



HINDUSTAN
INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

BBA TRAVEL AND TOURISM MANAGEMENT

CURRICULUM AND SYLLABUS

Under CBCS

(Applicable for Students admitted from Academic Year 2018-19)

BBA TRAVEL AND TOURISM MANAGEMENT

SCHOOL OF LIBERAL ARTS & APPLIED SCIENCES

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE
VISION AND MISSION

MOTTO

“TO MAKE EVERY MAN A SUCCESS AND NO MAN A FAILURE.”

VISION

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

MISSION

- To create an ecosystem for learning and world class research.
- To nurture a sense of creativity and innovation.
- To instill highest ethical standards and values with a sense of professionalism.
- To take up activities for the development of Society.
- To develop national and international collaboration and strategic partnership with industry and institutes of excellence.
- To enable graduates to become future leaders and innovators.

VALUE STATEMENT

Integrity, Innovation, Internationalization.

DEPARTMENT OF BUSINESS ADMINISTRATION
VISION AND MISSION

VISION

To enable the graduates to take over specialist and managerial positions in the tourism and travel industry.

MISSION

- To provide competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions in the Travel and Tourism Industry.
- To reinforce with on-the-job industrial exposure so as to sufficiently hone the skills and techniques learnt.

BBA – Tourism and Travel Management
PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The program is expected to enable the students to

- PEO I** Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment.
- PEO II** Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.
- PEO III** Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.
- PEO IV** Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.
- PEO V** Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.
- PEOVI** Develop superior oral and written communication skills relevant to business process effective communication skills, specifically write business documents clearly, and analytically and speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.
- PEO VII** Be employed in a broad range of positions including chairman and chief executive officer, president, chief operating officer, chief financial officer, general manager, executive vice president, managing director, and manager in a variety of industries.

PROGRAM OUTCOMES (ALIGNED WITH GRADUATE ATTRIBUTES) (PO)

At the end of this program, graduates will be able to

- PO1** To provide adequate basic understanding about Management Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.
- PO2** To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.
- PO3** To understand finance and other core business content and new venture development.
- PO4** To develop and implement functional and general management skills to make strategic decision in real – era.
- PO5** To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

- PO6** To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.
- PO7** To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.

PROGRAM SPECIFIC OUTCOMES (PSO)

At the end of this program, graduates will be able to execute the outcomes defined by Professional body

- PSO1:** Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
- PSO2:** Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- PSO3:** Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.
- PSO4:** Communicate in a business context in a clear, concise, coherent and professional manner.
- PSO5:** Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

ACADEMIC REGULATIONS FOR B.A / B. Sc / BBA/ B.COM/BCA DEGREE PROGRAMME

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I. PREAMBLE

As per the recommendations of UGC, the Hindustan Institute of Technology and Science (HITS) has introduced Choice Based Credit System (CBCS) from the academic year 2015-16. Choice Based Credit System (CBCS) is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. CBCS offers a flexible system of learning.

The system permits a student to

- (i) Learn at their own pace through flexible registration process.
- (ii) Choose electives from a wide range of courses offered by parent and other departments.
- (iii) Undergo additional courses to acquire the required number of credits for obtaining Liberal Arts / Applied Science (Hons.)
- (iv) Undergo additional courses in their special areas of interest and earn additional credits to obtain Liberal Arts /Applied Science with Minor Specialization.
- (v) Adopt an interdisciplinary approach in learning.
- (vi) Avail transfer of Credits.
- (vii) Gain Non – CGPA credits to enhance skill/employability by taking up project work, entrepreneurship, co-curricular and vocational training.
- (viii) Make the best use of the expertise of available faculty.
- (ix) Learn and earn credits through MOOC and Project Based Learning.
- (x) Enhance their Knowledge, Skill and Attitude through participation in innovative Curriculum Design, Delivery and Assessments.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

II. DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires:

1. “Programme” means, Degree Programme that is Undergraduate Degree in Liberal Arts /Applied Science Stream Programme.
2. “Discipline” means, specialization or branch of Degree Programme, [E.g. Fashion Design, Computer Applications, Commerce, Viscom, Arts etc.,].
3. “Course” means a theory or practical subject that is normally studied in a semester, like Business Economics, Finance and Accounting, etc.
4. “Vice – Chancellor” means the Head of the Institution.
5. “Registrar” is the Head of all Academic and General Administration of the Institute.

