



UNIVERSITY OF CALICUT

Abstract

Bachelor of Travel and Tourism Management (BTTM) Programme - CUCBCSS UG 2014 - Revised Scheme and Syllabus - Implemented w.e.f.2014 admissions-- approved-Orders issued

G & A - IV - B

U.O.No. 10833/2015/Admn

Dated, Calicut University.P.O, 16.10.2015

*Read:-*1U.O.No. 8082/2014/Admn Dated, Calicut University.P.O, 16.08.2014

2.1. U.O.from G & A- IV - J No.9818/2014/Admn dated 23.10.2014

3.U.O. from G & A- IV - J No: 2147/2015/Admn Dated, 03.03.2015.

4.Orders of Vice Chancellor in the file of GA IV B1 1830 dated 04-04-2015

5.UO Note No. 13725/GA - IV - J - SO/2013/CU Dated: 21.09.2015

ORDER

Vide paper read first above, orders were issued to implement the scheme and syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme as per CUCBCSS regulation from 2014 admission onwards.

Vide paper read second above,the Modified CUCBCSS UG Regulations w.e.f 2014 admissions, for all B.A programs under CUCBCSS in the University of Calicut has been implemented.

Vide paper read third above, orders were issued with clarification on Examinations for the Complementary Courses for B.A. Programs in the Modified CUCBCSS UG Regulations 2014 .

Vide paper read fourth above Vice Chancellor has ordered to implement the revised syllabus in tune with regulations effecting Complementary Examinations as per the modified regulations.

Vide paper read fifth above regarding the rearrangement of the syllabus of BTTM, though the Steering Committee resolved to direct the Chairman, Board of Studies in BTTM to rearrange the syllabus of BTTM as per the syllabus of BBA/B.Com pattern, as envisaged in Regulation of CUCBCSS UG 2014, the Academic Council removed this resolution and resolved to maintain the status quo in this regard. (Item no.19 I (g))

Sanction has therefore been accorded to implement the revised scheme and syllabus of Bachelor of Travel and Tourism Management (BTTM) Programme as per the CUCBCSS modified regulations from 2014 admission onwards.

UO read first above is modified to this extent.

Orders are issued accordingly

Usha K
Deputy Registrar

To

The Principals of all affiliated Colleges

Copy to:CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/Director, SDE/SDE
Exam Wing/ Tabulation Section / System Administrator with a request to upload the
Syllabus in the University website/ GA I F Section/ Library/ SF/ FC/DF

Forwarded / By Order

Section Officer



UNIVERSITY OF CALICUT

Abstract

Bachelor of Travel and Tourism Management (BTTM) Programme - CUCBCSS UG 2014 - Scheme and Syllabus - Approved - Implemented with effect from 2014 Admissions-Orders issued.

G & A - IV - B

U.O.No. 8082/2014/Admn

Dated, Calicut University.P.O, 16.08.2014

- Read:-*1. U.O. No. 3797/2013/CU, dated 07.09.2013 (CBCSS UG Modified Regulations (File.ref.no. 13752/GA IV J SO/2013/CU).
2. U.O. No. 5180/2014/Admn, dated 29.05.2014 (CBCSS UG Revised Regulations) (File.ref.no. 13752/GA IV J SO/2013/CU).
3. Minutes of the meeting of the Board of Studies in Travel and Tourism held on 31-07-2014 (item No.1)
4. Letter dated 12-08-2014 from the Dean, Faculty of Humanities
5. Orders of Vice Chancellor in the file of even No. dated 15-08-2014

ORDER

Vide paper read as first above, the Modified Regulations of Choice Based Credit Semester System for UG Curriculum with effect from 2014 was implemented under the University of Calicut.

Vide paper read as second above, the Revised CUCBCSS UG Regulations has been implemented with effect from 2014 admission, for all UG programmes under CUCBCSS in the University.

Vide paper read third above, the meeting of the Board of Studies in Travel and Tourism held on 31-07-2014 vide item No.1 resolved to approve the syllabus of BTTM (Bachelor of Travel and Tourism Management) in tune with CUCBCSS 2014 Regulations.

Vide paper read fourth above, the Dean, Faculty of Humanities had gone through the scheme and syllabus and gave remarks that considering the urgency, the item No. I of the minutes of the meeting of the Board of Studies in Travel and Tourism held on 31-07-2014 be approved.

Vide paper read fifth above, the Vice Chancellor, considering the exigency, and exercising the powers of the Academic Council, has approved Item No. 1 of the Minutes of the meeting of the Board of Studies in Travel & Tourism held on 31.07.2014, subject to ratification by the AC.

Sanction has, therefore, been accorded to implement the scheme and Syllabus of BTTM (Bachelor of Travel and Tourism Management) Programme under CUCBCSS Regulations with effect

from 2014 Admission onwards.

Orders are issued accordingly.

The Syllabus is uploaded in the University website.

Muhammed S
Deputy Registrar

To

The Principals of all affiliated Colleges

Copy to:CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/Director, SDE/SDE
Exam Wing/ Tabulation Section / System Administrator with a request to upload the
Syllabus in the University website/ GA I F Section/ Library/ SF/ FC/DF

Forwarded / By Order

Section Officer

**CHOICE BASED CREDIT SEMESTER SYSTEM FOR
UNDERGRADUATE PROGRAMME OF UNIVERSITY OF CALICUT**



REVISED CURRICULUM

For

**BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTM)
(2014-15 Admissions Onwards)**

Under

**Calicut University Regulations for Choice Based Credit Semester
System For Under-Graduate Curriculum 2014 (CUCBCSS UG - 2014)**

Contents

| SI No | Description | Page Nos |
|--------------|--|-----------------|
| 1.0 | Title of the academic programme | 03 |
| 2.0 | Eligibility for Admission | 03 |
| 3.0 | Duration of the course | 03 |
| 4.0 | Medium of Instruction | 03 |
| 5.0 | Structure of the course | 04 |
| 5.1 | Core Courses | 04 |
| 5.2 | Complementary Courses | 05 |
| 5.3 | Open Course | 05 |
| 5.4 | General Scheme | 05-08 |
| 5.5 | Detailed Scheme | 08 |
| 5.6 | Credit and Mark Distribution | 08 |
| 6.0 | Attendance | |
| 7.0 | Details of Evaluation | 08 |
| 7.1 | Internal Assessment | |
| 7.2 | External Examination and evaluation | 09 |
| 7.3 | Question Paper Pattern | 09 |
| 7.3.1 | Question Paper Pattern for Core Courses | 10 |
| 7.3.2 | Question Paper Pattern for Supplementary Courses | 10 |
| 7.3.3 | Question Paper Pattern for Open Courses | 10 |
| 7.3.4 | Question Paper Pattern for Elective Courses | 10 |
| 7.4 | Project Report Evaluation | 10 |
| 8.0 | Details of the Syllabus for each course | 12-41 |
| 8.1 | Detailed Syllabus of Core Courses | |
| 8.2 | Detailed Syllabus of Supplementary Courses | |
| 8.3 | Detailed Syllabus of Open Courses | |
| 8.4 | Detailed Syllabus of Elective Courses | |

**REGULATIONS GOVERNING TO BACHELOR OF TRAVEL AND TOURISM
MANAGEMENT (BTTM) – 2014-15 ADMISSION ONWARDS**

(Under Revised Choice Based Credit Semester System (CUCBCSSUG2014))

1.0. Title of the academic programme

This DEGREE shall be called BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTTM).

2.0. Eligibility for admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any State recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 40% marks in aggregate, is eligible for admission to BTTM. However, SC/ST, OBC, and other eligible communities shall be given minimum marks relaxation as per University rules.

