
IITTM



Handbook of Courses **BBA (Tourism & Travel)** 2016-19

This Handbook contains courses of BBA (Tourism & Travel) programme of Indira Gandhi National Tribal University (IGNTU), Amarkantak, Madhya Pradesh offered by Indian Institute of Tourism & Travel Management, An organization of Ministry of Tourism, Government of India.

Regulations for BBA (Tourism & Travel)

Introduction	1.	<p>Bachelor in Business Administration (Tourism & Travel) is offered by Indian Institute of Tourism and Travel Management (IITTM) in collaboration with Indira Gandhi National Tribal University (IGNTU), Amarkantak, Madhya Pradesh. This Degree shall be called Bachelor in Business Administration (Tourism & Travel) BBA (TT).</p> <p>IITTM is an organisation of Ministry of Tourism, Govt. Of India. IGNTU is a central University established by Ministry of HRD This programme of IITTM shall focus on tourism and related contemporary areas</p>
Objectives	2.	<ul style="list-style-type: none"> • To provide the basic and essential knowledge regarding various activities undertaken by tourism industry and necessary knowledge and skill to work in the industry. • To impart certain basic skills and aptitude which will be useful in taking up any activity in Tourism Industry. • To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture. • To provide a global view of several multinational tourism business houses and their functions. • To provide knowledge, skill and attitude to set up tourism related establishment.
Duration of the programme	3	The programme is for six semesters spread over three years. There shall be 90 days classroom study in each semester.
Eligibility	4	Any candidate who has passed the +2 the higher secondary board or equivalent.
Programme Structure	5.	<p>The total number of modules in BBA (Tourism & Travel) programme is 26, which is spread through 140 credits. In the first and second semester 5 module are compulsory. In 3rd semester, module number: 301 to 303 are compulsory and one will be elected as Generic Elective from Module No: 304. The Module No: 401 to 403 of 4th semester are compulsory and from Module No: 404, one paper will be elected as Generic Elective. Intervening period between Fourth and Fifth semester shall be used for summer internship for 6-8 weeks in an industrial/business unit. In 5th semester, Module No: 501 to 503 are compulsory and from 504 Module, one module will be elected by the students as DSE. In sixth semester, Module No: 601 to 603 are compulsory. The students will visit any destination/site to prepare the project i.e.</p>

		module number : 603. One elective will be elected by the student from 604 module as DSE.
Scheme of instruction	6.	<p>i. There shall be SIX semesters of taught courses including summer internship.</p> <p>ii. Total credits for the programmes is 140 which are equivalent to 26 courses. Each credit is of 1-hour classroom teaching in a week and 15 hrs in a semester. For a six credit theory module, 90 classroom teaching and for a practical six credit module 180 hrs field teaching are needed.</p>
Evaluation	7.	<p>Evaluation of student in each course would be as follows unless and otherwise mentioned specifically for a particular course</p> <p>Internal evaluation 40%</p> <p>External exam 60%</p>
Internal evaluation	8.	Each course shall be continually evaluated in part on the basis of internal assessment by the concerned teacher.
External evaluation	9.	There shall be a semester-end external examination of 60 points unless and otherwise mentioned specifically for a particular course. External evaluation will be done by independent examiner/ evaluator. Activity based courses may be evaluated as per scheme given in syllabus and programme structure.
Specializations to be offered	10.	<p>BBA (TT) programme shall offer specialisation in the 3rd, 4th, 5th and 6th semester.</p> <p>Institute however, depending upon its resources, shall decide whether or not to offer a particular specialisation in any academic session.</p>
Attendance	11.	Students are expected to put in as much attendance as possible as it is an integral part of learning. A minimal attendance of 75% is mandatory.
Minimum number of classes per week/per paper	12.	Each of the courses shall have an obligation normally equal to or equivalent to 1 hour per week per credit to achieve 15 hrs classes per credit in a semester. Accordingly classes can be multiplied into the credit allocated to the concerned module. Chairperson shall organise non-credit course, seminars, syndicated exercises, assignments, study tours, etc. as and when required.
Programme structure	13.	Curriculum development is a continuous process. Course structures change in the larger interest of industry, students and profession.

**ON BACHELOR IN BUSINESS ADMINISTRATION (TOURISM & TRAVEL) PROGRAMME OF
INDIAN INSTITUTE OF TOURISM AND TRAVEL MANAGEMENT:**

BBA (Tourism & Travel)			
<u>COURSE STRUCTURE</u>			
First Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBA (TT) 101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	CORE COURSE 1	06
BBA (TT) 102	INTRODUCTION TO TOURISM	CORE COURSE 2	06
BBA (TT) 103	BUSINESS ENGLISH	AECC 1	02
BBA (TT) 104	FOREIGN LANGUAGE	SEC 1	02
BBA (TT) 105	GE 1: INDIAN HISTORY	GE 1	06
TOTAL SEMESTER CREDITS			22
AECC: Ability Enhancement Compulsory Course			
SEC: Skill Enhancement Course			
GE: Generic Elective			
Second Semester			
Code	Subject Name	TYPE OF COURSE	CREDITS
BBA (TT) 201	BASICS OF ACCOUNTING	CORE COURSE 3	06
BBA (TT) 202	INTRODUCTION TO HOSPITALITY	CORE COURSE 4	06
BBA (TT) 203	ENVIRONMENTAL SCIENCE	AECC 2	02
BBA (TT) 204	FOREIGN LANGUAGE	SEC 2	02
BBA (TT) 205	GE 2: PRINCIPLES OF GEOGRAPHY	GE 2	06
TOTAL SEMESTER CREDITS			22
AECC: Ability Enhancement Compulsory Course			
SEC: Skill Enhancement Course			
GE: Generic Elective			
Third Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBA (TT) 301	BUSINESS ECONOMICS	CORE COURSE 5	06
BBA (TT) 302	MARKETING MANAGEMENT	CORE COURSE 6	06
BBA (TT) 303	IT FOR TOURISM	CORE COURSE 7	06
BBA (TT) 304	GE 3: BBA (TT) 304A: NSS/ BBA (TT) 304B:SWACH BHARAT/ BBA (TT) 304C:NCC/ BBA (TT) 304D:ECA/ BBA (TT) 304E PHOTOGRAPHY AND TRAVEL WRITING	GE 3	06
TOTAL SEMESTER CREDITS			24
GE: Generic Elective			

Fourth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBA (TT) 401	TOUR OPERATIONS	CORE COURSE 8	06
BBA (TT) 402	TRANSPORT SYSTEM	CORE COURSE 9	06
BBA (TT) 403	TOURISM RESOURCES	CORE COURSE 10	06
BBA (TT) 404	GE4:BBA (TT) 404A:INDIAN CULTURE & HERITAGE/ BBA (TT) 404B:QUANTITATIVE TECHNIQUES / BBA (TT) 404A:YOGA & WELLNESS	GE 4	06
TOTAL SEMESTER CREDITS			24
GE: Generic Elective			
Fifth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBA (TT) 501	C11 LEGAL FRAMEWORK FOR TOURISM	CORE COURSE 11	06
BBA (TT) 502	C12 INTRODUCTION TO STATISTICS	CORE COURSE 12	06
BBA (TT) 503	DSE 1: SUMMER INTERNSHIP & REPORT	DSE 1	06
BBA (TT) 504	DSE 2: BBA (TT)504A: AIR TICKETING & FARE CALCULATION / BBA (TT) 504B: TOUR GUIDING & INTRPRETATIONN / BBA (TT) 504C: POOL MANAGEMENT	DSE 2	06
TOTAL SEMESTER CREDITS			24
DSE: Discipline Specific Elective			
Sixth Semester			
CODE	Subject Name	TYPE OF COURSE	CREDITS
BBA (TT) 601	OPERATIONS MANAGEMENT	CORE COURSE 13	06
BBA (TT) 602	HUMAN RESOURCE MANAGEMENT	CORE COURSE 14	06
BBA (TT) 603	DSE 3: STUDY TOUR AND REPORT	DSE 3	06
BBA (TT) 604	DSE 4: BBA (TT) 604A:EVENT MANAGEMENT / BBA (TT) 604B:ADVENTURE TOURISM / BBA (TT) 604C:AVIATION MANAGEMENT	DSE 4	06
TOTAL SEMESTER CREDITS			24
DSE: Discipline Specific Elective			