6. “Dean Academics” means the authority of the University, who is responsible for all academic activities of the Academic Programmes for implementation of relevant rules and Regulations pertaining to the Academic Programmes.
7. “Controller of Examinations” means, the authority of the University who is responsible for all activities of the University Examinations.
8. “Dean – Student Affairs” is responsible for all student related activities including student discipline, extra and co – curricular activities, attendance and meetings with class representatives, Student Council and parent – teacher meet
9. “HoD” means, the Head of the Department concerned.
10. “Institute” means, Hindustan Institute of Technology and Science (HITS), Chennai.
11. “TCH” means, Total Contact Hours – refers to the teaching – learning periods.
12. “DEC” means, Department Exam Committee.
13. “BoS” means, Board of Studies.
14. “BoM” means, Board of Management.
15. “ACM” means, Academic Council the highest authoritative body for approval for all Academic Policies.
16. “Class Teacher” is a faculty of the class who takes care of the attendance, monitor the academic performance and the general conduct of the students of that class.
17. “CIA” is Continuous Internal Assessment which is assessed for every student, for every course during the semester.
18. “ESE” is End Semester Examination which is conducted by the Institute, at the End of the Semester for all the courses of that semester.
19. “AICTE” means, All India Council for Technical Education.
20. “UGC” means, University Grants Commission.
21. “MHRD” means, Ministry of Human Resource Development.

ACADEMIC REGULATIONS
Under Choice Based Credit System (CBCS)
(Effective from Academic year 2018 - 19)

1.0 Vision, Mission and Objectives

1.1 The Vision of the Institute is “To make every man a success and no man a failure”.

1.2 The Mission of the institute is

- To create an ecosystem that promotes learning and world class research.
- To nurture creativity and innovation.
- To instil highest ethical standards and values.
- To pursue activities for the development of the Society.
- To develop national and international collaborations with institutes and industries of eminence.
- To enable graduates to become future leaders and innovators.

Value Statement

Integrity, Innovation, Internationalization

Further, the Institute always strives

- To train our graduates with the latest and the best in the rapidly changing fields of Architecture, Engineering, Technology, Management studies, Science, Humanities and Liberal Arts.
- To develop graduates with a global outlook, possessing Knowledge, Skills and Attitude capable of taking up challenging responsibilities in the respective fields.
- To mould our graduates as citizens with moral, ethical and social values so as to fulfil their obligations to the nation and the society.
- To promote research in the field of Architecture, Engineering, Technology, Management studies, Science, Humanities, Liberal Arts and allied disciplines.

1.3 Aims and Objectives of the Institute are focused on

- Providing state of the art education in Engineering, Technology, Applied Sciences and Management studies.
- Keeping pace with the ever changing technological scenario and help the graduates to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and the nation.
- To inculcate a flair for Research, Development and Entrepreneurship.

2.0 Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute based on the guidelines issued by the UGC/ Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each discipline of the Liberal Arts /Applied Science programme will be decided by the Board of Management of the Institute as per the directives of AICTE/ UGC / MHRD, Government of India, taking into account the market demands. Seats are also made available up to 20% of the sanctioned intake for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the Institute.

2.2. Eligibility for Admission

(i) Regular Entry

The Candidate should have qualified in 10 + 2 examination and should have obtained at least 50% marks (45% in case of candidate belonging to reserved category) in the qualifying examination.

(ii) Lateral Entry (Applicable for Fashion Design)

The candidates possessing a Diploma in in the relevant discipline of specialization with minimum 50% marks awarded by the State Boards of Technical Education, India or any other competent authority as accepted by the Board of Management of the Institute as equivalent thereto are eligible for admission to the 3rd Semester of the Fashion Design degree programme.

2.3 The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.

2.4. In all matters relating to admission to the Undergraduate Degree programme in Liberal Arts / Applied Science stream, the decision of the Board of Management of the Institute shall be final.

2.5. At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and will forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Board of Management.

3.0 Student Discipline

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

3.1 Any act of indiscipline of a student reported to the Dean (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Student Affairs) to recommend

to the Vice – Chancellor the implementation of the decision. The student concerned may appeal to the Vice – Chancellor whose decision will be final.

- 3.2** Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

4.0 Structure of the Undergraduate Degree Programme in Liberal Arts and Applied Science stream

Choice Based Credit System (CBCS) was introduced from the Academic year 2015-16 in the curriculum to provide students a balanced approach to their educational endeavour.

