

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

Paper Code: UM03ABBT51	Total Credits: 3
Title of Paper: Business Etiquettes and Managerial Communication (T+P)	

Objectives:

1. This course will help you learn to present a more confident, professional appearance, and how to manage projects and people by:
2. Learning how to speak and dress professionally
3. Creating more effective written communications
4. Conducting yourself more effectively in meetings and running your own meetings more smoothly
5. Managing conflicts with coworkers
6. Communicating more effectively by phone.

Theory

Unit	Description in detail	Weightage (%)
1.	Business Etiquettes Business Etiquettes: Concept and Importance Etiquettes for: •Meetings •Telephone/Cell phone conversations Etiquettes at Workplace (Internal - superiors, peers and subordinates) Etiquettes with Stakeholders (External - suppliers and customers)	25 %
2.	Publicity Meaning and definition of Publicity Types and functions of Mass media Communicating with media	25 %
3	Correspondence For Career Building Application letter Covering letter Resume building	25 %
4	Interview Skills Types of Interview Selection Interview Appearing in Interviews	25 %

PRACTICAL

Unit	Description in detail	Weighting (%)
I	Group Presentation	
II	Publicity Material	
III	Publicity Material Presentation (Individual Presentation)	
IV	Selection Interview	

Basic Text & Reference Books

- David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- Developing Communication Skills – Krishna Mohan & Meera Banerjee

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Paper Code: UM03CBBT51	Total Credit:3
Title of Paper: Tourism Geography Domestic-II (T+P)	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Tourism Geography Domestic-II (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	Weightage (%)
I	Adventure sports- An Introduction Land Based, Water Based & Air Based Adventure sports, and the destinations related to them in India. Impact of the Adventure Tourism in India. Scope of Adventure Tourism.	25 %
II	Pilgrimage Destinations: Places/Destinations associated with the following Hindu :Char-Dham Yatra, Jyotirlinga Yatra, Vaishno devi, Kashi, Gaya, Ayodhya, Mathura, Allahabad, Ujjain, Hardwar, Gangasagar etc. Buddhist : Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. Jain : Kashi, Pavapuri, Girnar, Mt.Abu, Palitana and in Gujarat etc. Muslim : Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri etc. Sikh : Patna, Nanded, Amritsar, Hemkund Sahib etc.	25 %
III	Transport Sectors in India- An Introduction ; Roadways, Waterways, Airways, Railways and Ropeways (Cable Cars), Importance of transportation in India, Scope & Opportunities in the transport Industry in India.	25 %
IV	World Heritage Sites of India- Ajanta Caves, Ellora Caves, Agra Fort, Taj Mahal, Sun Temple Konark, Churches & Convents of Old Goa, Kaziranga, Sunderbans, Darjeeling Himalayan Railways, Champaner etc. Popular Cities- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, Ellora, Elephanta, Konark, Fatehpur Sikri, etc. Important Forts, Palaces, Heritage Properties & Monuments- Chittorgarh, Sher Shah Suri's Tomb, Red Fort (Delhi), Mehrangarh Fort (Jodhpur), Golden Temple (Amritsar), Hawa Mahal (Jaipur), Laxmi Vilas Palace (Vadodara) etc.	25 %

Practical **Credit:1**

Unit	Description in detail	Weightage (%)
I	The students will prepare report on destination visited by them on all its tourism aspects (History, architectural features, basic infrastructure, attractions, accommodations, transportation, food outlets, nearby attractions, attitude of the local people, interact with the local population and other related information)	40
	Journal evaluation and viva voce.	60

Unit 5: One tour for the students at a site of Tourism importance

Basic Text & Reference Books:

- India- Lonely Planet
- 100 Wonders of India- Roli Books
- A Cultural History of India- AL Basham, Oxford
- Profiles of India- Ed. Shalini Singh, APH
- India- Rough Guide
- India- DK Publishers
- School Atlases.

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Paper Code:	UM03CBBT52	Total Credit: 3
Subject Title:	Computerized Reservation System- Basic (T + P)	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Computerized Reservation System- Basic (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	Weightage (%)
I	Sign in, Sign out, Encode & Decode Of airline airport and City Agent Work Area. Display a PNR, Similar name list, Redisplay A PNR PNR SUB FIELDS PNR history, Record locator return	25
II	Basic Time Table Return Time Table Basic Flight Availability Availability from time table Availability Access level Return Availability Availability change entry	25
III	Booking seat on Non Stop & Direct Flight Booking seat on connection Enter basic name element Enter name element with PTC Enter contact element Enter ticketing element Enter R F Element Building and end Complete PNR Waitlist entry Open segment ARNK Segment	25
IV	Mailing address element Billing address element Frequent flyer element General remark element Canceling optional PNR Change OSI & SSR Element Rebooking Itinerary segment Split PNR	25

Practical**Credit: 1**

Unit	Description in Detail	Weightage (%)
I	Chapters form AMEDEUS software training Manual	60
II	Journal evaluation and viva voce.	40

Reference : IATA AMEDUES Software.