Code of course and semester	BBA(TT)101 / Semester I
Name of course	Management Concepts and Organisational Behaviour
Type of course	Core Course / CC 01
Credits	6 credits
Exit Level outcomes	The students should be able to: i) describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation, v) learn basics of organizational behaviour.
Text book/s	Dubrin, Andrew J.(2012). <i>Essentials of Management</i> . Thomson Southwestern, 9th edition. Koontz Harold and Weihrich Heinz. (2012). <i>Essentials of management: An International & Leadership Perspective</i> . New Delhi: Tata McGraw-Hill Education. 9th edition. Hill Charles W.L and McShane Steven. L.(2007). <i>Principles of Management</i> . New Delhi: McGraw Hill Education. Special Indian Edition. Prasad, L.M. (2014). <i>Organizational Behaviour</i> . New Delhi: Sultan Chand & Sons. Stephen P., Robbins(2013). <i>Organizational Behaviour</i> . New Delhi: Prentice Hall of India Pvt. Ltd Hellriegel Don, Jackson Susan E. and Slocum John W.(2008). <i>Management- A competency based approach</i> . Thompson South Western. Weihrich Heinz, Cannice Mark V and Koontz Harold(2008). <i>Management- A global entrepreneurial perspective</i> . New Delhi: Tata McGraw Hill. Robbins Stephen P, De Cenzo David A. and Coulter Mary.(2012). <i>Fundamentals of Management</i> . New Delhi: Prentice Hall of India. Certo Samuel C. and Certo Tervis.(2012). <i>Modern management: Concepts and Skills</i> . New Delhi: Pearson Education. 12th edition.
Reference books	
Unit I	Introduction to Management: Organization management; role of managers; evolution of management thought; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.
Unit II	Planning: Nature and purpose of planning; planning process; types of plans & objectives; managing by objective (MBO) strategies; types of strategies & policies; decision making; types of decision; decision making process; rational decision making process; decision making under different conditions.
Unit III	Organising: Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.
Unit IV	Directing & Controlling: Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity. Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.
Unit V	Introduction to Organizational Behaviour: Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management

Code of course and semester	BBA (TT) 102 /Semester I
Name of course	Introduction to Tourism
Type of course	Core Course / CC 02
Credits	6credits
Exit Level outcomes	This course shall introduce the learners to the various fundamental concepts of travel trade. After doing this course, the students would be able to appreciate the significance of tourism industry in the economy vis a vis other industries. They would also be to establish the importance of linkages of various components in tourism industry. This course shall also provide the students with insights on the socio-economic and ecological impacts of tourism.
Text book/s	Holloway, J. C. (1994). <i>The Business of Tourism</i> , Pitman Publishing, London. "(L)" Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2012). <i>Tourism Principles and Practices</i> , Oxford Higher Education. "(L)"
Reference books	Medlik, S. (1997). <i>Understanding Tourism</i> , Butterworth Heinemann, Oxford. Hayward, Peter (2000). <i>Leisure and Tourism</i> , Heinemann GNVQ Intermediate, Heinemann Educational Publishers

Unit I	Basic concepts & development of tourism: Tourism, excursion, leisure and recreation; tourist, visitor, traveller; History and evolution of tourism, Roman Empire and early travel, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organised travel; Modern day Mass Tourism.
Unit II	Typology and forms of tourism: International Tourism, Inbound, Outbound, inter regional, intra regional, domestic, internal, National Tourism; Types of Tourism, contemporary trends in Indian Tourism.
Unit III	Tourism system & Environment: Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration.
Unit IV	Tourism Demand & Travel Motivators: basics of Tourism demand, Net travel propensity, Gross travel propensity, Case study-pattern of movement of tourists to India; Travel Motivators, Physical Motivators, Inter personal Motivators, Status & Prestige.
Unit V	Future growth and development of Indian tourism: 5 T's of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India.

Code of course and semester	BBA(TT) 103 / Semester I
Name of course	Business English
Type of course	Ability Enhancement Compulsory Course/ AECC 01
Credits	2 credits
Exit Level outcomes	This course aims to sharpen the business communication skills of the learner. Focus will be on reading, writing and speaking skills with underline orientation required in business world.
Text book/s	Kumar, Inderjit& Kumar, Sanjay. <i>A Course Book of English Grammar, Composition and Translation</i> . Bapna, Anil &Bapna, Raj (2015) <i>How to Write and Speak Effective, Powerful and Fluent English</i> .
Reference books	Murphy, R., &Smalzer, W. R. (2002). <i>Basic grammar in use: self-study reference and practice for students of English. Student's book</i> . Ernst Klett Sprachen. Lesikar, R. V., Flatley, M. E., Rentz, K., &Pande, N. (2008). <i>Business communication: Making connections in a digital world</i> . McGraw-Hill.

Unit I	Grammatical Focus: Grammatical & structural aspects covering parts of speech; tense; voice; clause; preposition; degrees of comparison; synonyms & antonyms etc.; identifying & analysing grammatical errors including errors in spelling & punctuation. Grammar -; words often confused; one-word substitution; phrases; idioms.
Unit II	Reading: Vocabulary building; comprehension; interpretation; summarizing.
Unit III	Writing: Letter Writing – formal; informal; accepting & declining invitations; paragraph writing; precise writing, essay writing. Effective business writing - correspondences; letter, fax, e-mail for making enquiries; placing orders; asking & giving information; registering complaints; handling complaints; drafting notices; drafting advertisements; job applications.
Unit IV	Speaking: Interactive communication like introducing self; greetings; conversations; pronunciation: appropriate stress; intonation; clarity; business etiquettes; impromptu speech; debate; role play; presentations.
Unit V	Listening: Understanding – spoken English; formal English and business-related conversations.

Code of course and semester	BBA 104/ Semester I
Name of course	French Language
Type of course	Skill Enhancement Course / SEC 01
Credits	2 credits
Exit Level outcomes	The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole. The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture.
Text book/s	Gupta, Malini ; Gupta,Vasanthi&UshaRamachandran. <i>Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants</i> , New Delhi: W. R. Goyal Publication House. Giradet, Jacky &Cridlig, Jean Marie. <i>Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.</i>
Reference books	Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations) Bhattacharya, S. &Bhalerao, Uma Shashi. <i>French for Hotel Management & Tourism Industry</i> . Frank Bro & CO.

Unit I	Introduction of the Language to first time beginner: <i>Basic</i> introduction of French; the alphabets and their pronunciation; nature and rules of the language; the accents; the Orthographic Signs; the punctuation signs; the numbers in French 0-9; cardinal and ordinal form of number; Greetings.
Unit II	Basic Vocabularies (Tourism Based Vocabularies): The days of the week; months; item narration; gender specification for the things; the country; city name; time; whether; fruits and vegetable names; the family name; body parts; colors; numbers 10-100 gradual learning; French phonetics; professions; all the necessary word meaning used in general and specifically by tourism professionals.
Unit III	Basic and Introductory Grammar: The Articles; plural forms of nouns; gender (masculine and feminine forms); definite articles; indefinite articles; subject; pronouns; verbs and their types; principal and auxiliary verbs in French (être and avoir); verb's groups: first, second and third group; rule of making ordinal numbers; verbs conjugation in present participle.
Unit IV	Sentence and Dialogue framing: The affirmative form of the sentences using first, second and third group verbs (only present tense); dialogue and phrases from the text book (Situation 1 -7); chapter 1 from text book; verbs aller; the negative and interrogative form using all types of verbs. Tourism and Tourist based vocabulary.
Unit V	French culture and self-presentation: Introduction of France and it's culture; basic geo-political-economical introduction of France; French history, French (Tourist) habits and introduction of individual in French; translations of sentences French to English and English to French. Verbal French practice session .

Code of course & semester	BBA(TT) 104 / Semester I
Name of course	German Language - Basic
What is the role of proposed learning in managing businesses?	<i>This course is designed to help students understand and learn the growing importance of German language in modern world. This course will also help students to analyze and understand cultural considerations as motivators for an effective tourism support and engagements.</i>
Reference books/ materials	Deutsch als Fremdsprache IA (Oxford and IBH Publishers) German Made Easy (Goodwill Publishers)

Note: There will be two evenly paced internal examinations. Each test would be after 12-15 hours of teaching. Each of the units should be designed to have 2-3 hours of teaching load.