- 4.1** All Undergraduate UG degree programmes in Liberal Arts / Applied Science stream for three years will have the curriculum and syllabi (course contents) as approved by the respective Board of Studies and Academic Council of the Institute.

- 4.2** Credits are the weightages are assigned to the courses based on the following general pattern:

4.4.1 One lecture / Tutorial period per week --- 1 credit

4.4.2 Up to Two periods of Practical per week --- 1 credit

- 4.3** The curriculum for Arts & Science degree programmes is designed to have a minimum of **110 credits + 4 Non – CGPA credits** distributed across SIX semesters of study for the award of degree.

Under CBCS, the degree programme will consist of the following categories of courses:

- i) General Core foundation (CF)** courses comprising of Humanities courses; Language Courses, Courses specific to the selected program etc.,
- ii) Compulsory Courses (CC) consisting of**
 - a. Professional Core (PC):** These courses expose the students to the foundation of specified subject topics related to the chosen programme of study comprising of theory and Practical/ field work/ Design project/ Project
 - b. Departmental Elective (DE):** These courses enable the students to take up a group of courses of their interest in the area of specialization offered by the parent Department / School.

- c. **Non –Departmental Electives (NE):** These courses are offered by departments (across disciplines) other than their parent Department. Two groups of Electives are available under NE namely, Electives offered by Core Departments and Open Electives offered by Non – Core departments.
- d. **Indexed Journal / Conference Publications:** If a student publishes a research paper in indexed Journal / Conference as main author, the same can be considered as equivalent to two credit course under NE.
- e. **Non-CGPA courses** offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

4.4 Non-CGPA courses

The student shall select any two courses /activity from the following **Table 1** during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department.

Table 1. Non CGPA Courses

No.	Course / Activity	Credits
1.	Start ups	2
2.	Industrial Training	2
3.	Technical conference, seminar, competitions, Professional Societies	2
4.	Management courses	2
5.	Technical Certification Course	2
6.	Sports	2
7.	NCC	2
8.	NSS	2
9.	YRC	2
10.	Art and Cultural activities	2
11.	English Proficiency Certification	2
12.	Aptitude Proficiency Certification	2
13.	Foreign Languages Level II and above	2
14.	Publication in Conferences / Seminar	2
15.	Indexed Journal Publication per paper	2

- 4.5** A student must earn compulsorily the credits under each category shown in **Table 2** and also a minimum total of **114 credits (110 credits + 4 Non - CGPA credits)** for the award of undergraduate in Arts & Science stream. For Lateral entry students, the 41 credits earned in their Diploma programme is considered as equivalent to the credits earned in the first year courses of the respective UG Degree Programme. However, they have to earn a minimum of **118 credits (114 credits + 4 Non - CGPA credits)** for the award of the degree.
- 4.6** Students are eligible for award of the respective **UG (Hons.) Degree** upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)** maintaining a CGPA of 8.0 with no history of arrears, as detailed in clause 7.0.
- 4.7** Students are eligible for the award of **the respective UG Degree** with minor specialisation upon successful completion of **126 credits (110 regular credits + 12 Additional Credits+ 4 Non - CGPA credits)**, as detailed in clause 8.0

Table 2. Distribution of Credits

No.	Category	Credits	Percentage
1	Basic Sciences & Humanities Courses	32	29
2	Professional Allied	18	16
3	Professional Core	38	35
4	Department Elective	6	5
5	Non – Department Electives	4	4
6	Enrichment Course	8	7
7	Project	4	4
	Total Credits	110	100
NON – CGPA			
8	Professional Development	4	---

- 4.8** The medium of instruction is English for all courses, examinations, seminar presentations and project reports.

5.0 Faculty Advisor

To help the students in planning their selection of courses and programme of study and for getting general advice on the academic programme, the concerned department will assign a certain number of students to a faculty member who will be called their Faculty Advisor. Such Faculty Advisor will continue to mentor the students assigned to him for the entire duration of the programme.

5.1 Class Committee

Every section / batch of the UG Degree programme will have a Class Committee consisting of Faculty and students.

The constitution of the Class Committee will be as follows:

- a. One Professor not associated with teaching the particular class shall be nominated by the Head of the Department to act as the Chairman of the Class Committee as approved by the Dean of the respective school;
- b. Course coordinator of each of the lecture based courses (for common courses);
- c. Four students from the respective class nominated by Head of the Department
- d. Faculty Advisors of the respective class.