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Paper Code: UM03CBBT53	Total Credit:3
Title of Paper: Emerging Trends in Tourism (T+P)	

Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Emerging Trends in Tourism (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	Weightage (%)
I	Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions like Agri-Tourism/Rural Tourism, Alternative Tourism, Atomic Tourism, Culinary Tourism, Dark-Tourism, Enotourism, Experimental Tourism, Extreme Tourism, Genealogy Tourism, Grand Tourism, Cultural Heritage Tourism, Literary Tourism, Pop-Culture Tourism, Nautical Tourism etc.	25 %
II	Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management The impacts of ecotourism in an area (positive and negatives) Some best practiced ecotourism sites in world Eco-tel and Eco resorts. Theme Parks Rural and Urban Tourism	25 %
III	Tourism Impacts: Socio-cultural impacts of tourism, Economic impact and Environmental impact Environment Impact Assessment Approach to evaluating Impacts and Control Measures Measuring Economic Costs and Benefit.	25 %
IV	Outbound and Inbound Tourism Trends Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand Measuring the Tourism Demand Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions	25 %

Practical**Credit:1**

Unit	Description in detail	Weightage (%)
I	<ul style="list-style-type: none"> Visiting few travel agencies and analyzing tourist trends for last two years. 	40
II	<ul style="list-style-type: none"> Report should be made with supporting documents followed by viva voice. 	60

Basic Text & Reference Books:

- A Cultural History of India- AL Basham, Oxford
- Profiles of India- Ed. Shalini Singh, APH
- Outlook Traveller Series
- India- Rough Guide
- India- DK Publishers
- School Atlases.

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Paper Code:	UM03CBBT54	Total Credit: 3
Title of Paper:	Basic Airfare and Ticketing	

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

Theory :

Unit	Description in detail	Weightage (%)
I	Latitude & Longitude – Standard Time – GMT – IST – Time Zone –Time difference – EFT – G. I. – Calculation of G.I. – Airlines codes – Airport codes – Currency codes – City codes.	25
II	Fares & Fare construction: Importance of different types of fare – Types of fares available – Fare construction systems – Mileage Vs. Journey – Different types of journey – Ticketed/journey points .	25
III	Mileage principles – MPM – TPM – EMA – EMS – HIP – BHC – CTM Travel documents & Sales report – Passenger ticket – Form of payment – Credit Card -- UATP – BSP – ARC.	25
IV	Baggage & its types – Sales report – ADM – ACM. Other travel information: Passport – Visa – TIM – Airlines Schedule – OAG – PAT – FFP.	25

Basic Text & Reference Books:

- ABC Worldwide Airways Guide(Red & Blue)
- Air Tariff Book 1, Worldwide Fares
- Air Tariff Book 1, Worldwide Fares, IT Fares
- Air Tariff Book 1, Worldwide Maximum Permitted Mileage
- Travel Information Manual
- IATA Ticketing Handbook.

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Paper Code:	UM03DBBT51	Total Credit: 3
Subject Title:	Marketing Management for Hospitality & Tourism	

Objectives: The Study of Marketing Management is important in the Students of Management and Commerce and hence, for the students of Hospitality and Tourism Management, it becomes imperative to have subject knowledge. Keeping in mind the nature of both the industries, we propose to give them an exposure to the subject which is relevant to the respective industries.

Theory:

Unit	Description in Detail	Weightage (%)
I	Introduction to Marketing and Marketing Management <ul style="list-style-type: none">• Meaning & Concept of Marketing and Marketing Management• Importance• Scope of Marketing (10 entities)• Company Orientations towards the market place (Six Competing Concepts)	25
II	Marketing Mix and Product Life-Cycle <ul style="list-style-type: none">• Four P Components of Marketing Mix in detail Product Life-Cycle <ul style="list-style-type: none">• Introduction• Growth• Maturity• Decline	25
III	Segmentation and Targeting and Positioning <ul style="list-style-type: none">• Geographic• Demographic• Psychographic• Behavior Targeting and Positioning <ul style="list-style-type: none">• Market Targeting (Effective segmentation criteria), Measurable, Substantial, Accessible, Differentiable, Actionable Positioning	25
IV	Introduction to Services Marketing <ul style="list-style-type: none">• What is a service?• Why Services Marketing?• Services Dominate the Modern Economy• Intangibility, Inseparability, Variability, Perishability• Management Strategies for Service Businesses• Managing Differentiations, Service Quality, Tangibilizing the product• Managing Physical Surroundings• Managing Employees as a part of the product and managing consistency.	25

Basic Text & Reference Books:

- Marketing Management by Philip Kotler
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenak
- Services Marketing (People, technology, Strategy) -Christopher Lovelock, WirtZ and Jayanta Chatteerjee-PEARSON
- Services Marketing –Text and Cases - Harsh Verma- P EARSON
- Services Marketing , K.RMR – PEARSON
- Marketing for H and T – Philip Kotler, John T. Bowen, James C. Makens

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Paper Code:	UM03GBBT51	Total Credit: 3
Title of Paper:	World History for Tourism	

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

Theory:

Unit	Description in detail	Weightage (%)
I	History of Europe Prehistory The Greeks and Romans Renaissance Industrial revolution	25 %
II	History of Africa Prehistory Ancient Egypt West Africa South Africa African slave trade	25 %
III	History of North and South America Prehistory North America Mexican Revolution History of United States of America (1918-1945)	25 %
IV	History of East Asia Prehistory. Ancient civilization and dynasty. Buddhism	25 %

Tutorial:

Unit –V Description about the tourist destinations and monument of each unit for which journals shall be maintained by the student

Journal shall be evaluated by the concerned teacher

Basic Text & Reference Books:

- History of Europe 3 Volumes, W C South Gate.
- World History –Subramaniam
- The Far East- Clyde & Bear.
- World History 3 Volumes – B V Rao.

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Paper Code: UM03SBBT51	Total Credits: 3
Title of Paper: Corporate Citizenship	

Objectives:

In the emerging era of Globalization, it is very important for the students of Commerce and Management to get familiar with a very important area like Social Responsibility and Social Obligations by the Corporate.

Theory:

Unit No.	Description in Detail	Weightage
1	Overview of Corporate Citizenship <ul style="list-style-type: none"> • Introduction to Corporate Citizenship • Theoretical Justification of Corporate Citizenship • What is Corporation Expected to do? • Models for implementation of CSR • Corporate Citizenship & Indian Companies 	25%
2	Business Ethics <ul style="list-style-type: none"> • Introduction • Principles of Personal Ethics • Principles of Professional Ethics • Features of Ethics, Nature and objectives of ethics • Meaning of business ethics • Need for business ethics • Factors influencing business ethics • How Corporations observe Ethics in their Organizations? 	25%
3	Environmental Concerns and Corporations <ul style="list-style-type: none"> • Introduction • Environmental Concerns • History of Environmentalism and Environmental Philosophy • Role of Corporate in Environmental Management • Innovative Business Responses to Environmental Regulations • Waste Management and Pollution Control • Key Strategies for Industrial Pollution Prevention 	25%
4	Social Responsibility Accounting <ul style="list-style-type: none"> • Introduction • Need & Importance • Practice • Reporting Standards • TWO CSR Reports 	25%

Reference Books:

- Corporate Governance, A C Fernando, Published by Pearson Publication
- Business Ethics by A C Fernando, Published by Pearson Publication
- Business Ethics and Corporate Governance workbook by ICAI University Press.
- Corporate Governance by Devi Singh & Subhash Garg, Excel books.
- A handbook of Corporate Governance & Social Responsibility by David Crowther & Guler Ares, Published by Gower Publishing Ltd

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Paper Code: UM03SBBT52	Total Credits: 3
Title of Paper: Time Management	

Objectives:

In the emerging era of Globalization, there exists heavy pressure of performance and targets. It is observed that at a very elementary level the seriousness towards Time Management is every sphere of life is very important.

Theory:

Unit No.	Description in Detail	Weightage
1	Introduction to Time Management <ul style="list-style-type: none"> • Meaning, Characteristics and Objectives of Time Management • Significance of Time Management • Ingredients of Time • Basic Principles 	25%
2	Typical Time Wasters <ul style="list-style-type: none"> • Office Environment • Meetings – Telephone Calls • Visitors – Poor Delegation • Inability to say “No” • Internet – Televisions • Emotional blocks to Time Management 	25%
3	Time Management Tools <ul style="list-style-type: none"> • Ways to overcome Time Wasters • Planning Components and Time Management – objective, policy, programmes, schedule, strategies • TIME TECH System • Budget – Best Tools for Time Management • How to save time? 	25%
4	Application of Time Management <ul style="list-style-type: none"> • Learning Time Management • Practical Experience and games on; • Goal Setting • Prioritizing • Weekly Plan • Creative Time Management Idea 	25%

Reference Books:

- The seven habits of effective people by Stephen R. Covey Simon, chuster Publishers,1990
- Managing Time for a Competitive Edge by Bharti R.L., S.Chand
- Graham Roberts- Phelps, Handbook of Time Management Working Smarter, New Delhi, Crest Publishing Huuse,2003
- Dr. Jan Yager, Creative Time Management for the New Millennium, Mumbai, Jaico Publishing,2001
- Gary kroehnert, Taming Time, New Delhi, Tata McGraw Hill Publishing Company Ltd,2004