3.0 Duration of the course

The duration of BTTM programme shall be 6 semesters distributed over a period of 3 academic years. Each semester shall have 90 working days inclusive of all examinations.

4.0 Medium of instruction

The medium of instruction and examination for BTTM shall be in English.

5.0 Structure of the course

The Course consists of the following courses:

a) Common Courses b) Core Courses c) Complementary Courses d) Open Course e) Project Altogether there will be 32 courses in the Programme with 16 Core Courses, 10 Common Courses, 4 Complementary Courses (spread over 4 semesters), 1 Elective course and 1 Open Course. Open courses are the courses offered by a department to the students of other departments. Students can select a course of their own choice offered by other departments.

Course Codes

Each Course shall have a unique alphanumeric code number. The first three letters of the code denotes the subject, then the semester number (1 to 5) in which the course is offered, the code of the course (A – Common Course, B – Core Course, C – Complementary Course, D – Open Course and E – Elective Course) and the serial number of the course.

Core Courses

| Sl No | Course | Code |
|--------------|---|-------------|
| 01 | Fundamentals of Tourism | TTMIB01 |
| 02 | Tourism Principles, Practices and Ethics | TTM2B02 |
| 03 | Aviation Management | TTM2B03 |
| 04 | Tourism in Kerala | TTM2B04 |
| 05 | Travel Geography | TTM2B05 |
| 06 | Introduction to Hospitality | TTM2B06 |
| 07 | Travel Management | TTM2B07 |
| 08 | Hotel Operation | TTM2B08 |
| 09 | Business Research Methods | TTM2B09 |
| 10 | Air Fares & Ticketing | TTM2B010 |
| 11 | Human Resource Management | TTM2B011 |
| 12 | Travel Agency and Tour Operation Management | TTM2B012 |
| 13 | Principles of Marketing | TTM2B013 |
| 14 | Innovative Practices in Tourism | TTM2B014 |
| 15 | Entrepreneurship Development | TTM2B015 |
| 16 | Project | TTM2B016 |

Complementary Courses

| Sl No | Course | Code |
|--------------|--|-------------|
| 01 | Business Statistics | TTMIC01 |
| 02 | History of Tourism* | TTMIC02 |
| 03 | Financial Accounting | TTM2C03 |
| 04 | Tourism in Kerala* | TTM2C04 |
| 05 | Business Regulatory framework | TTM2C05 |
| 06 | Tourism in India* | TTM2C06 |
| 07 | IT for Business | TTM2C07 |
| 08 | Tourism Industry and Travel Geography* | TTM2C08 |

*These complementary courses are intended for other BA programmes including BA History of Calicut University.

Open Courses

| <i>Sl No</i> | <i>Course</i> | <i>Code</i> |
|--------------|------------------|-------------|
| 01 | Event Management | TTM5D01 |

The subjects of study leading to the award of BTM shall comprise the following:

5.1 General Scheme of Bachelor of Travel and Tourism Management (BTM)

| <i>Sl. No</i> | <i>Course</i> | <i>No. of courses</i> | <i>Credits</i> | <i>Marks</i> | <i>Duration of Exam.</i> |
|---------------|--------------------------------------|-----------------------|----------------|--|--|
| 01 | Common courses* (English) | 6 | 22 | 6x100=600 | 03 hours |
| 02 | Common courses (Additional Language) | 4 | 16 | 4x100=400 | 03 hours |
| 03 | Core courses | 15 | 62 | 15x100=1500 | 03 hours |
| 04 | Project (Linked to the core courses) | 1 | 2 | 1x50=50 (Internal=10 External=20 for project+20 for viva voce) | (10 marks for internal and 40 marks for external evaluation) |
| 05 | Complementary courses | 4 | 16 | 4x100=400 | 03 hours |
| 06 | Open Course | 1 | 2 | 1x50=50 | 02 hours |
| Total | | | 120 | 3000 | |

As per the Clause 8.8 of the CUCBCSSUG-2014 regulation, the common course 4 will cover the whole aspects of the syllabi for environmental studies. So there is no need of conducting a separate examination in environmental studies for the students of CUCBCSSUG2014 scheme.

5.2 Detailed Scheme of Bachelor of Travel and Tourism Management (BTM)

| <i>Semester I</i> | | | | |
|-------------------|-------------------------|--------------------|----------------------|----------------|
| <i>Course</i> | <i>Title Course</i> | <i>Course Code</i> | <i>Contact Hours</i> | <i>Credits</i> |
| Common | | A01 | 4 | 4 |
| Common | | A02 | 5 | 3 |
| Common | | A07 | 4 | 4 |
| Core | Fundamentals of Tourism | TTMIB01 | 6 | 5 |

| | | | | |
|---------------|---------------------|--------------|-----------|-----------|
| Compl | Business Statistics | TTMIC01 | 6 | 4 |
| | | Total | 25 | 20 |
| Compl* | History of Tourism | TTMIC02 | 3 | 2 |

- i. Examinations for the *first semester complementary courses* shall be conducted with the II semester examinations.
- ii. Only 10 marks shall be awarded as internal mark for I semester complementary courses and the mark shall be added with the second semester marks.

| Semester II | | | | |
|--------------------|---|--------------------|----------------------|----------------|
| Course | Title with Code | Course Code | Contact Hours | Credits |
| Common | | A03 | 4 | 4 |
| Common | | A04 | 5 | 3 |
| Common | | A08 | 4 | 4 |
| Core | Tourism Principles Practices and Ethics | TTM2B02 | 6 | 5 |
| Compl. | Financial Accounting | TTM2C03 | 6 | 4 |
| | | Total | 25 | 20 |
| Compl* | Tourism in Kerala | TTM2C04 | 3 | 2 |

- Examinations for the complimentary courses of First and Second semesters shall be conducted together with the second semester examinations.
- The maximum internal marks for complementary courses of I semester and II semester shall be 10 marks each and the total internal marks for both semesters together should not exceed 20 marks.
- As well as, the maximum external marks for complementary courses of I semester and II Semester shall be 40 marks each and the total internal marks for both semesters together should not exceed 80 marks.
- The external examination Question paper for complementary courses contains two Sections, Section I consisting questions from first semester course for 40 marks and section II contains questions from second semester course for 40 marks, together 80 marks.

| Semester III | | | | |
|---------------------|-------------------------------|--------------------|----------------------|----------------|
| Course | Title with Code | Course Code | Contact Hours | Credits |
| Common | | A05 | 5 | 4 |
| Common | | A09 | 5 | 4 |
| Core | Aviation Management | TTM3B03 | 5 | 4 |
| Core | Tourism in Kerala | TTM3B04 | 5 | 4 |
| Compl. | Business Regulatory framework | TTM3C05 | 5 | 4 |
| | | Total | 25 | 20 |
| Compl* | Tourism in India | TTM3C06 | 3 | 2 |

| Semester IV | | | | |
|--------------------|----------------------------|--------------------|----------------------|----------------|
| Course | Title of the Course | Course Code | Contact Hours | Credits |
| Common | | A06 | 5 | 4 |
| Common | | A10 | 5 | 4 |

| | | | | |
|---------------|--|--------------|-----------|-----------|
| Core | Travel Geography | TTM4B05 | 5 | 4 |
| Core | Introduction to Hospitality | TTM4B06 | 5 | 4 |
| Compl. | IT for Business | TTM4C07 | 5 | 4 |
| | | Total | 25 | 20 |
| Compl* | Tourism Industry and Travel Geography | TTM4C08 | 3 | 2 |