Unit I	German as a Beginner, History & Culture, German reach and population, Opportunities and How it Impacts You! Efficient Learning guide & considerations Salutations & Pronunciations
Unit II	Continuation of Salutations & Pronunciations, Alphabets, Numbers, Days and months Expressing time and Audio Exercises. Case Example with Class Interaction
Unit III	Introduction to Nouns, Introduction to Verbs, Simple Sentences & Vocabulary Interactive AV Demo
Unit IV	Revision of Previous exercises Travel Survival Kit→Greetings, Modes of Travel and guides, Airport, Taxi, Accommodation, Hotels, Ordering Food, Understanding Addresses, Asking Directions, and Shopping. Key guides.
Unit V	Revision of Previous exercises Role Play Exercises with AV Demo Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics Links for further studies

Code of course and semester	BBA (TT) 105 / Semester I
Name of course	Indian History
Type of Course	General Elective / GE 01
Credits	6 credits
Exit Level outcomes	It is said “However great a tree may grow, its greatness lies in its roots” and this holds the same for Indian History too. This module educates the students about different phases of Indian History which is categorised in to Ancient, classical, Medieval and Modern India. History is taught realising its relevancy in Indian Tourism.
Text book/s	Themes of Indian History – Part 1, 2, 3 – NCERT (2013)
Reference books	<p>Basham. A.L. (2004), <i>The wonder that was India</i>, Picador; Indian ed edition.</p> <p>Chandra Satish (2007), <i>A History of Medieval India</i>, Orient BlackSwan.</p> <p>Chandra Bipin (2009), <i>History of Modern India</i>, Orient BlackSwan.</p> <p>Bipin Chandra (2000), <i>India Since Independence</i>, Penguin India.</p>
Unit I	The pre-historic period, Indus Valley Civilization - Source of Information, Vedic Period – Early and Later Vedic period. The Epic Age. Jainism, Teaching & Principles of Jainism, Contribution of Jainism to Indian Culture. Buddhism-Rise and Growth, Doctrines of Buddhism.
Unit II	Mauryan Period – origin, growth and contribution, Sunga Dynasty, Kusana Dynasty, Gupta Period – political, religious, socio-cultural and economic development during Maurya to Gupta period. Political condition of North India, South India and Eastern India after Guptas.
Unit III	History of Medieval India 1206 - 1526 A.D. Rise of Turks, causes of Success of Arab invasion and its impact, Slave Dynasty, Khaliji Dynasty, Tughlaq Dynasty, Sayyid Dynasty, Lodhi Dynasty. Moghuls- Babur, Humayun, Akbar, Jahangir, Aurangzeb.
Unit IV	Political Condition of India in after Moghul- Decline of Mughal emperor and its impact. Rise of Maratha Power under Shivaji. Advent of Europeans in India - Establishment of bases and trading centres of East India company and other European companies. Establishment of British Rule in India.
Unit V	Social and religious reforms movement in India, Brahma Samaj, Arya Samaj, Rama Krishna Mission, Economic, political, religious and social development post Independence. Indian Democracy and contribution of different political parties for the development of India

Code of course and semester BBA (TT) - 201/ Semester II

Name of course Basics of Accounting

Type of course Core Course / CC 03

Credits 6 credits

Exit Level outcomes The learner shall be able to understand the basic principles and techniques of preparing and presenting the financial accounts for the use of the end users.

Text book/s Maheshwari, S.N. and Maheshwari, S. K (2013). *An introduction to Accountancy*. New Delhi: Vikas Publishing House.

Reference books Sofat, Rajni and Hiro, Preeti(2014). *Basic Accounting*. Delhi: PHI Learning Pvt.Ltd.
Monga,J.R and Ahuja Girish. *Financial Accounting*. Delhi: Mayoor Paper backs.
Sharma,D.G. *Financial Accounting*. New Delhi: Taxmann Allied Services Pvt.Ltd.

Unit I Introduction to Financial Accounting: Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies(capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

Unit II Recording of transactions and secondary books: Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance

Unit III Final Accounts: Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries.
Trading account, profit and loss account and balance sheet, practical problems.

Unit IV Depreciation: Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

Unit V Joint Stock Company: Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company.
Shares and share capital, under subscription, oversubscription, calls in advance, calls in arrears, issue of shares at premium and discount, buy back of share, surrender of shares.
Debentures: classification, issue, terms of issue, writing off loss on issue of debentures.
Company final accounts: introduction to company final accounts, profit & loss accounts, balance sheet, basics of preparation of simple company final accounts.

Code of course and semester BBA 202 / Semester II

Name of course Introduction to Hospitality

Type of course Core Course / CC 04

Credits 6 credits

Exit Level outcomes Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

Text book/s Andrews Sudhir (2012), Hotel Front Office Training Manual, Tata Mc Graw Hill Publication, New Delhi.

Reference books Andrews Sudhir (2012), Introduction to Tourism and Hospitality Industry, Tata Mc Graw Hill Publication, New Delhi.

Unit I **Hotel industry** - Development of Hotel Industry in India – Origin and Development over the ages, Future, Changing trends. Concept, Role of Hospitality in the development of tourism industry. Types of accommodation - intermediary accommodation, grouping of accommodation. Classification of hotels 1. Size 2. Location 3. Length of Stay 4. Facilities offered 5. Types of Plan – European plan, American plan, modified American plan, continental plan & Bermuda plan.

Unit II **Various Departments in hotels and their functions** - accommodation management - front office - housekeeping – F&B Service-Food Production-supporting service - working of hotels - maintenance of equipments - maintenance of Account etc.. FHRAI and its role, government participation in and contribution to hospitality.

Unit III **Different types of rooms**- available in India and various tariffs and facilities offered- Types of room – single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency. Hotel industry future in India, Changing trends. Relation of Tourism with hospitality industry.

Unit IV **Rules and Regulation** applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups License , Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry.

Unit V Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

Code of course and semester	BBA (TT) 203 / Semester II
Name of course	Environmental Science
Type of course	Ability Enhancement Compulsory Course / AECC 02
Credits	2 credits
Exit Level outcomes	COP 21 Paris got the World's attention stressing the need to protect environment. It is this Ecology in which we live and it's our responsibility to save. In the Name of tourism, we are leaving foot prints behind, creating global concerns. This module provides insights about sustainable development and conservation of Ecology
Text book/s	Kumar, A. (2008), <i>A Text Book of Environmental Science</i> , APH Publishing House, New Delhi.
Reference books	Bharucha, Ecach (2013), <i>A Text Book of Environmental Sciences for UG</i> , Orient BlackSwan, New Delhi.

Unit I	Basic principles: Ecology, Environment and Eco System; biological levels of eco system; relationship of ecology and tourism; tourism activities and their linkages to ecology; environment pollution; environmental impact of tourism.
Unit II	Eco Systems and their relation with tourism: Introduction to wetland sites; coral reefs; mangroves; national parks; wild life sanctuaries; biosphere reserves and their role in tourism.
Unit III	Environmental Concerns: Factors creating environmental concerns-rise in temperature; melting of snow caps; rise in sea level; monsoon and its changes; role of tourism in environmental concerns; impact of environmental concerns on tourism; prevention of environmental hazards.
Unit IV	Addressing Environmental Concerns: Environmental Conventions; ecotourism; responsible tourism; voluntary tourism; community based tourism; pro-poor tourism including STEP; eco-friendly practices and energy waste management; Concept of Sustainable tourism development.
Unit V	Institutional Support: International Organisations for environment and wildlife; UN Initiatives on ecology and environment; national policy on ecology and environment; Environmental Impact Assessment (EIA) – need for EIA; steps of EIA; method; usage of EIA. Environment and Tourism – prospects and challenges.

