Community Provider	25%
3	E-Marketplace, E- Payments & CRM 1. Electronic Marketplaces and Market space Components 2. Types of E-Marketplaces 3. Electronic Payment Systems: Electronic Credit Card System (Players & Process), Debit Card, Smart Card and E-Check system 4. CRM: Definition, Types, Benefits and Limitations of CRM	25%

4	Launching a Successful On-Line Business <ol style="list-style-type: none"> 1. Introduction of Business Formation and the Process in brief 2. Classification of Websites 3. Building the website and its process and evaluation 4. Website Hosting (options, contract, domain name and its features) 5. Content Creation, Delivery and Management 6. Web Site Design 7. Website Construction 8. Website Promotion 	25%
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Reference Books:

- Electronic Commerce : A Managerial Perspective (2006), 4th Edition by Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education
- Electronic Commerce : A Managerial Perspective by Efraim Turban, Jae Lee, David King, H Michael Chung, Pearson Education
- E-Commerce – Business, Technology, Society by Kenneth C Laudon, Carol Guercio Traver, Pearson Education

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Paper Code: UM04CBBT51	Total Credit: 3
Title of Paper: : Logistics Management (T+P)	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Logistics Management (T+P) and to impart skills for the development of them to build a career in Tourism Industry.

Theory:

Unit	Description in detail	Weighting (%)
I	Logistics management: An Introduction Basic types of transportation: Passengers only/Live stock only/Goods only (refrigerated/specialized vehicles) – Types of Rail/Road/Air/Inland water/Deep-sea/Coastal transportation – Freight corridor – SLR – Advantages and disadvantages of different transportation system	25 %
II	Freight & Freight-structure – Dimension/weight & volume – Size-carrying capacity – Procedure of booking goods – Documentation – Types of containers – Modes of transaction: Invoice, Bank guarantee, LC etc – Warehouse – Consolidation	25 %
III	Material Handling: An Introduction & Definition Flow process chart – Independent materials handling vs Integrated Materials handling system- Packaging – International Commercial Terms.	25 %
IV	Hamburg Rules –Limitation of Liability – Hazardous Cargo – Export/Import formalities – Networking & Channel Management – EDI – Freight tracking, Scope of the Logistic Industry in India and Abroad.	25 %

Practical

Unit	Description in detail
I	The students will prepare report on Visit
	Journal evaluation and viva voce.

Laboratory:

Unit V: One short trip for the students at a Logistic Company related with Rail/Road/ Air /Sea transportation

Basic Text & Reference Books:-

- Logistics management ; 3rd Edition Publisher: PEARSON
- The Handbook of Logistics and Distribution Management ; Authors: Phil Croucher, Alan Rushton
Genre: Reference work, Editors: Phil Croucher, Alan Rushton

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Paper Code	UM04CBBT52	Total Credit: 3
Subject Title	Computerized Reservation System- Advance (T+P)	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Computerized Reservation System- Advance (T& P) and to impart skills for the development of them to build a career in Tourism Industry.

Theory: **(Credit:2)**

Unit	Description in Detail	Weight age (%)
I	Fare & Pricing: Fare display – Fare display alternatives & additional commands – Fare rules/notes – Itinerary Pricing – Pricing options – Issuing Tickets.	25
II	Hotel booking: Hotel display – Availability & rates – Alternative displays – Hotel Features – Selling hotel – Modifying hotel segments.	25
III	Car booking: Car display – Availability & rates – Alternative displays – Car location & feature – Selling car – Modifying car segments.	25
IV	Miscellaneous entries: Advance seat assignment – queue – process of queue – other entries. Comparison between different GDS -- Amadeus, Galileo & Sabre.	25

Practical **(Credit: 1)**

Unit	Description in Detail
I	Chapters form AMEDEUS software training Manual
	Journal evaluation and viva voce.

Reference:

- IATA AMEDUES Software .

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Paper Code	UM04CBBT53	Total Credit: 3
Subject Title	Front Office Management (T+ P)	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Front Office Management (T& P) and to impart skills for the development of them to build a career and help them to understand to provide services with manners in Tourism Industry.

Theory:

Credit:2

Unit	Description in Detail	Weighting (%)
I	Introduction to Hotels Hotels, their evolution and growth, Brief introduction to hotel core areas with special reference to Front Office, Classification Of Hotels, Types of rooms.	25
II	Front Office Organisation Functions and sections of Hotel front Office, Front office hierarchy, Duties and responsibilities of front office staff, Personality traits, Lay out and equipments ,Guest Cycle, front office coordination with other departments of hotel.	25
III	Tariff Structure and Payment Handling . Basis of charging, Hubbart formula , Different types of tariffs , Rack Rate, Discounted Rates for Corporate, Airlines, Groups & Travel Agents, Foreign currency Handling, Forms of payments, Credit Card Handling.	25
IV	Reservation : Modes of reservations: Confirming reservation, Taking group reservation. Check in Process for group arrival.VIP arrivals and arrangements. Manual and electronic room status system. Check Out process. Packages offered by the hotels.	25

Laboratory: Credit: 1

Practical

Unit	Description in Detail	Weighting (%)
I	Foreign currency Handling, Checkin Process.	35
II	Reservation handling.	30
III	Checkout process, Credit Card handling.	35

Basic Text & Reference Books:-

- Sudhir Andrew – front office training manual- tata McGraw Hill Publishing Co Ltd.
- Michael L Kasavana .Richard M Brooks managing Front office operations, Educational institute of American Hotel & Lodging Association.