- Examinations for the complimentary courses of third and fourth semesters shall be conducted together with the fourth semester examinations.
- The maximum internal marks for complementary courses of III semester and IV Semesters shall be 10 marks each and the total internal marks for both semesters together should not exceed 20 marks.
- As well as, the maximum external marks for complementary courses of III semester and IV Semester shall be 40 marks each and the total internal marks for both semesters together should not exceed 80 marks.
- The external examination Question paper for complementary courses contains two Sections, Section I consisting questions from first semester course for 40 marks and

section II contains questions from second semester course for 40 marks, together 80 marks.

| Semester V | | | | |
|--------------------|---|--------------------|----------------------|----------------|
| Course | Title of the Course | Course Code | Contact Hours | Credits |
| Core | Travel Management | TTM5B07 | 5 | 4 |
| Core | Hotel Operation | TTM5B08 | 5 | 4 |
| Core | Business Research Methods | TTM5B09 | 4 | 4 |
| Core | Air Fares & Ticketing | TTM5B10 | 4 | 4 |
| Core | Human Resource Management | TTM5B11 | 4 | 4 |
| Open | Event Management (For other Streams) | TTM5D01 | 3 | 2 |
| Total | | | 25 | 22 |
| Semester VI | | | | |
| Course | Title of the Course | Course Code | Contact Hours | Credits |
| Core | Travel Agency and Tour Operation Management | TTM6B12 | 6 | 4 |
| Core | Principles of Marketing | TTM6B13 | 6 | 4 |
| Core | Innovative Practices in Tourism | TTM6B14 | 6 | 4 |
| Core | Entrepreneurship Development Project | TTM6B15 | 5 | 4 |
| Core | | TTM6B16 | 2 | 2 |
| Total | | | 25 | 18 |
| Grand Total | | | 150 | 120 |

5.3 Credit and Mark Distribution for Bachelor of Travel and Tourism Management (BTTM)

| Subject | Sem | Common Course | | Core Course | | | | Compl. Course | Open Course | Total | | |
|---|------------|-------------------------|-------------------------|-------------------------------|--------------------------|---|---|----------------------|----------------------|----------------------------|-----------------------------------|----------------|
| | | Eng. | Adl. Lan. | Tourism | | | | | | | | |
| Bachelor of Travel and Tourism Management (BTTM) | I | 4 | 3 | 4 | 5 | | | | 4 | -- | 20 | |
| | II | 4 | 3 | 4 | 5 | | | | 4 | -- | 20 | |
| | III | 4 | 4 | 4 | 4 | 4 | | | | 4 | -- | 20 |
| | IV | 4 | 4 | 4 | 4 | 4 | | | | 4 | -- | 20 |
| | V | -- | -- | 4 | 4 | 4 | 4 | 4 | -- | 2 | 22 | |
| | VI | -- | -- | 4 | 4 | 4 | 4 | 2* | -- | -- | 18 | |
| | Total | | 22 Credits 600 marks | 16 credits 400 marks | 64 credits 1550 marks | | | | | 16 credits 400 marks | -- 2 credits 50 marks | 120 credits |
| | | 38 credits (1000 marks) | | | 82 credits (2000 marks) | | | | | | | |
| | | | | | | | | | Total Credits | 120 | | |
| | | | | | | | | | Total Marks | 3000 | | |

6.0 Attendance

A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Attendance shall be maintained by the concerned department. Condonation of shortage of attendance to a maximum of 9 days in a semester subject to a minimum of 2 times during the whole period of a degree programme may be granted by the university. Benefits of attendance may be granted to students who attend the approved activities of college/University with prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate in curricular/extracurricular activities. It should be limited 9 days in a semester. The condonation of shortage of attendance shall be granted according to the existing prescribed norms.

7.0 Internal Assessment

20% of the total marks in each course are for internal examination. The internals shall be based on predetermined transparent system involving written test, assignments, seminars, and attendance in all theory courses (Attendance 25%, Assignment/Seminar/Viva 25% and Test paper 50%). Internal marks for the project shall be based on its content, method of presentation, final conclusion and orientation to research aptitude. All courses shall have internal assessment as specified in the revised Choice Based Credit Semester System (CUCBCSS) UG Regulations 2014.

8.0 External Examination

The University shall conduct semester examinations carrying 80 marks for Common Courses, Additional Language Courses, Core Courses and Complementary Courses. The duration of examination shall be three hours for each course as per the provisions of revised Choice Based Credit Semester System (CUCBCSS) UG Regulations 2014. In the case of Open Courses, the maximum marks shall be 50 and the examination duration shall be 2 hours. The evaluation of the answer scripts shall be done as per the CUCBCSSUG2014 Regulations.

8.1 Question Pattern for External Theory Examinations

The external evaluation process should aim at assessment of domain knowledge, standard application of knowledge and application of knowledge in new situations. Question

paper should be a judicious mix of objective type, short answer type, short essay type/problem solving type and long essay type questions.

Different type of questions shall be given different weights to quantify their range. The question shall submit a detailed scheme of evaluation along with the question paper.

- Theory examinations for all the courses having maximum 80 marks shall be having an written examination with duration of 3 hours, except open course, having 40 marks, for which examination will be of 2 hours duration.
- Each question paper contains four parts as Part A, Part B, Part C and Part D
 - Part A contains twelve objective type questions for which the candidate has to answer all the questions. Each question carries $\frac{1}{2}$ marks.
 - Part B contains 12 very short answer type questions and the candidate has to answer ten questions. Each question carries 2 marks.
 - Part C contains eight short essay /problem type questions and the candidate has to answer six questions. Each question carries 5 marks.
 - Part D contains four essay type questions and the candidate has to answer two questions. Each question carries 12 marks.

Table 1. Question Pattern for External Evaluation for core and supplementary courses

| Type of Question | Questions to be Given | Questions to be answered | Marks for each Question | Total Marks |
|-------------------|-----------------------|--------------------------|-------------------------|-------------|
| Objective Type | 12 | 12 | $\frac{1}{2}$ | 6 |
| Very Short Answer | 12 | 10 | 2 | 20 |
| Short Essay | 8 | 6 | 5 | 30 |
| Essay | 4 | 2 | 12 | 24 |
| Total | 36 | 30 | | 80 |

Table 2. Question Pattern for External Evaluation (Open Course)

| Type of Question | Questions to be Given | Questions to be Answered | Marks for each Question | Total Marks |
|-------------------|-----------------------|--------------------------|-------------------------|-------------|
| Objective Type | 8 | 8 | $\frac{1}{2}$ | 4 |
| Very Short Answer | 7 | 5 | 2 | 10 |
| Short Essay | 6 | 4 | 4 | 16 |
| Essay | 2 | 1 | 10 | 10 |
| Total | 30 | 24 | | 40 |

9.0 Project/Training Report

9.1 During the sixth semester the candidate shall do a Project work/Training on tourism related subjects/organizations.

- 9.2 The candidate shall prepare and submit a project/training report to the Head of the Department one month before the last working day of the sixth semester.
- 9.3 The project/training can be done individually under the guidance of a teacher from the concerned department. A teacher can guide maximum 15 students for Project work/Training at a time.
- 9.4 The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce examination.
- 9.5 Duration of Project work/Training shall be maximum 3 weeks.
- 9.6 The evaluation of the Project work/Training shall be done in mark system. The evaluation of the Project work/Training shall be done in two stages, Internal Marks (20%) and External Valuation (80%)
- a). Internal assessment (Supervising teachers will assess the Project work/Training report for 10 marks and award the internal marks accordingly)
- b). External Evaluation shall be done by the teacher appointed by the university for 40 marks (Project 20 + Viva voce 20).
- c). Marks secured for the project/training shall be awarded to the candidates by combining the internal and external marks.
- d). Submission of the project/training report and presence of the students for viva examination are compulsory. No marks shall be awarded to a candidate if she/he fails to submit the Project work/Training report for external examination.
- 9.8. If the candidate fails to get a minimum passing percentage in project/training report, he or she shall resubmit the project/training report after modifying it on the basis of the recommendations of the examiners.
- 10.0 **Viva Voce**
- 10.1 At the end of sixth semester candidate shall attend a comprehensive viva voce conducted by the Board of examiners. The Board should have one External and One Internal Examiner.
- 10.2 The candidate should get a minimum E grade or 40% marks in the viva voce for a pass in viva voce examination and an aggregate E grade or 40% marks in the core project course.
- 10.3 There shall be no improvement chance for the marks obtained in the project report.