Code of course and semester	BBA 204/ Semester II
Name of course	French Language
Type of course	Skill Enhancement Course / SEC 02
Credits	2 credits
Exit Level outcomes	The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole. The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture.
Text book/s	Giradet, Jacky & Cridlig, Jean Marie. <i>Méthodes de français ; Le Nouveau Sans Frontières. Vol:1.</i> Gupta, Malini ; Gupta, Vasanthi & Usha Ramachandran. <i>Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants</i> , New Delhi: W. R. Goyal Publication House.
Reference books	Bhattacharya, S. & Bhalerao, Uma Shashi. <i>French for Hotel Management & Tourism Industry</i> . Frank Bro & CO. Lorousse/Collins Pocket Dictionary (Minimum 40000 Translations) Valette, J. P., & Valette, R. M. (2013). <i>Contacts: langue et culture françaises</i> . Cengage Learning.
Unit I	Basic Conversation: Basic introduction; liaison from basic level; the expressions of politeness (expressions de politesse); the Orders (les commandes); the expressions (les expressions); simple conversation (conversations simple); vocabulary in French for continental cuisine & drinks - the names of Drinks (les vins de France); the Kitchen and its utensils (le matériel de cuisine) ;describing of dishes (description des plats de Français); sweets and drinks (desserts et café)
Unit II	Basic Tourism Professionals Vocabulary: On Arrival (À l'arrivée); air travel (Voyage en avion); cruise travel (Voyage de croisière); rail travel (Voyage par le Train) ; car Travel (Voyage en Voiture). Situation- at the hotel (À l'hôtel); at the Cash Counter (À la Caisse); the breakfast (Le petit déjeuner) ; lunch in a restaurant (Le Déjeuner dans un restaurant); at the sightseeing (À la vue de voir) ;the telephonic conversation (La conversation téléphonique).
Unit III	Basic and Introductory Grammar: The adjectives and its use; Plural form of adjectives (pluriel des adjectifs); reflexive Verbs; reciprocal verbs ; adverb ; prepositions ; negative sentences (sentences négatives), conjunctions ; contracted articles ; partitive articles (du, de la, de l', des). Peculiarities of some of the first group verbs. Verbs Conjugation for – er, -ir, - re and – oir ending verbs in interrogative and negative format.

Unit IV	<p>Speaking Skill: Simple dialogue writing situation; visiting the place- Taj Mahal/ Delhi /Sanchi; during travelling; at hotel; at restaurant; at Café house;at a travelagency, usingtelephone; at Station.</p> <p>Presentoneself (Présentez-vous) in French ; introduction of male / female (neighbor) (Votre Voisin et Voisine).</p> <p>Passage reading and writingfromtext book (unit 2 & Unit 3)</p> <p>French to English translation, English to French translation.</p>
Unit V	<p>Comprehension, Writing Skill & French Culture: Writingsmallletters – formal and informal, to the friends (ami/amie), to mama/papa.</p> <p>Writing Passage/ basic content in French- small email writing in French.</p> <p>Writingresume in French.</p> <p>Introductoryhistory of republic of France (Histoire d'introduction de la République de France) ; culture &history.</p> <p>Verbal French practice session.</p>

Code of course and semester	BBA (TT) 205 / Semester II
Name of course	Principles of Geography
Credits	6 Credits
Type of course	General Elective / GE 02
Exit Level outcomes	After completing this course the student should be able to: <ol style="list-style-type: none"> 1. Understand the concept of Geography, Physical features of Earth. 2. Understand the various types of physical Geographical concepts. 3. Understand the Relevance of Geography in Tourism.
Text book/s	Strahler A.N. (1969), <i>Physical Geography</i> , Third Edition, Willey International.
Reference books	Ahmed. E. (1985). <i>Geomorphology</i> . Kalyani Publisher, New Delhi. Singh, S. (2008). <i>Physical Geography</i> . PrayagPustakBhawan.

Unit I	Lithosphere: Nature and scope of physical Geography; Earth – Origin; interior of the earth, origin of continents and Ocean – theories, concept of plate tectonics, earthquakes and volcanoes.
Unit II	Physical Geographical Features: Rocks – Origin; classification and characteristics, drainage pattern, rivers, mountains and folded mountains, wind, glaciers and underground water, plateau and plains.
Unit III	Atmosphere: Composition and structure of atmosphere; weather and climate – definition, elements and factors of climate; temperature; insolation and heat budget, atmospheric pressure, concept of air mass, cyclones and anti- cyclones.
Unit IV	Hydrosphere: Oceans; ocean bottom; composition of sea water and salinity; ocean currents – Atlantic, Pacific and Indian oceans; ocean deposits; corals, islands, atolls.
Unit V	Biosphere: Definition; components of biosphere; plants and animals’ evolution; dispersal and distribution of plants and animals; eco-system.

Code of course and semester	BBA (TT)301 / Semester III
Name of course	Business Economics
Type of course	Core Course / CC 05
Credits	6 credits
Exit Level outcomes	Purpose of this course is to acquaint the learner with basic business economics in general and tourism business economics in particular for business analytics.
Text book/s	Maheshwari Y, (2012) Managerial Economics, 3rd Ed. Prentice Hall India Pvt. Ltd., New Delhi
Reference books	Singh, Ramesh (2015). Indian Economy (7/e). New Delhi: Tata McGraw Hill. Tribe, John (2004). <i>The Economics of Recreation, Leisure and Tourism</i> (4/e). Burlington: Elsevier Maier, M.H. and Nelson, J.A. (2007). <i>Introducing Economics- A Critical Guide for Teaching</i> . New York: M.E. Sharpe Inc.

Unit I	Concepts of economics – Nature; scope; characteristics and application of managerial economics; wealth oriented view; welfare oriented view; scarcity view; development view.
Unit II	Consumer Analysis – Measurement of consumer behavior; law of diminishing marginal utility; law of equi-marginal utility; consumer's equilibrium; price effect; income effect and law of substitution & consumer surplus.
Unit III	Demand analysis – Meaning of demand; law of demand; determinants of demand; measurement of demand; elasticity of demand; demand forecasting and its methods.
Unit IV	Production analysis – Law of supply; Determinant of supply; Elasticity of supply; Methods of measuring elasticity of supply; Return to scale; law of returns and production function.
Unit V	Price determination – Meaning and main features of price determination of a firm; Different theory of pricing. Factors and methods of pricing; price determination under perfect, imperfect, monopoly and oligopoly situations. Profit : kind of profit role of profit theory of profit; break-even analysis; Determinant of break-even points.

Code of course and semester	BBA (TT) 302/Semester III
Name of course	Marketing Management
Type of course	Core Course / CC 06
Credits	6 credits
Exit Level outcomes	Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.
Text book/s	Chowdhary, Nimit and Prakash, Monika (2005). <i>A Textbook of Marketing of Services</i> . New Delhi: Macmillan India Limited. (L) Dasgupta, Devashish (2010). <i>Tourism Marketing</i> . New Delhi: Pearson Education. (L)
Reference books	Middleton, Victor (2001). <i>Marketing in Travel and Tourism</i> , 3/e. New Delhi: Butterworth-Heinemann. (L) Kotler, Philip, Bowen, John and Makens James (2009). <i>Marketing for Hospitality and Tourism</i> . New Delhi: Prentice Hall/ Pearson Education. (L)

Unit I	Marketing: Introduction to tourism marketing: Definition; nature & scope of tourism marketing; process growth of tourism marketing. Understanding the needs, want, demands, value and satisfaction, evolution of marketing.
Unit II	Market targeting: Concept of market segmentation; targeting and positioning. Types of segmentation; Marketing mix.
Unit III	Product issues: Types of products; product mix dimensions; product strategies, product life cycle.
Unit IV	Pricing: Concept of price, factor influencing tourism pricing, method of price fixation; pricing strategies. Distribution channels- Nature importance distribution system. Marketing intermediaries.
Unit V	Promotion : Concept of Promotion and Communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factor affecting promotion mix, types of marketing promotion and communication tools.

Code of course and semester	BBA (TT) 303/ Semester III
Name of course	IT for Tourism
Type of course	Core Course / CC 07
Credits	6 credits
Exit Level outcomes	After studying this course student would have basic understanding of computer and networks. They would be able to handle business situation involving technology and also use ICT to enhance their professional work.
Text book/s	Bharihoke, Deepak (2013). <i>Fundamentals of Information Technology</i> (Third Edition), New Delhi: Published by Excel Books (2006) Basandra, S. K. (1995). <i>Computers today</i> . Galgotia Publications Pvt Limited. Rajaraman, V., & Adabala, N. (2014). <i>Fundamentals of computers</i> . PHI Learning Pvt. Ltd..
Reference books	Curtin, D. P. (1998). <i>Information Technology: The Breaking Wave</i> . Irwin Professional Publishing. Jerome, K. (2001). <i>Managing with Information</i> .

Unit I	Basic Computer Concepts: Introduction, Evolution, Different generations of computer hardware, Hardware and software, Programming languages, Basic computer applications; General idea of information and communication technologies.
Unit II	Computer Hardware: Input and Output devices; Memory (or storage) devices; Central Processing. Computer Software: Types- System and application. Cyber Crime & Virus: Computer Virus, Types of Viruses, Use of Antivirus software, Ethical Issues & Cyber Law
Unit III	Introduction to MS Office: MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word MS-Excel: Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel MS-Powerpoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint
Unit IV	Computer networks– Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers, idea of distributed systems. Internet: Introduction, Internet evolution Working of Internet, Use of Internet Overview of World Wide Web (Web Server and Client)
Unit V	Internet Applications: Introduction to Search engine. Introduction to Web Browsers, working with E-mail (creation and use of the same), Website layouts and navigations. Technologies: Cloud Computing, Electronic payment system, DBMS, Google Business.