5.2 Course Committee

Course committee shall be constituted by the HoD for all the common courses, with the faculty who are teaching the courses and with a Professor of the core department as the Chairman. The Course committee shall meet periodically to ensure the quality of progression of the course in the semester.

5.3 The basic responsibilities of the Class Committee and Course committee are

- a. To review periodically the progress of the students.
- b. To discuss issues concerning curriculum and syllabi and the conduct of the classes.
- c. To inform the students about the method of assessment as recommended by the Department Exam Committee (“DEC”) at the beginning of the semester. Each class committee / course committee will communicate its recommendations and the minutes of the meetings to the Head of the Department, Dean (Academics) and the Dean (Student Affairs).
- d. To conduct meetings at least thrice in a semester as per the Academic Plan issued by the Dean – Academics.
- e. To review the academic performance of the students including attendance, internal assessment and other issues like discipline, maintenance etc.

6.0 Registration for courses in a Semester

6.1 A student will be eligible for registration of courses in any semester only if the student satisfies regulation clause 12.0 (progression) 13.0 (maximum duration of the programme) and only if he/she has cleared all dues to the Institute, Hostel and Library up to the end of the previous semester provided that student is not debarred from enrolment on disciplinary grounds.

6.2 Except for the first - year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Schedule.

Late registration /enrolment will be permitted by the Dean - Academics, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

6.3 The student shall make the choice of course in consultation with the Faculty Advisor and as stipulated from time to time.

6.4 Students may have to pay additional fee for registering in certain elective courses under Non - Departmental Electives / Additional Credit Courses offered by certain specific Departments and for higher level Foreign Languages, as decided from time to time.

7.0 Under Graduate Degree (Honours) Programme

A new academic programme, under graduate (Hons.) degree is introduced in order to facilitate the students to choose the specialized courses of their choice and build their competence in a specialized area. The features of the new programme include:

- a. Students in UG degree regular stream can opt for UG (Hons.), degree provided they have CGPA of 8.0 up to the end of fourth semester, without any history of arrears.
- b. The students opting for this program have to take four additional courses of their specialization of a minimum of 3 credits each from 3rd to 6th semester with not more than 2 additional courses in a semester.
- c. The student can also opt for post graduate level courses.
- d. The faculty advisor will suggest the additional courses to be taken by the students based on their choice and level of their academic competence.
- e. Students securing “E” or “U” grade or “DE” category (ref: clause 16.0 – Grading) in any course, including the additional credit courses, are not eligible for Liberal Arts and Applied Science. (Hons) degree.
- f. The students have to pay the requisite fee for the additional courses.

8.0 Under graduate degree with Minor specialization in Liberal Arts / Applied Science stream

- a. Students, who are desirous of pursuing their special interest in areas other than the chosen discipline of Arts/ Fashion/ Humanities/ Management/ Basic Sciences, may opt for additional courses in minor specialisation groups, offered by a department other than their parent department. Such students shall select the stream of courses offered with pre – requisites by the respective departments and earn a Minor Specialization. The number of credits to be earned for Minor specialization is 12 credits. The students are permitted to register for their minor specialization courses from the V semester onwards subject to a maximum of 6 credits per semester.
- b. The students have to pay the requisite fee for the additional courses

9.0 Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports / Minor Medical conditions etc.

9.1 Irrespective of the reason for the shortfall of the attendance, a student with a **cumulative attendance** of less than 75%, will **not** be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

9.2 For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Vice – Chancellor. Such condonation is permitted **only twice** for a student in the entire duration of the programme.

The Vice Chancellor, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Vice Chancellor deems it fit and deserving, but in any case the condonation cannot exceed 10%

10.0 Assessment Procedure

Every course shall have two components of assessment namely,

- a. Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the Academic Schedule
- b. End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the Academic Schedule

The weightages for the various categories of the courses for CIA and ESE is given in Table 3.

Table 3 Weightage of the CIA and ESE for various categories of the courses

No.	Category of Courses	CIA weightage	ESE	ESE Minimum	Passing minimum (CIA + ESE)
1	Theory Course	50%	50%	40%	40%
2	Practical Course	80%	20%	40%	40%
3	Theory Course with Practical Components	60%	40%	40%	40%
4	Department Elective (DE)/ Non – Department Elective (NE)	50%	50%	40%	40%
5	Design Project / Case Studies	100%	---	---	40%
6	Comprehension	100%	---	---	40%
7	Internship / Personality Development	100%	---	---	40%
8	Project and Viva Voce	50%	50%	40%	40%

10.1 Theory Course / DE / NE Assessment weightages:

The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis as given in Table 4.