- 10.4 In an instance of inability of obtaining a minimum of 40% marks, the project work may be redone and the report may be resubmitted along with subsequent examinations through parent department, as per the existing rule of the university examinations.

| Internal (20% of total) | |
|--------------------------------------|-------------------|
| Components | % of Marks |
| Punctuality | 20 |
| Use of Data | 20 |
| Scheme/Organization of Report | 30 |
| Viva-Voce | 30 |

| External (80% of Total) | |
|---|-------------------|
| Components | % of Marks |
| Relevance of the topic, Statement of objectives, Methodology(Reference/Bibliography) | 20 |
| Presentation, Quality of analysis/ Use of statistical tools, Findings and recommendation | 30 |
| Viva-Voce | 50 |

11. During Fourth Semester it is mandatory for the students to take up a study tour for a period of not less than a week and the tour report should be submitted to the Head of the Department soon after the tour.
12. Requirement for passing the course: The successful completion of all the courses (Common Courses, Core Courses, Complementary Courses and Open Courses) prescribed for BTTM with E Grade (40%) shall be the minimum requirement for the award of degree.
13. In all other matters regarding the conduct of BACHELOR OF TRAVEL AND TOURISM MANAGEMENT (BTTM) programme in the affiliated colleges under Calicut University must follow the revised Choice Based Credit Semester System (CUCBCSS) UG Regulations 2014.

**14. Detailed semester wise Syllabus of each course for BTTM is given below
I semester**

TTM1B01 FUNDAMENTALS OF TOURISM

Lecture Hours per week: 6

Credit: 5

Objective: To invoke interest in students with basic concepts and contents of tourism studies.

Module I

Tourism through Centuries (India & World), Ancient, Medieval and Modern history of tourism Factors influencing the growth of tourism

Module II

Significance of Tourism, social, economic cultural – Definition of travel, Traveller, Visitor, Excursionist, Tourist, Picnic – Concept, leisure and business.

Typology and forms of tourism – International, Inbound, Outbound, inter regional, intra regional, domestic, international, national and other forms Social tourism.

Module III

Tourism an overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leeper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility, Interrelationship of elements.

Module IV

Introduction to tourism industry – Travel agency – History – Operation/Functions – Types. Tour Operators – Functions – Types. Accommodation Industry-Types – Classification – Supplementary – Souvenir Industry & Shopping – Transportation (Air, Water, Land) – Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc.) Role and functions of NTO and tourism authorities of various levels (National, State, Local)

Module V

Motivation – Definition – Physical, Cultural, Inter-personals and status and prestige, with relevant examples and further divisions – Health, Rest, Recreation, Relaxation. Career opportunities in tourism industry – International travel requirements (Passport, Visa, Health Certificates & Insurance).

Reference

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London

8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

TTM1C01 BUSINESS STATISTICS

Lecture Hours per week: 6

Credits: 4

Aim: To enable the students to acquire knowledge of mathematics and statistics.

Objective: At the end of this course, the students should have understood:

- Set operations, matrix and Mathematics of finance
- Statistical tools and their applications

Module I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system.

Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

Module II

Theory of equations: meaning, types of equations –simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ($ax^2 + bx + c = 0$ form only) problems on business application.

Module III

Progressions: Arithmetic progressions finding the 'n'th term of an AP and also sum to 'n' terms of an AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression: finding n^{th} term of GP. Insertion of GMs in given GP and also representation of GP - Mathematics of Finance - simple and compound interest. (Simple problems only).

Module IV

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution. Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis and Lorenz curve. (20 HOURS)

Module V

Regression and correlation: Simple Correlation - Scatter diagram – Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines. Analysis of Time Series:

Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices
- Consumers price and cost of living indices.

(Theory and problems may be in the ratio of 20% and 80% respectively)

Activity:

Develop an Amortization Table for Loan Amount – EMI Calculation.

Prepare an Overhead Machine / Labour hour rate through matrices.

Prepare a Bank Statement using Simple interest and Compound interest.

Prepare a Case study.

Reference Books

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Dr. A K Arte & R V Prabhakar: A textbook of Business Mathematics.
3. Sanchethi and Kapoor, Business Mathematics.
2. Gupta S.P. - Statistical Methods
4. Navaneethan P. - Business Mathematics
5. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
6. P.R. Vittal - Business Mathematics and Statistics

TTM1C02 HISTORY OF TOURISM (For other departments)

Lecture Hours Per Week: 3

Credits: 2

Module I

Historical Background - Travel in Ancient Era - Romans and Travel - Dark era of Tourism - Renaissance and Tourism - Industrial Revolution - Impact - Beginning of Tour Operation and Hotel Industry - Thomas Cook and his role - 20th century - Evolution of Airline Industry - Automobile Industry - World Wars and Its Influence on Travel - Post War Period and Phenomenon Growth of Tourism.

Module II

Tourism Concepts - Definition - Elements - Tourism System Model - Basics - Classification of Tourism - International - Domestic - Inbound - Outbound - Leisure - Business Tourism - Travel Motivators.

Module III

Tourism Typology - Cultural Tourism - Eco Tourism - Sustainable Tourism - Alternative Tourism - Responsible Tourism - MICE Tourism - Wild Life Tourism - Health Tourism (Definition and Concepts).

Module IV

Impacts of Tourism - Contribution to Foreign Exchange - Tourism Receipts and Balance of Payment - Employment Generation - Social Aspects of Tourism - Social Impacts - Cultural Impacts - Environmental Impacts (Negative and Positive - Introduction only).

References

1. Bhatia, A.K., International Tourism, Kanishka Publications, New Delhi.
2. Cooper, Fletcher, Wanhill, Gilbert, Tourism Principles and Practices, Prentice Hall.
3. McIntosh and Goeldner/Ritchie, Tourism Principles, Philosopher, Practice John Wiley.
4. Pran Seth, Successful Tourism Management.

II SEMESTER

TTM2B02 TOURISM: PRINCIPLES, PRACTICES AND ETHICS

Lecture Hours Per week: 6

Credits :5

Objective : To expose the students to the basic principles and practices, philosophies of tourism on an ethical platform.

Module I

Tourism Demand – Demand - Meaning, Definition, Measurement of Tourism Demand, Tourist Statistics – Types of tourist statistics – Methods of measurement – Problems – Statistical review of spendors and earners of tourism – satellite tourism account – meaning – Statistical trends of tourism in India and Kerala.

Module II

Tourism Impacts an overview – Economic benefits and issues with examples from the national context – Applicability of Multiplier effect in tourism – Social impacts (Positive and Negative) – Cultural impacts (negative and positive) – Environmental impacts (positive and negative) – Green’s checklist of Environment impacts.