Code of course and semester	BBA (TT) 304 B / Semester III
Name of course	Swach Bharat
Type of course	General Elective / GE 03
Credits	6 credits
Exit Level outcomes	
Text book/s	The guidelines of Ministry of Tourism, Govt. of India
Reference books	Websites of Ministry of Tourism, Govt. of India and other state governments

The Institutions may evolved a system/policy to implement Swachha Bharat Activities for the creation interest among the students. Keep the country clean. The Institute may adopt any monument, park / any place of interest for the tourist including village and the students will visit to the site 120 hrs. to create an awareness among the community / public to keep the site clean and hygienic for the interest of all the stake holders. This paper will be evaluated through the participation of the students and presentation.

Code of course and semester	BBA (TT) 304 E / Semester III
Name of course Type of course Credits	Travel Photography & Travel Writing General Elective / GE 03 6 credits
Exit Level outcomes	<p><i>Travel Photography</i> introduces the learners to every aspect of the picture-taking process and the wide range of subject matter that they encounter on travel, helping them to produce vibrant and meaningful images. It aims to increase the percentage of good photographs learners take and to lift their travel photography to the next level of creativity.</p> <p><i>Travel Writing</i> will help the learners to narrate the stories of their travel facilitating them in launching their travelogues online. Sharing of their written content can be done through Blogs, Websites, Social Media etc.</p>
Text book/s	Srivastava, Mukesh (2012). <i>Digital Photography</i> , Unicorn Books, New Delhi.
Reference books	Richard L'Anson (2014). <i>Guide to Travel Photography</i> , Lonely Planet Publications.
<ul style="list-style-type: none"> ▪ Total classes needed – 180 hrs. Practical/field work ▪ Preferably the student have a DSLR camera ▪ The course teacher will evaluate during the field work on the basis of performance of photograph and travel writing. This is an fully internal system base evaluation both in internal and end-semester examination. An external examiner either academician or industry professional will be invited to conduct the examination. 	
The following areas to be covered both in theory and practical.	

Digital Photography: Introduction; scope; basic Components; digital Cameras, know your Camera; Travel preparations at the destinations.

The Art of Photography: Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting. An Introduction to Selfies.

The Subjects: People; landscapes, the urban environment; festivals, entertainment; food & drink, wildlife.

Post-Production – Basic Photo Editing Software; basics of Adobe Photoshop, sharing photos; blogs; selling travel Images. Being a Travel Photographer.

Travel Writing: Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering.

Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.

Travel Writing: Topic Selection; which area to focus on; important components in writing a full travelogue; do's and don'ts in writing a travelogue.

Code of course and semester	BBA (TT) 304 D / Semester III
Name of course Type of course Credits	Extra Curricular Activities General Elective / GE 03 6 credits
Exit Level outcomes	<i>Extra Curricular Activities</i> introduces the learners to every aspect of the management of different tourism and hospitality activities and the wide range of subject matter that they may come across in their workplace.
<ul style="list-style-type: none"> ▪ Total classes needed – 180 hrs. Practical/field work ▪ The course teacher will evaluate during the field work on the basis of performance and participation and reports. This is an fully internal system base evaluation both in internal and end-semester examination. An external examiner either academician or industry professional will be invited to conduct the examination. 	
The following areas to be covered both in theory and practical.	

The course is about the different extra curricular activities organized by the Institute or deputing the students to different organization for managing different types of events. From the beginning of the year the course teacher will distribute a proposal of 180 hrs to be organized for the students in group of 6 to 8 members.

This is an internal system based evaluation. After every events the students in a group will write a report on their experience and learning points which will be evaluated.

Code of course and semester	BBA (TT) 401 / Semester IV
Name of course	Tour Operations
Type of course	Core Course / CC 08
Credits	6 credits
Exit Level outcomes	After completing this course the student should be able to understand the nature, structure and working of Tourism Intermediaries. Also the learner will be able to comprehend the range of services provided by them and, highlights the intricacies involved in tourist services. Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.
Text book/s	Kamra, K.K. and Chand, Mohinder (2002). <i>Basics of Tourism-Theory, operation and Practice</i> , New Delhi: Kanishka Publishers, and distributors. Mohinder Chand (2007) <i>Travel Agency Management: An Introductory Text</i> . New Delhi: Anmol Publications Pvt. Ltd. Swain, S. K., & Mishra, J. M. (2012). <i>Tourism: Principles and Practices</i> . Oxford University Press.
Reference books	Gee, Chuck and Y. Makens (1990). <i>Professional Travel Agency Management</i> , New York: Prentice Hall. Goeldner, C. R., & Ritchie, J. B. (2007). <i>Tourism principles, practices, philosophies</i> . John Wiley & Sons. Holloway, J.C. (2008). <i>The Business of Tourism</i> , London: Person Education Limited. Jafari, J. (Ed.). (2002). <i>Encyclopedia of tourism</i> . Routledge. Yale P. (1995). <i>The Business of Tour Operations</i> , London: Pitman.

Unit I	Introduction to Tourism Industry & Travel Intermediaries: Tourism Industry: meaning; structure and its parts. Travel Intermediaries: concept, definition, types of intermediaries and differences among types of tourism intermediaries, levels of tourism distribution. Importance of Tourism intermediaries; historical development and changing dimensions of Tourism Intermediation.
Unit II	Tour Operator: Definition; types and role of tour operator; Main product of Tour Operator – Tour Package and its types. Functions of tour operator – tour package formulation; marketing and sales of tour package; Tour Brochure; tour execution and operations. Distribution Network of tour operator .IT Revolution and its Impact on Tour Operator. Linkages with Tourism Principals /Suppliers.

- Unit III **Travel Agents:** Definition; types and role; functions and responsibilities of travel agents - travel information and counseling of the tourist, travel documentation, VISA services, travel insurance and reservation procedure with hotel, airline, cruise, train. Travel retailing and operations. Travel Agency Skills and Competences. Profitability of Travel Agents - commission, service charges and mark up on tours.
- Unit IV **Approvals Setup and Organisation Structure:** Travel agency and Tour operation business setting procedure; approval from Ministry of Tourism, Govt. of India IATA, IATO and TAAI.
- Organisation structure of and departmentation in Tour Operator & Travel Agency business for Large-scale and small-scale. Career opportunities in Tourism Intermediary business.
- Unit V **Leading Organisations and Companies in Travel Intermediary Business:**
- Organisation- PATA; ASTA; IATO; TAAI; OTOAI, ADTOI, ATOAI and TOFT.
- Study of functioning of leading Inbound and Outbound Tour operators of India.
- Itinerary development – Meaning; types of itineraries; reference tool for itinerary preparation; development of effective itinerary.

Code of course and semester BBA (TT)- 402/ Semester IV

Name of course Transport Systems

Type of course Core Course / CC 09

Credits 6 credits

Exit Level outcomes Learners shall be able to understand the significance and role of various modes of transportation in tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and working of different modes of transportation.

Text book/s Cook, R.A; Marqua,J&Yale,L.J.(2006). *Tourism: The Business of Travel*. New York: Pearson Education

Reference books Fontgalland,B.De.(2010).*The World Railway System*. New York: Cambridge University Press
Pender,L.(2001). *Travel Trade and Transport*. New York: Coninnum

Unit I **Introduction to Transport Systems:** Evolution of transport system; importance of transport in tourism; developments taken place in transport systems around the globe; trends and issues of transport management; major transport associations and organizations working with the tourism industry; International Union for Public Transport.

Unit II **Aviation:** Evolution and growth of civil aviation in the World and in India; aviation in India; outline of Air India and private airlines operating in India; patterns of demand and supply; functions and role of ICAO, IATA, AAI, DGCA.

Unit III **Rail Transport:** Introduction and history of railways around the world and in India; major railway systems of the world - Amtrak, Euro Rail, Brit Rail, Japan railways, Canadian railways, and other railway systems in Africa & Australia. Indian railways: past; present & future; luxury tourist trains – Palace on Wheels; Maharaja Express; Royal Orient; Deccan Odyssey; heritage toy trains of India; Indrail pass. The International Railway Congress Association (ICRA).