Table 4: Weightage for Assessment

No.	Assessment	Weightage	Duration
1.	First Periodical Assessment	10%	1 period
2.	Second Periodical Assessment	10%	1 Period
3.	Third Periodical Assessment	10%	1Period
4.	Seminar/Assignments/Project/ Lab	10%	--
5.	Surprise Test / Quiz / Lab	10%	--
6.	End Semester Exam	50%	2 to 3 hours

10.2 Practical Course: For practical courses, the assessment will be done by the course teachers as below:

Weekly assignment/Observation / lab records and viva as approved by the Department Exam Committee (“DEC”)

- a. Continuous Internal Assessment -- 80%
- b. End Semester Examination -- 20%

10.3 Theory courses with practical Component: For theory courses with practical Component, the assessment will be calculated as approved by the “DEC” as follows.

- a. Continuous Internal Assessment -- 60%
- b. End Semester Exam -- 40%

10.4 Design Project – Assessment

The general guidelines for assessment of Design Project is given in Table 5

Table 5: Assessment pattern for Design Project

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Review	Concept	20%
2.	Second Review	Design	30%
3.	Third Review	Experiment/Analysis	20%
4.	Project report and Viva – Voce	Results and Conclusion	30%

10.5 Comprehension – Assessment

The general guidelines for assessment of Comprehension is given in Table 6.

Table 6: Assessment pattern for Comprehension

No.	Review / Examination scheme	Broad Guidelines	Weightage
1.	First Periodical Assessment-MCQ	Basic Arts and Sciences	20%
2.	Second Periodical Assessment - MCQ	Allied core	50%
3.	Third Periodical Assessment – Presentation	Emerging Areas	30%

10.6 Internship

A student has to compulsorily attend Summer / Winter internship during 3rd year for a minimum period of one month.

In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the Institute and carry out the project for minimum period of one month.

In both the cases, the internship report in the prescribed format, duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva - voce. The course will have a weightage of 1 credit or as defined in the respective curriculum.

10.7 For final year Project / Dissertation / Design Project/ Internship, the assessment will be done on a continuous basis as given in Table 7

Table 7: Assessment of Project work

No.	Review / Examination scheme	Weightage
1.	First Review	10%
2.	Second Review	20%
3.	Third Review	20%
4.	Project report and Viva – Voce	50%

For the final year project and Viva – Voce semester examination, the student shall submit a Project Report in the prescribed format issued by the Institute. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester assessment will be based on the project report and a viva on the project conducted by a Committee constituted by the Registrar / Controller of examination. This may include an external expert.

10.8 For Non – CGPA courses, the assessment will be graded “Satisfactory/Not Satisfactory” and grades of Pass/Fail will be awarded.

10.9 Flexibility in Assessment

The respective Departments under the approval of the Department Exam Committee (**DEC**) may decide the mode of assessment, based on the course requirements.

11.0 Procedures for Course Repetition

If a student is detained in any semester for shortage of attendance (under “DE” Category), he/she shall re-register in the subsequent academic year, by paying the requisite fee for the semester in which he/she was detained and gain required attendance to become eligible to appear for the end semester examination.

12.0 Maximum Duration of the Programme

A student may complete the programme at a slower pace than the regular pace, but in any case in **not more than 5 years for Liberal Arts / Applied Science, and not more than 4 years for lateral entry students (as applicable)** excluding the semesters withdrawn as per clause **13.0**.

A student completing the degree programmes in the extended period will not be eligible for Institute ranking.

13.0 Temporary withdrawal from the Programme

- a. A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.
- b. A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, Start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, Dean (Academic) and Dean (Student Affairs).

14.0 Declaration of results

- 14.1** A student shall secure the minimum marks as prescribed in Clause 10.0 (Table 3) in all categories of courses in all the semesters to secure a pass in that course.
- 14.2 Supplementary Examinations:** If a candidate fails to secure a pass in a Theory / DE / NE courses (“U” grade) – as per clause 16.1 he/she shall register, pay the requisite fee and re-appear for the End Semester Examination during the following semesters. Such examinations are called Supplementary Examinations. The Internal Assessment marks secured by the candidate will be retained for all such attempts.
- 14.3** A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.
- 14.4 After 4 years,** the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who **secures 40%** in the end semester examination will be declared to have passed the course and earned the specified credits, irrespective of the score in internal assessment marks.
- 14.5** If a candidate fails to secure a pass in Practical/Theory with Practical component/Design Project / Internship / Comprehension courses “U” grade – as per clause 16.1 he/she shall register for the courses in the subsequent semester when offered by the departments and shall pay the prescribed fee.
- 14.6** Revaluation is **not** permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.
- 14.7** Candidate who earns required credits for award of degree after 5 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only *second class* irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme (13.0) will be excluded from the maximum duration as mentioned above.
- 14.8 Semester Abroad Programme:** Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the credit transfer committee.