Module III: Planning and Developments

Development of tourism, Evolution of destination, Tourism area life cycle concept (TALC), stages in development – tourism planning – needs and importance of planning – steps in tourism planning – Environmental and other considerations in tourism planning – carrying capacity meaning types – visitor management, meaning, various visitor management measures.

Module IV

Tourism policy – meaning and scope – importance – tourism policy in India, familiarization of recent policies (82, 92, 2002) – recent tourism policies in Kerala – familiarization, Kerala tourism vision 2025 – Responsible tourism policies – implementation process.

Module V

Ethics – meaning and importance, level of business, ethics, stakeholders level, social level, internal policy level, ethical issues concerning tourism – Environment consideration, Cultural ethics, Waste management in tourism – need for involvement of local community, ethics in marketing.

References

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. www.worldtourism.org

TTM2C03 FINANCIAL ACCOUNTING

Lecture Hours per week: 5

Credits: 4

Module I

Introduction - Nature of financial Accounting - scope – object –limitation –Accounting concepts and conventions- Financial accounting standards –Object of accounting standard – Accounting Standard Board of India-International and Indian Accounting Standards

Module II

Capital Expenditure, Revenue Expenditure and deferred revenue expenditure – Capital and revenue receipts - Final accounts of sole trader- not –for- profit organizations – accounting from incomplete records – statement of affairs method and conversion method.

Module III

Hire Purchase and Installment System -Meaning – Features of hire purchase agreement – Distinction between hire purchase and sale –Interest calculation – Recording of transaction in the books of both parties - Default and repossession – Installment system – Features – Distinction between hire purchase and installment .

Module IV

Departmental Accounts - Meaning – Objects – Advantage-Accounting procedure – Allocation of expenses and incomes – Interdepartmental transfers – Provision for unrealized profit - Branch Accounts - Features – Objects- Types of branches –Dependent branches – Account Systems –Stock and Debtors System –Independent branch – Features – Inter-branch transactions – In transit items –Incorporation of branch trial balance in Head Office books (simple problems only) – Distinction between branch and departmental Accounts .

Module V

Accounting for hotels and restaurants – Introduction, disclosure principles, material concept objective concept, depreciation, different methods, business of running a hotel, revenue earning and non revenue earning departments, heads of revenue and heads of expenditure. Working papers, journals, posting, preparation of trial balance, completing working paper, preparation of final statement, adjusting ledger accounts, closing the accounts, preparation of post closing TB (Cash book, petty cash book, purchase book, sales book, returns, accounting ledgers in use ledger accounts, trading accounts, P&L accounts and Balance sheet.

(Theory and problems may be in the ratio of 30% and 70% respectively)

References

1. Dr. S.N. Maheswari , Financial Accounting
2. Shukla, M.C., T.S. Grewal and S.C.Gupta, Advanced Accounts S.Chand&Co., New Delhi.
3. Naseem Ahmed, Nawab Ali Khan and M.L.Gupta, Fundamentals of Financial Accounting, Ane Books Pvt. Ltd., New Delhi - 110002
4. Grewal and Gupta, Advanced Accounting
5. Dr. Goyal V.K., Financial Accounting, Excel Books,New Delhi – 110028
6. Radhaswamy and R.L. Gupta, Advanced Accounting,Sultan Chand & Sons, New Delhi
7. R.K.Malhotra, Financial Management in Hotels and Restaurant Industry, Anmol Publishers
8. S.Kr. Paul, Advanced Accounting,
9. P.C. Tulasian, Pearson Editions, Introduction to Accounting
10. Jain & Narang, Financial Accounting

TTM2C04 TOURISM IN KERALA (FOR OTHER DEPARTMENTS)

Lecture Hours Per Week: 3

Credits: 2

Module I

Kerala tourism: an overview - geographical features of Kerala in brief - climate - flora and fauna - favourable condition for tourism growth in Kerala.

Module II

Cultural Tourism in Kerala - Classical Art forms - Folk Arts - Martial art forms - handicrafts - painting - forts - palaces - museums - art galleries - parks - other man-made attractions (in brief only)

Module III

Natural Resources - Major Wildlife Sanctuaries - Waterfalls - National Park - biodiversity - hill stations - caves - beaches - backwaters - islands - mangroves - farms and plantations - ecotourism in Kerala (all in brief).

Module IV

Developments in Kerala tourism: Department of Tourism - Role of KTDC, DTPC, TRKL, BRDC, KITTS - Ecotourism Directorate - Kerala Tourism Policy - Tourism Vision Statement - Kerala Tourism Promotion - Travel Marts - Road Shows - Publicity Materials - Sustainable Tourism Prospectives in Kerala - public and private participation.

References

1. Rajan Gurukkal, Raghava Warriar, A Cultural History of Kerala, Vol. 1.
2. Lonely Planet - Kerala
3. Roughguide - Kerala and South India.
4. A. Sreedhara Menon - Cultural Heritage of Kerala
5. Kerala, Starkworld Communications.
6. Tourism Companion, Dept. of Tourism, Govt. of Kerala.
7. www.keralatourism.org

III SEMESTER

TTM3B03 AVIATION MANAGEMENT

Lecture Hours Per week: 5

Credits: 4

Objectives: To Understand the structure and dynamics of airline industry.
To Study the international airfares, regulations and formalities to travel.

Module I: History

Origin of civil aviation – History of civil aviation in India – public and private sector airlines in India – open sky policy. Role of AAI and DGCA. A brief account of IATA/ICAO –

Warsaw – Chicago Conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

Module II: Airlines

Types of Airlines: Scheduled and non scheduled, Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew – inflight services – types of class-up grading and down grading.

Module III: Organisational structure of Airlines

Airline organization, Organization structure, various departments and functions – staff in airlines, career prospects in airlines, major airlines in the world, case study of Air India, British Airways, Jet Airways.

Module IV

Airport management, different airports in India (domestic & international) – Guidelines for airport management – airport facilities – the check-in formalities – Baggage and excess baggage checking – registered and unregistered baggage – piece & weight concept – excess baggage ticket (EBT) – pooling of baggage – free carry on items – carriage of live animals – dangerous goods – BSP.

Module V

Cargo, meaning definition - Cargo transportation – scope of cargo business, structure of cargo industry, movement of cargo, basics of cargo rate preparation, airway bill preparation.

References

1. Introduction to Airline Industry: IATA Study KIT
2. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
3. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
4. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
5. Study Kit for IATA/UFTAA
6. Stephen Shaw, Airline Marketing and Management, Ashgate
7. Airport, aircraft and airline security, Kenneth C Moore, Butterworth Heinemann
8. Airline Business in 21st Century, Regas Doganis, Routledge

TTM3B04 TOURISM IN KERALA

Lecture Hours Per week: 5

Credits: 4

Objective : To promote tourism in Kerala.

Module I

Kerala tourism: an overview – geographical features of Kerala in brief, climate, flora and fauna, society and culture, favourable condition for tourism growth in Kerala.

Module I

Cultural resources – Style of architecture, classical art forms, folk arts, martial art forms, traditional art forms, handicrafts, painting, forts, palaces, museums, art galleries, parks, other man-made attractions.

Module III

Natural resources: Flora and fauna, major wild life sanctuaries, waterfalls, national park, biodiversity, hill stations, caves, beaches, backwaters, islands, mangroves, farms and plantations, ecotourism in Kerala (all in brief).

Module IV

Developments in Kerala tourism: Department of Tourism, role of KTDC, DTPC, TRKL, BRDC, KITTS, Ecotourism Directorate, Kerala tourism policy, Tourism vision statement, Kerala tourism promotion, Travel marts, Road shows, publicity materials, sustainable tourism prospective in Kerala, public and private participation, role of local bodies in tourism.