Unit IV **Road Transport:** Introduction and overview of road transport industry in the world and in India; past, present and future scenario of road transport systems in India and worldwide; major tourist coach systems in the world and India; documentation for road tourist transport in India.
Car rentals: introduction; present scenario and future challenges; overview of technology and car rentals; associations and organizations of car rentals.

Unit V **Water Transport:** Water transport system; historical past; river canal boats; future prospects of water transport in India.
Cruise and ferries: introduction and history; river canal boats; impacts of ferries and cruises on tourism; boating holidays; major cruise liners and packages in India and the world with map work.

Code of course and semester	BBA (TT) 403/ Semester IV
Name of course	Tourism Resources
Type of course	Core Course / CC 09
Credits	6 credits
Exit Level outcomes	The students will have an understanding of different types of tourism resources of India and how they are important for tourism industry.
Text book/s	Dixit, M and Yadav, C S (2006): <i>Tourism in India</i> ,: New Royal Publisher, Lucknow Gupta, SP, Lal, K, Bhattacharya, M. (2002): <i>Cultural Tourism in India</i> , DK Print, New Delhi. Husain, M (2013) - <i>Geography of India</i> , Tata McGraw Hill, New Delhi
Reference books	Punja, S , <i>Great Monuments of India</i> , Hong Kong: Odyssey Guides Singhania, N (2015), <i>Indian Art and Culture</i> , Mc Graw Hill Education Bisht, R S (2002), <i>National Parks of India</i> , Publication Division
Unit I	Introduction: Tourism Resources-meaning, importance and characteristics. Classification of Tourism resources. Tourism resources as tourism products. Conservation & Protection of Resources: threats, importance, Do's & Dont's for visitors, role of tourism service providers.
Unit II	Physical Tourism Resources: Mountain & Valleys- Indian Himalayas, Aravali Mountain Ranges, Western Ghats & Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes.
Unit III	Bio geographical Tourism Resources: Flora and Fauna of India ; Wild Life Sanctuaries & National Parks. Project Tigers. Important Eco-tourism Attractions of India. Land base, water base, Air base adventure tourism attractions.
Unit IV	UNESCO World Heritage Sites of India: Cultural properties, Natural sites, and mix-properties of India in UNESCO heritage site list. Built Up Structures- Monuments- Forts, Palaces, Havelis, Cave, War Memorials.
Unit V	Indian Classical Dances and other form of dance & Music, Painting in different period and region, Indian Handicrafts and Handlooms; Important Rural Tourism villages of India. Fair and festivals, Handicrafts and textiles.Modern Theatre and Cinema. Indian Language and literature.

Code of course and semester	BBA (TT) 404 A / Semester IV
Name of course	Indian Culture and Heritage
Credit	6 credits
Type of course	Generic Elective / GE 04
Exit Level outcomes	After completing this course the student should be able to understand the values of Indian Culture ,the need to preserve it and importance of Indian Art and its contribution to the world.
Text book/s	Mitter. Partha (2001), <i>Indian Art</i> , Oxford Publications, London. Basham. A.L. (2004), <i>The wonder that was India</i> , Picador; Indian ed edition.
Reference books	Singhania. Nitin (2015), <i>Indian Art and Culture</i> , Tata McGraw Hill Education, First Edition.

Unit I	Races in India, Characteristics of Indian culture & society in the pre-historic ages and Indus valley civilization. The early and later Vedic period. Ramayana and Mahabharat.
Unit II	Different religious in India- Hinduism: (Saivism, Vaishnavism, Saktism, Tantrikism). Jainism, Buddhism, Sikhism, Christian and Islam.
Unit III	Social life in India: Verna system, Ashrams, Marriage, Dress and ornaments social traditions and costumes, Farming, Food habits, Astrology and Astronomy.
Unit IV	Art & Architecture: Mauryan Architecture, Gandhara, Mathura School, Contribution of Guptas, Temple Architecture, Indo Islamic, Mughal architecture and Colonial architecture.
Unit V	<p>Religious-Hindu-Char Dham, Kasi, Varanasi, Mathura, Rishikesh, Tirupati, Puri Kamakhya, Vaishno Devi, Akshyar Dham and Important Hindu temples of all regions of India.</p> <p>Buddhist-Buddhist Circuit (Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgir, Sankisa, Sravasti;</p> <p>Christians- Churches & Convents of Goa, Kerala and other states</p> <p>Muslims- Ajmer Sharif, Fatehpur Sikri, Haji Ali and important Masjids of India</p> <p>Jain- Rajgir, Pavapuri, Dilwara temples, Gomateshwara Temple;</p> <p>Sikh-Golden Temple and other Gurudwars; Lotus Temple.</p>

Code of course and semester	BBA (TT) 404 B/ Semester IV
Name of course	Quantitative Techniques
Type of course	General Elective / GE 04
Credits	6 credits
Exit Level outcomes	Purpose of this course is to acquaint the learner with basic quantitative techniques for business analytics.
Text book/s	Vohra, N.D. (2009). <i>Quantitative Techniques in Management</i> , New Delhi: McGraw Hill Education
Reference books	Sharma, J.K. (2011). <i>Quantitative Techniques in Management</i> , New Delhi: Trinity Gupta, M.P. (2011). <i>Quantitative Techniques for Decision Making</i> , New Delhi: Prentice Hall of India.

Unit I	Linear programming: Concept and usage in business decision making; linear programming problem: formulation, methods of solving: graphical and simplex; duality; concept, significance, usage & application in business decision making
Unit II	Transportation and assignment problem: General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality; Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in an assignment, unbalanced assignment problem, restriction on assignment.
Unit III	Basic models I: Decision theory; Replacement models- individual and group replacement problems; Elementary queuing theory
Unit IV	Basic model II: Game theory; Sequencing; Markov Analysis; Monte Carlo simulation
Unit V	Network Techniques: Concept and importance; PERT and CPM, crashing; concept of resource smoothening and leveling.

Code of course and semester	BBA (TT) 404C/ Semester IV
Name of course	Yoga and Wellness
Type of course	General Elective / GE 04
Credits	6 credits
Exit Level outcomes	
Text book/s	Vishnudevananda Swami, The Complete Illustrated Book of yoga Kulkarni , Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur Pruthi , Raj (2006) Medical Tourism in India, Arise Pub, Newdelhi Rajagopalan , S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad,. Balakrishnan (2006) Kalarippayattu, Penguin Books,
Reference books	Smith , M. and Puczko, L. (2009) Health and wellness tourism Sivananda Yoga Vedanta Centre (2000) The New Book Of Yoga, Ebury Press

Unit I	Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.
Unit II	Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy;-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.
Unit III	Concept and Dimensions of holistic health care:- the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.
Unit IV	Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centres in India.
Unit V	Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth.

Code of course and semester	BBA TT (501)/ Semester V
Name of course	Legal framework for tourism
Type of course	Core Course / CC 11
Credits	06 credits
Exit Level outcomes	This paper will help students to understand the legal and regulatory framework in the travel and Tourism sector.
Text book/s	Mill, Robert C.& Morrison Alastair(2013). <i>The Tourism System</i> . 6 th ed. Kendall Hunt Publishing Co.
Reference books	Downes, John, P. & Tricia (2011). <i>Travel and Tourism Law</i> . 5th ed. Huntington: ELM publications. Grant, David, M. M. & Stephen (2012). <i>Holiday Law</i> . 5th ed. London: Sweet and Maxwell. Singh, A. (2008). <i>Contract and Specific Relief</i> . Williams, G. L., & Smith, A. T. H. (2002). <i>Glanville Williams: learning the law</i> . Sweet & Maxwell.
Unit I	Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.
Unit II	Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.
Unit III	Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.
Unit IV	Contract legislation in relation to Travel and Tourism customers.
Unit V	Business Ethics in travel and tourism sector; CSR policy for travel and tourism businesses.