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Paper Code: UM04CBBT54	Total Credit:3
Title of Paper: Travel Geography International - I	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Travel Geography International - I and to impart skills for the development of them to build a career in Tourism Industry.

Theory :

Unit	Description in detail	Weighting (%)
I	Fundamentals of Geography , Importance of Geography in tourism, Climatic Variations, climatic regions of world, study of maps, longitude & latitude, international date line, time variations, time difference. Wonders of the World: Ancient, Middle Age, Present and other compiles of “Wonder” list	25 %
II	Destinations in North & Central America United States of America, Canada, Mexico and Central American Countries: Costa Rica, Panama, Belize etc.	25 %
III	Destinations in Caribbean Islands & South America Caribbean Islands: Trinidad & Tobago, Bahamas, etc. Brazil, Argentina, Peru, Chile etc.	25 %
IV	Destinations in Europe Northern Europe, Western Europe, Central & Eastern Europe, Southern Europe and East Mediterranean Europe	25 %

Basic Text & Reference Books:

- Lonely Planet Guides
- Rough Guides
- Footprint guides
- Worldwide destinations – Boniface and Cooper
- Oxford School Atlas

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Paper Code: UM04DBBT51	Total Credit: 3
Title of Paper: Financial Management	

Objective: To provide the students a basic knowledge of financial management concepts and analyzing the investment proposals to take investment decisions.

Theory :

Unit	Description	Weightage
1	Introduction to Financial Management: (Theory only) <ul style="list-style-type: none">• Meaning, scope and Importance of financial management• Objectives/Goals of Financial Management.• Finance functions and its classification (Managerial and Routine functions)• Risk – Return trade off (concept only)• Role of financial manager	25%
2	Financial Planning: (Theory only) <ul style="list-style-type: none">• Meaning, Factors affecting financial planning, limitations of financial planning.• Capitalization: Meaning & Types of Capitalization.• Under Capitalization- Meaning, causes, effects and remedies• Over Capitalization- Meaning, causes, effects and remedies	25%
3	Sources of Finance and Stock Exchange: (Theory only) <ul style="list-style-type: none">• Sources of Long term finance: Equity, Preference, Retained Earnings, Debentures, Public Deposits (Meaning & features) Stock Exchange: <ul style="list-style-type: none">• Meaning, Importance of Stock Exchanges• Functions Of SEBI• An Overview Of Bombay Stock Exchange (BSE) And National Stock Exchange (NSE)	25%
4	Long term Investment Decision (Capital Budgeting): (50% Theory & 50% Examples) <ul style="list-style-type: none">• Basics of capital Budgeting: Meaning, Features, Significance, Types and factors affecting capital budgeting;• Examples based on: Pay Back period, Accounting Rate of Return, Net Present Value, Profitability Index and Internal Rate of Return. NOTES: <p>(1) Examples should be based only on SLM methods of depreciation. (2) Replacement decisions are excluded.</p>	25%

Basic Text & Reference Books:

- Financial Management : Text & Cases By : I. M. Pandey
- Financial Management : Theory & Practice By : M. Y. Khan & P. K. Jain
- Financial Management : By : P. V. Kulkarni & S. P. Jain
- Financial Management : By : Shrinivas & Shrivastva
- Financial Management : By : M. R. Agrawal
- Financial Management: By : S.N.Maheshwari
- Financial Management: Theory and Practices - Prasanna Chandra

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Paper Code: UM04GBBT51	Total Credit:3
Title of Paper: Tourism in Western Region of India	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Tourism in Western Region of India and to impart skills for the development of them to build a career in Tourism Industry.

Theory :

Unit	Description in detail	Weighting (%)
I	Gujarat and Daman & Diu Profile of the state , Brief History Major destinations- Archaeological, Historical, Heritage, Religious, Natural & other major cities Arts, Crafts & Shopping Folk Music & Dances Fairs & Festivals Adventure Sports & Special Interest Tours National Parks & Wildlife Sanctuaries Cuisine Major Circuits & Packages Other places of interest like major Museums, Forts, Palaces etc..	25 %
II	Rajasthan Profile of the state ,Brief History Major destinations- Archaeological, Historical, Heritage, Religious, Natural & other major cities Arts, Crafts & Shopping Folk Music & Dances Fairs & Festivals Adventure Sports & Special Interest Tours National Parks & Wildlife Sanctuaries Cuisine Major Circuits & Packages Other places of interest like major Museums, Forts, Palaces etc..	25 %
III	Madhya Pradesh Profile of the state ,Brief History Major destinations- Archaeological, Historical, Heritage, Religious, Natural & other major cities Arts, Crafts & Shopping Folk Music & Dances Fairs & Festivals Adventure Sports & Special Interest Tours National Parks & Wildlife Sanctuaries Cuisine Major Circuits & Packages Other places of interest like major Museums, Forts, Palaces etc..	25 %