References

1. Rajan gurukkal, Raghava Warriar - A Cultural History of Kerala- Vol – 1
2. Lonely Planet – Kerala
3. Roughguide-Kerala and South India
4. A Sreedhara Menon: Cultural Heritage of Kerala
5. Kerala, Starkworld Communications
6. Tourism Companion – Dept. of Tourism, Govt. of Kerala
7. www.keralatourism.org

TTM3C05 BUSINESS REGULATORY FRAMEWORK

Lecture Hours per week: 5

Credits: 4

Objectives:

1. To provide Students with Basic Legal Concepts and the Indian Legal Environment in which Business is carried on.
2. To identify the emerging legal issues in a digital networked environment.

Module I

Law – Definition - Characteristics – Need- Classification – Sources of law- Nature of business law-The Indian Contract Act,1872 – Contract- Nature and classification of contracts-offer and acceptance-consideration- capacities of parties-free consent- coercion- undue influence – misrepresentation- fraud- mistake- void agreements- discharge of contract- breach of contract and remedies-contingent contracts-quasi-contracts

Module II

Special contracts-contract of indemnity- meaning – nature- right of indemnity holder and indemnifier – contract of guarantee-meaning – nature and features- surety and co-surety – rights and liabilities- discharge of surety from his liability – contract of bailment and pledge- rights and duties of bailer and bailee , pledge and pledge- pledge by non owners- agency- creation of agency – duties and liabilities of agent and principal-termination of agency .

Module III

Sale of Goods Act, 1930-contract for sale of goods-Meaning – essentials of a contract of sale – conditions and warranties- caveat emptor-sale by non owners- rules as to delivery of goods-auction sale -rights of unpaid seller.

Module IV

The Negotiable Instruments Act,1881- Negotiable instruments – meaning – characteristics – types – cheques – promissory note and bill of exchange – crossing of cheques - holder and holder in due course negotiation and types of endorsement – dishonor of negotiable instrument & provisions of section 138 – noting and protest .

Module V

The Consumer Protection Act,1986 – Definition – of consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies.

Module VI

The Information Technology Act, 2000 – Digital signature – digital signature certificate – electronic records and governance - certifying authorities – cyber crimes – offences and penalties under-IT Act,2000.

Reference books:

1. Business Laws – Balchandani
2. Business Laws – S.D.Geet and M.S. Patil
3. Business Laws- S.S. Gulshan
4. Business & Industrial Law B.S.Moshal

5. Business and Commercial Laws- Sen and Mitra
6. An Introduction to Mercantile Laws – N.D.Kapoor
7. Business Laws – N.M. Wechlakar
8. Business Laws- M.C. Kuchal

TTM3C06 TOURISM IN INDIA (FOR OTHER DEPARTMENTS)

Lecture Hours Per Week: 3

Credits: 2

Module I

India's rich heritage - archaeological sites - ancient monuments and diverse, monuments and architecture, religion and religious festivals - cultural and artistic heritage of India - dance, music, sculpture, painting, etc.

Module II

Himalayas - the proud crown of India - Himalayan ranges, valleys, peaks, meadows, hill stations - mountaineering and adventure tourism in Himalayas.

Module III

Wildlife Resources of India - Major national parks and wildlife sanctuaries in India - bio-reserve centres - bio diversity and eco system - Wildlife Protection Act, 1972 (Introduction).

Module IV

Fairs and Festivals in India - desert tourism in India - beaches & backwaters.

Module V

Major attractions in North India, Major attractions in South India.

References

1. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
2. India - A Travellers Companion by Pran Nath Seth.
3. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.
4. Tourism in India - V.K. Gupta, Gian Publishing House, Delhi - 7.
5. Cultural Tourism & Heritage Management - by Shalini Sign, Rawat Publication, Jaipur.
6. Hill Stations of India - Gillan Wright, Penguin Books, New Delhi - 19.
7. Tourism in India - K.K. Sharma, Classic Publishing House, Jaipur.
8. Invitation to Indian Dances by Susheela Misra Arnold Publishers, New Delhi - 29.

**IV SEMESTER
TTM4B05 TRAVEL GEOGRAPHY**

Lecture Hours per week: 5

Credits: 4

Objectives:

To familiarise with IATA codes, time calculation and the major tourist attraction across the world.

Module I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

Module II

Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Module III

Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

Module IV

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Module V

Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

Reference

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism –Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
5. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers Distributors
6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge

8. Babu P George, Alexendru Nedelea- International Tourism World Geography & Development Perspectives, Abhijeet Publications

TTM4B06 INTRODUCTION TO HOSPITALITY

Lecture Hours per week: 5

Credits: 4

Objectives: To explore various aspects of value creation through hospitality industry.

Module I

History – current scenario – Hospitality – meaning definition – Hotel – definition – classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

Module II

Introduction to hospitality industry and its distinctive characteristics – seven P's of marketing in hospitality marketing (product, price, place, promotion, people, process and physical evidence).

Module III

Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, house keeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

Module IV

Case study of major hotel chains in India – Taj, Obroi, ITC Welcome Group, Ashok, Leela International, Sheraton, Marriot, Radison, Hilton (with of details of location, class of service, types of properties, number of properties).

Module V

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organisations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

References

1. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry (UBS Pub, New Delhi)

3. Dennis . L. Foster – VIP and Introduction to Hospitality (Mc Graw Hill)
4. Michael. L. Kasavana and Richard. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)
5. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
7. Puspinder. S. Gill – Dynamics of Tourism –Vol. 4 – Tourism and Hotel Management (Anmol Pub. New Delhi)
8. K.Anil Kumar and Shelji Mathew – An Introduction to Hospitality Management (Kalyani Publishers, Ludhiana)
9. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, New Delhi)
10. John R Walker - Introduction to Hospitality Management – Pearson Education India
11. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

TTM4C07 IT FOR BUSINESS

Time : 5 Hours week

Credits : 4

Course Objectives

1. To familiarize the students with the office automation and communication technologies used in business, and
2. To make them proficient in using computer for routine tasks like data retrieval, data analysis, accounting and report generation.

Module I

Office automation- objectives- office automation technology- office equipment- document generation- dictation systems, electronic typewriters- document distribution – copier, telex, facsimile and personal computer- workstations – printers and storage technologies- computer networks- LAN, WAN, Virtual Private Networks, ISDN, email, message systems, computer conferencing, information retrieval systems- Desktop publishing.

Module II

Microsoft Office- Word processing- characteristics of word processing- MS Word for word processing- creating, formatting and printing documents in MS Word- inserting objects from other MS applications – merge printing documents- MS Excel for spread sheet applications- creating, formatting and printing worksheets- functions in Excel- goal seek, scenario management- financial functions- PMT, NPV, IRR, IPMT, ISPMT- statistical functions-

AVERAGE, MEDIAN, AVEDEV, CORREL, INTERCEPT, MAX, MIN- database in spreadsheet- DMAX, DMIN, DAVERAGE, DCOUNT graphics in Excel- creating formatting and printing graphs – Microsoft Powerpoint- creating presentations in Powerpoint- applying templates- recording narration- presenting animation- inserting hyperlink – inserting slide number, date and time- inserting picture into slide- slide transition- running slide show.

Module III

Database system- characteristics of database system- database management system- components- relational database system- popular relational database packages and their features: MS Access, MS SQL Server, and Oracle- Database administrator – functions of database administrator- database security- access rights and access control- login and passwords- physical security measures- backing up database for security- Microsoft Access- creation of database in MS Access- designing and running queries in Access: append query, update query, delete query, crosstab query- report generation in MS Access- creating report in design view- creating report using Wizard – formatting and printing of report.