Code of course and semester	BBA TT (502)/ Semester V
Name of course	Introduction to statistics
Type of course	Core Course / CC 12
Credits	6 credits
Exit Level outcomes	The objective of this course is to develop students' familiarity with the basic concepts and tools in statistics so as to enable them to resolve complex problems of decision making in the business of travel and tourism.
Text book/s	Sharma, J.K. (2005). <i>Mathematics for Business & Economics</i> , New Delhi: Asian Books.
Reference books	Hooda, R.P. <i>Statistics for Business and Economics</i> , 3 rd ed., N. Delhi: Macmillan. Levin, R. I. (2008). <i>Statistics for management</i> . Pearson Education India.
Unit I	Overview of Statistics: Definition; important and limitations; functions and scope of statistics; role of Statistics in Tourism. collection of primary & secondary data, approximation and accuracy, statistical errors.
Unit II	Classification, Tabulation of Data: Meaning and characteristics; frequency distribution; simple and manifold tabulation. Presentation of Data: diagrams/graphs of frequency distribution and histograms ratio scale graph. Measures of Central Tendency: Central tendency; arithmetic mean (simple), median (including quartiles, deciles and percentiles); mode.
Unit III	Measures of Dispersion and Skewness: Absolute and relative measures of dispersion; quartile deviation; mean deviation; standard deviation and their coefficients; uses and interpretation of measures of dispersion. Skewness: Measures of skewness.
Unit IV	Index Numbers and Time Series Analysis: Meaning and uses of index numbers; simple price index numbers; methods of construction of index numbers; fishers ideal index number; Times series analysis: Components and measurement of trend.
Unit V	Correlation and Regression analysis: Significance of correlation; types of correlations; measurement of correlation (Karl Pearson's methods, Spearman's rank correlation); difference between correlation and regression. Linear Regression Analysis: Regression equations of X on Y and Y on X & bivariate regression model.

Code of course and semester	BBA 503 / Semester V
Name of course	Summer Internship and Report
Type of course	Discipline Specific Elective / DSE 01
Credits	6 credits
Exit Level outcomes	This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this.
Internship outline	Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Each student of the BBA will be required to submit a Project Report based on work done in an industry of repute. Project work will be carried out under the joint supervision of two Guides. One of them will be from the work place and the other from among the Faculty Members of the Institute. The student in consultation with the concerned guides will finalize the subject matter of the Project work. A synopsis must be sent to the Programme Chairperson within 25 days of the commencement of the Project Work failing which the Project Report will not be accepted. Guidance from the Institute regarding Project Work will be available from Internal Guides.
Evaluation	One printed copy and one soft copy of the project report should be submitted to the Institute and one printed copy should be submitted to the organization where the project work is undertaken. The printed copy of the project report must bear the guidance certificate duly signed by both the guides (Internal & External). The signature of the external guide should be supported by the relevant seal of the organization. The Project Report will be evaluated by the examiners duly constituted by the Institute. The project report should reflect the candidate's own understanding, estimation and analysis of the subject under study. Every student has to appear in the viva-voce examination on the project work.

Code of course and semester	BBA 504A/ Semester V
Name of course	Air Ticketing & Fare Calculation
Type of course	Discipline Specific Elective / DSE 02
Credits	6 credits
Exit Level outcomes	Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations. This course is essentially a practical course aim to make learners understands GDS system functionality, basic commands, and have the ability to interpret booked itineraries. A mix of theory and lab- practice will be main pedagogy for this course.
Text book/s	Gupta, S.K. (2007). <i>International Airfare and Ticketing- Methods and Techniques</i> . New Delhi: UDH Publishers and Distributers (P) Ltd. Semer-Purzycki, J. (2000). <i>A Practical Guide to Fares and Ticketing</i> . Delmar Thomson Learning.
Reference books	Davidoff, D.S. and Davidoff, P.G. (1995). <i>Air Fares and Ticketing</i> . New York: Prentice Hall. Foster, Dennis L. (2010). <i>Reservations and Ticketing with Sabre</i> . London: CreateSpace.
Unit I	Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions. Freedoms of Air. Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time. Familiarisation with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types.
Unit II	Planning itinerary by Air: Itinerary terms, types of journey and fares; introduction to fare construction; Fare-Basis Codes; Fare Rules; international mileage and routing systems and principle, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Familiarisation with Air Tariff: currency regulation, NUC conversion factors, general rules.
Unit III	Introduction to Amadeus and Basic commands: Introduction to the Amadeus GDS and its features. Basic Amadeus commands: Signing in and out of Amadeus, agent work areas; AIS pages and HELP; TIMATIC commands; encode and decode cities, airports, airline names and codes, aircraft equipment; flight availability; selling air segments; passenger name records (PNR); supplementary data; modifying a PNR.
Unit IV	Advance Commands: Fare Displays; Itinerary Pricing; Issuing Tickets; Advance Seat Assignments; Queues.
Unit V	Hotel & Car Booking : Basic Hotel Reservations & Car Rentals commands .

Code of course and semester	BBA (TT) 504B:/Semester V
Name of course	Tour Guiding & Interpretation
Type of course	Discipline Specific Elective / DSE 02
Credits	6 credits
Exit Level outcomes	The idea behind introducing this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key skills
Text book/s	Chowdhary, Nimit (2013). <i>Handbook for Tour Guides</i> . New Delhi: Matrix Publishers. (L)
Reference books	Mitchell, G.E. (2005). <i>How to Start a Tour Guiding Business</i> . Charleston: The GEM Group Ltd. Pond, K.L. (1993). <i>The Professional Guide</i> . New York: Van Nostrand Reinhold. (L)

Unit I	Tour guiding: Introduction to tour guiding and tour escorting; difference between tour guiding and tour escorting; role of a tour guide; Tour guiding in India; characteristics of a tour guide steps to becoming a tour guide, steps to becoming a tour guide.
Unit II	Guiding Techniques: Understanding the dynamics of tour guiding; practical tips, mechanics of tour guiding; tools of the trade.
Unit III	Practical guiding: Guiding at a monument; guiding at a religious site; guiding at a museum, guiding on a coach.
Unit IV	Situation Handling: Handling difficult tourists; handling questions; handling emergencies.
Unit V	Managing guiding business: How to plan an itinerary; setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

Code of course and semester	BBA (TT) 504C:/Semester V
Name of course	Pool Management
Type of course	Discipline Specific Elective / DSE 02
Credits	6 credits
Exit Level outcomes	With fast growth and diversification in the leisure and recreation, pool ecosystem systems have become demanding resource segment. Opportunities emanates from it are varied and many. Thus, this course is developed to educate the students on the leisure pool systems and its managerial practices so that they are able to learn and equip new avenues of opportunities.
Text book/s	Dawes. J, (2002), <i>Design and Planning of Swimming Pools</i> , The Architect Press, London Sunset Books, (2001) (Editors.), <i>Swimming Pools</i> , Lane Books, California For further reading: Perrin. G.A (2003), <i>Design for Sport</i> , Butterworths, London
Reference books	WHO, (2006) (Ed.), <i>Guidelines for safe recreational water environments- VOLUME 1: COASTAL AND FRESH WATERS</i> WHO, (2006) (Ed.), <i>Guidelines for safe recreational water environments- VOLUME 2: SWIMMING POOLS AND SIMILAR ENVIRONMENTS</i>

Unit I	Introduction: Pool and its types; Indoor pools and outdoor pools, natural and man-made pools, diving pools, leisure pools, community pools; Waterparks; Slide pools; Wavepools; Modern leisure and recreation practices and Pools; Pool-based activities and segments.
Unit II	Leisure pool complex: Common pool lay-outs; Site analysis; Pool environment- water, heat, light and sound; Pool facility provisions and design considerations; Pool marking signs; Securing of Pools; Accessibility; Maintenance; Health hazards in pools and mitigation; Pool economics; Standard operating procedure; Signage.
Unit III	Filtration and circulation: Filtration plant; Filtration system principles and functions; Pumps and valves; 'Turn-over'; Pool circulation system; Electrical networks and controls; Pool heating; Pool temperature and its testing.
Unit IV	Water quality management: Calculation of water requirement for pools; Water chemistry; Testing of water quality (clarity and purity; Autometry and pH control; Standard treatment practices; Cleaning practices; Under-water vacuum cleaner; Recycling of back-wash water.
Unit V	Pool operations: Safety and security considerations, equipments and infrastructure; Life guarding- recruitment, retention, training; Dress-code; Pool epidemiology; Causes of drowning and prevention; Emergency and accident procedures; Pool operations code; Emergencies and its handling; Basic First Aid; CPR; Regulations for pool operations.