IV	Maharashtra Profile of the state ,Brief History Major destinations- Archaeological, Historical, Heritage, Religious, Natural & other major cities Arts, Crafts & Shopping Folk Music & Dances Fairs & Festivals Adventure Sports & Special Interest Tours National Parks & Wildlife Sanctuaries Cuisine Major Circuits & Packages Other places of interest like major Museums, Forts, Palaces etc..	25 %
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Basic Text & Reference Books:-

- India: D K Publications
- India: Footprint Publication
- India: Rough Guides
- Museums of India; Shobita Punja; Local Colour Ltd., Hong Kong
- India-A Travel Guide; Aruna Deshpande; Crest Publishing House
- Golden Rajasthan; Kishore Singh; Prakash Books
- Forts & Palaces of India; Bindu Manchanda
- Gujarat; India Guide.

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Paper Code: UM04SBBT51	Total Credit: 3
Title of Paper: Leadership Skills Development	

Objectives: Management leadership is a key requirement in today's Corporate environment. At the Undergraduate level understanding the glimpses of Skills required in a Leader is very important for the students of Commerce and Management.

Theory:

Unit	Description in detail	Weighting (%)
1	Basic Approaches to Leadership <ul style="list-style-type: none">• What is Leadership?• Leadership Differs from Management• The Role & Activities of Leadership<ul style="list-style-type: none">➤ Activities of Successful and Effective Leaders: The Real Managers Study<ul style="list-style-type: none">⇒ What do Managers do?⇒ What do Successful Managers do?⇒ What do Effective Managers do?• Functions of Leadership• Leadership Style<ol style="list-style-type: none">1. Autocratic or Authoritative Style2. Democratic or Participative Style3. Laissez Faire or Free – Rein Style<ul style="list-style-type: none">⇒ What makes Leadership Effective?	25%
2	Leadership Theories <p>(A) Traditional Theories (A Brief Overview)</p> <ol style="list-style-type: none">1. Trait Theory2. Behavioral Theories3. Fiedler's Contingency Model4. Path – Goal Leadership Theory5. The Managerial Grid <p>(B) Modern Theories</p> <ol style="list-style-type: none">1. Charismatic Leadership2. Transactional and Transformational Leadership3. Substitutes for Leadership	25%
3	Power and Politics <ul style="list-style-type: none">• Meaning Power• Distinction between Power & Authority• Bases or Sources of Power• Acquisition of Power• Symbols of Power and Powerlessness• Organizational Politics• Reasons for Organizational Politics• Managing Organizational Politics	25%

4	Developing Leadership Skills <ul style="list-style-type: none"> • What Skills do Leaders Need? • Leadership Training Programs • Designing Effective Training • Special Techniques of Leadership Training: Behavior • Role Model, Case Discussion and Business Games & Simulation. 	25%
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Basic Text & Reference Books:

- ⇒ Organizational Behaviour: S. S. Khanka. S. Chand
- ⇒ Organizational Behaviour: Fred Luthans, Mc Graow-Hill International Edition (Twelfth Edition)
- ⇒ Leadership in Organizations: Gray Yukl, Pearson Education (Sixth Edition)

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Paper Code: UM04SBBT52	Total Credits: 3
Title of Paper: Cultural Heritage of India	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Cultural Heritage of India and to impart skills for the development of them to build a career in Tourism Industry.

Theory

Unit No.	Description in Detail	Weightage
1	Indian Culture- An Introduction Significance of Geography on Indian Culture. Society in India through ages- Ancient period- varna and jati, Contemporary period; caste system and communalism. Religion and Philosophy in India: Ancient Period: Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian philosophy.	25%
2	Indian Architecture and Cultural Heritage Indian Art & Architecture: Gandhara School and Mathura School of Art; Indian Temples - Nagara - Dravida - Vesara Styles. Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture.	25%
3	Architecture and Paintings Indo - Islamic Architecture - Moghul Architecture. Indus Valley Architecture. Indian Painting Tradition: ancient, medieval, modern indian painting and odishan painting tradition.	25%
4	Indian Music & Dance Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional.	25%

Reference Books:

- Chakravarti, Ranabir: Merchants, Merchandise & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture 361 in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012, pp. 53-116.
- Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.
- Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus Books, Delhi, 2010.
- McPherson, Kenneth: The early Maritime Trade of the Indian Ocean, in: ib.: The Indian Ocean: A History of People and The Sea, OUP, 1993, pp. 16-75.
- Christie, J.W., 1995, State formation In early Maritime Southeast Asia, BTLV