Module IV

The Internet- Internet protocol suite- domain name system- Internet and its possibilities for business communication – Internet tools- email, FTP, WWW, bulletin board, telnet- portals- search engines- website- intranet and extranet- Electronic Data Interchange- objectives and advantages of EDI- EDI formats- business applications of EDI.

Module V

Computerised accounting – Tally- company creation (without inventory) – account classification – types of vouchers- voucher entry- financial statements and report generation- cashflow statement, fundsflow statement, ratio analysis.

(**Note :** About half of the hours may be used for practical sessions to demonstrate the use of MS Office applications such as Word, Excel, Access and Powerpoint. A few sessions may also be used for web browsing and email communications).

References:

1. Management information Systems, Kenneth C. Laudon and Jane P. Laudon, Pearson Education, New Delhi, 2002.
2. Using Microsoft Office, Ed Bott and Woody Leonhard, Prentice Hall of India, New Delhi 1999.
3. Implementing Tally 6.3, A.K. Nadhani and K.K. Nadhani, BPB Publications, New Delhi 2001.

4. Fundamental of Database Systems, Elmasri and Navathe, Addison Wesley, New Delhi.

**TTM4C08 TOURISM INDUSTRY AND TRAVEL GEOGRAPHY
(FOR OTHER DEPARTMENTS)**

Lecture Hours per Week: 3

Credits: 2

Module I

Introduction of Tourism industry - nature and characteristics - definitions - hotel and supplementary accommodations - functional departments of a hotel - classifications - travel agency business - functions - tour operators and functions - air lines and functions (in brief).

Module II

Physical geography of Asia - Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

Module III

Africa & Middle East - Tourist destinations - attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Module IV

Europe & America - tourism destinations - attractions and accessibility of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

Reference

1. Cooper and Fletcher, Tourism Principles and Practices, Prentice Hall.
2. Dennis L Foster, An Introduction to Hospitality, Prentice Hall.
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism Delmar (1999).
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007).
5. Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers and Distributors.
6. Alan Lew, C. Michael Hall, Dallen J., Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth - Heinemann.
7. Colin Michael Hall, Stephen J. Page - The Geography of Tourism and Recreation Environment, Place and Space, Routledge.
8. Babu P. George, Alexendru Nedelea - International Tourism World Geography & Development Perspectives, Abhijeet Publications.

**V SEMESTER
TTM5B07 TRAVEL MANAGEMENT**

Lecture Hours per week: 5

Credits : 4

Objectives: To familiarise travel modes and documents

Module I

Development of tourism transport – means of transport – tourist transportation system – upmarket and low market travellers – various modes – role of transportation in tourism – major entry points in India – history of transportation – air transportation, public transportation system – coaches, automobile ferries, cruises, types of cruises, major cruise routes, railway, major rail systems in the world, special tourist trains, place on wheels, Royal orient, golden chariot, houseboats, role of railways in Indian tourism, car rentals, major car rental companies, inter state road transportation in India, major roads in India, transportation laws and regulation, referring, Railway time tables.

Module II

Travel organization – aims, objectives, functions and activities of IATA, UFTAA, PATA, FIATA, IATO, UNWTO, ICPB, IRCTC.

Module III

Foreign – exchange – Forex earnings in tourism, exchange facilities in tourism, exchange rate system, fluctuation in exchange rates, reasons, impact of fluctuations on tourism, role of RBI, Introduction of FEMA, E-payment system, Credit Card, Debit Card, UATP, types of credit cards.

Module IV

Travel formalities, passport, types, visa, types, health related documents required, travel documents required for a tourist to visit India and north eastern states – emigration requirements, ECNR, documents required to get passport in India – TIM, types of information in TIM.

Module V

CRS/GDS: Evolution, growth, types of major GDSs, Amadeus, Galileo, SABRE, Abucus, World Span (History and Operations) (Students may be familiarized to operate one or two GDS packages)

References

1. Jagmohan Negi – Travel Agency and Tour Operations.

2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
5. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
6. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)7.
7. Study Kit for IATA/UFTAA8.
8. Foundation Course:
 - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport
 - Module – IV – Air Fares & Ticketing

TTM5B08 HOTEL OPERATIONS

Lecture Hours per week: 5

Credit : 4

Objective:- To familiarize the students with various hotel operations and to enhance the skill level of them to perform various duties and responsibilities in a hotel environment.

Module I

Hotel Front Office – Functions – Organization structure – various personnel, guest cycle activities, night audit and its functions, registration, front office systems, front office documents, front office communication, qualities required by front office personnel, room tariff, room plans and types.

Module II

House keeping department – definition, organisation structure, functions, job descriptions of executive house keeper, assistant house keeper, house keeping equipments types of rooms and beds, role of house keeping in guest satisfaction and repeat business – types of keys – bed making procedure – room cleaning procedures.

Module III

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, production staff, the beverage staff, methods of food and beverage cost control, tasks in restaurant services, service systems, definition of professional cooking, cooking materials, classification, job description of

executive ‘chef’. Structure of food production department, duties, floor plan of kitchen, flow of activities.

Module IV

Hotel Marketing Department its functions, organisation structure, job descriptions, hotel sales, methods used, back office functions and organisation structure, various accounting tools, role of H.R. management in hotels, H.R. manager in a hotel – service tips for hospitality personnels, role of managers in hospitality industry.

(The students have to be familiarized with various operations in different departments in a hotel through practical and industrial visits)

Reference

1. Front office operations-James Bardi
2. Principles of hotel front office operations – Sue Baker, Palm Bradley & Jeremy Huyton
3. Front office management - S K Bhatnagar - Frank Bros.
4. F & B Service - Dennis Lilycrap
5. F & B Service a Trianing Manual – Sudhir Andrews
6. Hotel hostel & hospital housekeeping - lennex, branson
7. Hotel housekeeping a training manual – sudhir andrews
8. RK Malhotra – Fundamentals of Hotel Management and Operations (Anmol Pub, New Delhi)
9. Michael. L. Kasavana and Richard. M. Brooks – Front Office procedures (Educational Institute. A.H.M.A)
10. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
11. Puspinder. S. Gill – Dynamics of Tourism –Vol. 4 – Torusim and Hotel Management (Anmol Pub. New Delhi)
12. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
13. John R Walker - Introduction to Hospitality Management – Pearson Education India
14. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

TTM5B09 BUSINESS RESEARCH METHODS

Lecture Hours per week: 4

Credits: 4

Objectives: This course is designed to enable students for acquiring basic knowledge in business research methods and to develop basic skill in them to conduct survey researches and case studies

Module I

Business research – meaning and definition – features of business research – theory building- induction and deduction theory – concept – operational definition – variable – proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research.

Module II

Exploratory research – objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview and depth interview and projective techniques – process of problem definition – ascertaining decision makers objectives , understanding background of the problem- isolate and identify problem from symptoms, determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

Module III

Meaning of research design – methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non sampling error.

Module IV

Measurement and scaling – nominal - ordinal – interval and ratio scale – criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection – personal interview – telephonic ,mail and internet.

Module V

Data processing – processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages frequency table – contingency table –graphs – measures of central tendency and index number – interpretation.

Module VI

Preparation of research report – format – report writing stages – gathering material and data - make overall format - make detailed outline – write first draft - rewrite – final word processing and publishing.