Code of course and semester	BBA (TT) 601/ Semester VI
Name of course	Operations Management
Type of course	Core Course / CC 13
Credits	6 credits
Exit Level outcomes	This course is aimed at introducing the learner to the fundamentals of managing production and operations management in a business. The course will be oriented toward operations management in service sector organisation. Learning from this course will serve as inputs to the course on Strategy.
Text book/s	Mahadevan, B. (2015). <i>Operations Management: Theory and Practice</i> , New Delhi: Pearson
Reference books	Stevenson, W.J. (2015). <i>Operations Management</i> , New Delhi: McGraw-Hill Higher Education. Chary, S.N. (2006). <i>Production and Operations Management</i> , New Delhi: McGraw-Hill Higher Education Russel and Taylor (2012). <i>Operations Management (International Student Version)</i> , New Delhi: Wiley Krajewski, L. (2015). <i>Operations Management</i> , New Delhi: Pearson.

Unit I	Introduction to Operations Management: Role of operations management in business; Operations strategy; types of production systems; plant location and layout; new product development; managing processes;
Unit II	Production planning and control: Production planning and control- forecasting; routing, scheduling, expediting; aggregate planning; master scheduling, MRP; PPC in job shop, batch production, mass production and projects; JIT and ERP (introduction)
Unit III	Quantity and selective control: Inventory control; basic concepts and models, EOQ, re-order point, different types of costs, etc.; price break models. Selective control.
Unit IV	Quality Control: TQM, Quality, Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka-Yokes, Quality Awards. Statistical Quality control: Acceptance sampling, AQL & LTPD, P-Charts, X-and R Chart.
Unit V	Work study: Method study, Work Measurement Maintenance Management: different concepts in maintenance management, preventive vs. breakdown maintenance; total productive maintenance concepts. Productivity: Productivity and Value engineering concepts

Code of course and semester	BBA (TT)602 / Semester VI
Name of course	Human Resource Management
Type of course	Core Course / CC 14
Credits	6 credits
Exit Level outcomes	Human resource is a critical factor for any business activity today. It is therefore important for a manager to understand the concepts of human resource management and refer to same in managing, planning and controlling human resource. The objective of this course is to acquaint the participants with concepts and techniques used in HRM.
Text book/s	Aswathappa, K. (1997). <i>Human Resources and Personnel Management</i> . Tata McGraw Hill, New Delhi.
Reference books	Dressler, G. (2000). <i>Human Resource Management</i> . Prentice Hall of India, New Delhi.

Unit I	Introduction to Human Resource Management: Concept & Importance; Scope & Role; Organization of H.R.D; Personnel Policies.
Unit II	Planning Human Resource: Tourism work environment and its determinants. Human Resource Planning.
Unit III	Human Resource Management Process: Recruitment; Selection and Induction.
Unit IV	Training: Meaning; importance; need; performance appraisal; motivation and moral; managing cultural diversity in Tourism Industry.
Unit V	Employee Benefits & Services: Concept, objectives, significance, Types of Benefits & Services, Fringe Benefits.

Code of course and semester	BBA 503 / Semester V
Name of course	Study Tour Report
Type of course	Discipline Specific Elective / DSE 03
Credits	6 credits
Exit Level outcomes	One of the important learning interventions at IITTM is <i>learning by doing</i> . Students are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must consciously analyse the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply the theoretical knowledge to practice. His analysis and understanding should be presented as a report. This will also help them with learn how to write a report.
Evaluation	The study tour and report will be evaluated. The study tour will be evaluated on the performance of the candidate on activities assigned during the tour. Students would be evaluated internally by the mentor on the basis of report submitted as well as externally based on presentation and viva voce.

Code of course and semester	BBA (TT) 604 A / Semester VI
Name of course	Event Management
Type of course	Discipline Specific Elective / DSE 4
Credits	6 credits
Exit Level outcomes	The purpose of this course is to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.
Text book/s	Fenich, G.G. (2005). <i>Meetings, Expositions, Events and Conventions- An Introduction to the Industry</i> . New Delhi: Pearson/Prentice Hall.
Reference books	Montgomery, R.J. and Strick, S.K. (1995). <i>Meetings Conventions and Expositions- An Introduction to the Industry</i> . New York: Van Nostrand Reinhold. Weirich, M.L. (1992). <i>Meetings and Conventions Management</i> . New York: Delmar Publishers Inc.

Unit I	Introduction to MICE: Components of MICE; evolution of meetings; incentives, convention and expositions.
Unit II	Conference Market: The nature of conference markets; the demand for conference facilities; role of travel agencies in the management of conferences.
Unit III	Meeting: Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners; types of shows.
Unit IV	IT impact: Advancement of science and technology on conference business; trade shows; exhibitions; incentives.
Unit V	Impact of Events: The impact of conventions on local and national communities. emerging dimensions of convention business in India. ICBP.

Code of Course and semester	BBA (TT) 604 B / VI Semester
Name of Course	Adventure Tourism
Type of Course	Discipline Specific Elective /DSE 04
Credits	6 credits
Exit Level outcomes	The students will know about Adventure and Adventure Tourism. The difference between other types of tourism. The environment of travel business. Also, the students will know about the various types of adventure and the relation of adventure in tourism industry. This will make them to work and to indulge into new Adventure Tourism Business.
Text book/s	

	Buckley, Ralf (2006). <i>Adventure Tourism</i> . CAB International.
	Malik, S.S. (1997). <i>Adventure Tourism</i> , New Delhi: Rahul Publishing.
	Negi, J. (2001). <i>Adventure Tourism and Sports – Part- I & II</i> , New Delhi: KanishkaPublisers.
Reference Text	Hoye, R., Smith, A. C., Nicholson, M., & Stewart, B. (2015). <i>Sport management: principles and applications</i> . Routledge
	New Som, D., Moore, S.A., Dowling, R.K. (2004). <i>Natural Area Tourism</i> , New Delhi, Viva Books.

Unit I	Introduction to Adventure and Adventure Tourism: Importance and definitions; history of adventure tourism; classification and elements of adventure tourism; difference between adventure and sports.
Unit II	Introduction to Land Based Adventure: hiking; trekking; rock climbing; repelling, bouldering; skiing and safaris. Equipment used in land based adventure tourism. Popular land based adventure places in India.
Unit III	Introduction to Water Based Adventure: Snorkeling; scuba diving; rafting; kayaking; canyoning and surfing. Equipment used in water based adventure tourism. Popular water based adventure places in India.
Unit IV	Introduction to Air Based Adventure: Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc. Equipments used in air based adventure tourism. Popular air based adventure places in India.
Unit V	Major Adventure Based Organizations and institutions in India. Various courses offered in institutions. Scope and prospects of Adventure Tourism in India. Emerging trends of Adventure Tourism.

Code of course and semester	BBA (TT) 604 C / Semester VI
Name of course	Aviation Management
Type of course	Discipline Specific Elective (DSE)/ DSE 04
Credits	6 credits
Exit Level outcomes	This course is aimed at introducing the learner to the fundamentals of managing aviation business. The course will be oriented toward operations management in aviation industry.
Text book/s	Doganis, Rigas (2010). <i>Flying Off Course</i> . Routledge (4th Ed.). Shaw, Stephen (2011). <i>Airline Marketing and Management</i> . Ashgate (7th Ed.).
Reference books	Kotter, John P. (1996), "Leading Change", Harvard Business School Press, Trompenaars & Woolliams (2006). <i>Business Across Cultures</i> . Capstone Publishing. Scholes (2010). <i>Exploring Corporate Strategy</i> . Pearson.

Unit I	Introduction: Development of civil aviation; key economic, political, revenue and cost trends in today's industry environment; strategies airlines are adopting to sustain and grow their businesses; strategy development.
Unit II	Changing Business Scenario: Merger and acquisitions; impact of airlines alliances; low cost carriers and their growth; Impact of new digital technologies on all aspects of the airline business.
Unit III	Marketing Management: Airline marketing; fleet planning and the regulatory environment. Case study 1: Collapse of Swissair; Case study 2: Cost containment strategies; Air France – KLM Transform 2015 Turnaround Program, Purkayastha; Case study 3: Air Asia – flying low cost with high hopes, Ko, S.; Woo, C. Asia Case Research the University of Hong Kong, 2009; Southwest Airlines: Inkpen, A., Thunderbird School of Global Management, 2013.
Unit IV	Airport Management: The airport as operational system; sources of revenue; airport profitability and privatization; investor relations. Case studies discussion, Rigas Doganis, "The Airport Business", Routledge, 1992.
Unit V	Ecosystem of Air Transportation: Economic impact of air transport; supply, demand, pricing and market structures; key economic characteristics of the air cargo sector; the air transport value chain; characteristics of each stakeholder and profitability of each air.