Reference:

1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Latest edition, Irwin McGRAW-HILL International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan, Robert Raeside, David White, Research Methods for graduate business and social science students, Response Books, New Delhi – 110044.
3. Neresh K. Malhotra, Marketing research, latest edition, Pearson Education.
4. Teresa Branich & William K. Roche (Edt), Business research methods, Jaico
5. William G. Zikmund, Business research methods, Thomson
6. Wilkinson T.S. and Bhandarkar P.L., Methodology and Techniques of social research, Himalaya.
7. S N Murthy & U Bhojanna, Business Research Methods, Excel Books, New Delhi - 110028.
8. Jan Brace, Questionnaire design. Kogan Page India
9. Michael V.P., Research Methodology in Management, Himalaya.
10. Dipak Kumar Bhattacharyya, Research Methodology, Excel Books, New Delhi - 110028.
11. R. Paneerselvan, Research Methodology, Prentice-Hall of India
12. Ajai S Gaur & Sanjaya S Gaur, Statistical Methods for Practice & Research, Response Books, New Delhi- 110044.
13. Kultar Singh, Quantitative Social Research Methods, Response Books, New Delhi- 110044.

TTM5B10 AIR FARES & TICKETING

Lecture Hours per week: 4

Credits: 4

Objectives: To equip the students the mechanism of airfare ticketing exercise.

Module I

Airline Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators.

Module II

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Module II

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

Module IV

Internal fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT, CT.

References

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course: - Module – I – Introduction to tourism
- Module – II – Travel Geography
- Module – III – Air Transport
- Module – IV – Air Fares & Ticketing

TTM5B11 HUMAN RESOURCES MANAGEMENT

Lecture Hours per week: 4

Credits: 4

Objectives: To give a conceptual understanding of human resource practices in organizations.

Module I

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management.

Module II

Human resource planning, Recruitment and selection—Job analysis---process of job analysis- job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods.

Module III

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation.

Module IV

Performance appraisal and career planning. Need and importance- objectives- process-methods and problems of performance appraisal- . Concept of career planning –features-methods –uses career development.

Module V

Compensation management and grievance redressal. Compensation planning- objectives- Wage systems- factors influencing wage system-. Grievance redressal procedure- discipline-approaches- punishment-essentials of a good discipline system. Labor participation in management.

Reference books

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam .Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.

TTM5D01 EVENT MANAGEMENT

Lecture Hours per week: 3

Credits : 2

Objective: To inspire and inform students on the dynamic area of event management

1. Tourism Industry – Scope and importance – career prospects – major components – Accommodation – Classification of Hotels – Transportation – Air/Land/Water-Tour Operators and Travel agencies.
2. Business Tourism – Tourism – Definition and growth of tourism - Major categories – Leisure & business tourism - Business tourism Definition – difference between Leisure and business tourism – MICE Tourism – Role of business tourism in world tourism – Business tourism in India – facilities available in India and Kerala.
3. Event Management – Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management.
4. Process of Event Management – Planning and organizing events – Budgeting – Sponsorship – Subsidies – registration – Documentation – Public relation and evaluation.
5. Entrepreneurship opportunities in Event Management – Trade fare – marriages. Conferences and meetings – Exhibitions - Case study of Kerala Travel mart.

Reference:

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002.
3. Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
4. Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
5. Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
6. Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

VI SEMESTER

TTM6B12 TRAVEL AGENCY & TOUR OPERATION MANAGEMENT

Lecture Hours per week: 5

Credits: 4

Objective: To understand various skills necessary for travel agency and tour operation business

Module I

Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency? Approval (DOT/IATA), linkages with service providers, influence of IT in travel agency business.

Module II

Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.

Module III

Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.

Module IV

Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

Module V

Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.

References

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text

3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

TTM6B13

PRINCIPLES OF MARKETING

Lecture Hours per week: 5

Credits: 4

Objectives:

- To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
- To expose the students to the latest trends in marketing.

Module I Introduction: Nature, scope and importance of marketing – Evolution of marketing concepts; Marketing mix, marketing environment. Consumer Behaviour – Consumer buying process - Factors influencing consumer buying decisions – Creating Customer Value – Satisfaction – Loyalty - Market Selection - Market segmentation – concept, importance and bases - Target market selection - Positioning concept - importance and bases - Product differentiation vs. market segmentation.

Module II Product: Meaning and importance - Product classifications - Concept of product mix – Branding – Creating Brand Equity - packaging – labeling - After-sales services - Product life-cycle - New Product Development – Pricing - Significance - Factors affecting price of a product - Pricing policies and strategies.

Module III Promotion: Nature and importance of promotion – Communication Process - Types of promotion – advertising - personal selling – public - Relations - sales promotion - Promotion mix and factors affecting promotion mix decisions - Communication planning and control.

Module IV Marketing Channels and Value Networks - meaning and importance - Channel Levels - Wholesaling and retailing – Factors affecting choice of distribution channel – Retailing - Types of retailing – store based and non-store based retailing - chain stores - specialty stores - supermarkets - retail vending machines - mail order houses - retail cooperatives - Management of retailing operations - Retailing in India: changing scenario – Market Logistics.

Module V Recent issues and developments in marketing: Social Marketing, Marketing ethics; recent developments in marketing – online marketing - direct marketing - green marketing - relationship marketing - Marketing of Services –Conceptual frame work – Characteristics of Services – Classification of Services –Marketing mix in Service Marketing – Effective management of Services marketing.

Reference Books:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
5. Armstrong & Kotler, Marketing : An Introduction, Pearson.
6. P N Reddy & Appanniah, Essentials of Marketing Management.
7. R.S. Davar, Marketing Management, Progressive Corporation.
8. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
9. Ramaswamy and Namakumari, Marketing Management.
10. Neelamegham, Marketing in India.

TTM6B14 INNOVATIVE PRACTICES IN TOURISM

Lecture Hours per week: 5

Credits : 4

Module 1. MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Suraj Kund craft mela, India International Trade Fair at Pragathi maidan, Delhi etc.

Module 2. Voyage tourism-tourist ships or cruiseliners-package tour for continental and intercontinental sea tour – facilities offered – travel booking formalities-Important tourist shipping companies. Space tourism – travel to outerspace – international space station – space travelers – training needed for space traveler – lunar tourism.

Module 3. Health tourism – rejuvenation therapy in ayurveda – kayakalpa treatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishta etc.

Naturopathy treatments – general idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation.

Recent advancements in medical tourism and superspecialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism Sidha & Unani – cost effectiveness in India.

Module 4. Professionalisation of tourism – strategic management in tourism – impact of globalisation on tourism & travel – tourism education and training – world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism – cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism,

Module 5. Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations – benchmarking – standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends.

References:

1. Tourism Development Revisited. Edited by Sutheeshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59.
3. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.
4. Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston.
5. Managing Tourist Destinations – Krishnan K. Kamra, Kanishka Publishers, New Delhi.
6. Strategic Management in Tourism – Mountinho L. Cabi Publishing Company, UK.
7. Tourism Management – Principles and Practice – Dr. P.O. George (In press).
8. www.incredibleindia.org
9. www.keralatourism.org
10. Tourism Dimensions – S.P. Tewari, Atma Ram & Sons – Delhi – 6

TTM6B15 ENTREPRENEURSHIP DEVELOPMENT

Lecture Hours per week: 3

Credits: 4

Objectives: On successful completion of this course, the students should have understood

- EDP, Project management
- Institutional support to entrepreneurial development

Module I

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

Module II

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

Module III

Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager.

Module IV

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

Module V

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

Reference Books:

1. Simon Bridge Ken O'Neill Stan Cromie, Understanding Enterprise, Entrepreneurship and Small Business, Palgrave McMillan India
2. Entrepreneurial Development: S.S.Khanka
3. Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan
4. Project Management : S.Choudhury
5. Project Management : Denis Lock