15.0 Grading

A grading system as shown in Table 10 will be followed.

Table 10: Grading system

Range of Marks	Letter Grade	Grade Points	Remarks
90 – 100	S	10	Outstanding
80-89	A	09	Excellent
70-79	B	08	Very Good
60-69	C	07	Good
50-59	D	06	Average
40 – 49	E	05	Pass
<40	U	00	To Reappear for end-semester examination

15.2 GPA and CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course “i” and the grade points P_i earned for that course taken over all courses “i” registered and successfully completed by the student to the sum of C_i for all “i”. That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

- 15.3** The Grade card will not include the computation of GPA and CGPA for courses with letter grade “U” until those grades are converted to the regular grades.
- 15.4** A course successfully completed cannot be repeated.

16.0 Grade Sheet

Letter grade

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 10.

- 16.1** A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than U in that course.

- 16.2** After results are declared, grade sheet will be issued to each student which will contain the following details:
- Program and discipline for which the student has enrolled.
 - Semester of registration.
 - The course code, name of the course, category of course and the credits for each course registered in that semester
 - The letter grade obtained in each course
 - Semester Grade Point Average (GPA)
 - The total number of credits earned by the student up to the end of that semester in each of the course categories.
 - The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
 - Credits earned under Non – CGPA courses.
 - Additional credits earned for the respective UG degree (Hons.), or respective UG degree with Minor specialization.

17.0 Class/Division

Classification is based on CGPA and is as follows:

CGPA \geq 8.0: **First Class with distinction**

6.5 \leq CGPA < 8.0: **First Class**

5.0 \leq CGPA < 6.5: **Second Class.**

- 17.2** (i) Further, the award of '**First class with distinction**' is subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses in his/her first appearance **with effect from II semester** and within the minimum duration of the programme.
- (ii) The award of '**First Class**' is further subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses **within 5 years**.
- (iii) The period of authorized break in study (vide clause 14.0) will not be counted for the purpose of the above classification.
- (iv) To be eligible for award of **UG (Hons.) Degree** the student must have earned total of **126 credits (110 regular credits + 12 additional credits offered by their school + 4 Non CGPA credits) and should have 8.0 CGPA, without any history of arrears and should not have secured E, DE, U, in any course, during the entire programme.**
- (v) To be eligible for award of **the respective UG Degree with Minor Specialization**, the student must have successfully earned **126 credits (110 regular credits + 12 Additional credits in Minor Specialisation + 4 Non – CGPA Credits)**

18.0 Transfer of credits

- 18.1.** Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to

earn part of the credit requirement in other approved Universities of repute & status in the India or abroad.

18.2 The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under lateral entry, based on the recommendation of the credit transfer committee on a case to case basis.

18.3 Admission norms for working Professionals

Separate admission guidelines are available for working / experienced professionals for candidates with the industrial / research experience who desire to upgrade their qualification as per recommendation of Credit Transfer Committee.

19.0 Eligibility for Award of the UG Degree, /UG (Hons.) Degree/ UG Degree with Minor Specialisation

19.1 A student shall be declared to be eligible for award of the respective UG Degree / UG (Hons.) / UG Degree with Minor specialisation if he/she has satisfied the clauses 4.6 / 7.0 / 8.0 respectively within the stipulated time (clause 12, 13).

- a. Earned the specified credits in all the categories of courses (vide clause 4.6) as specified in the curriculum corresponding to the discipline of his/ her study.
- b. No dues to the Institute, Hostels, Libraries etc.; and
- c. No disciplinary action is pending against him / her.

The award of the degree shall be recommended by the Academic Council and approved by the Board of Management of the Institute.

20.0 Change of Discipline

20.1 If the number of students in any discipline of Liberal Arts /Applied Science. class as on the last instructional day of the First Semester is less than the sanctioned strength, then the vacancies in the said disciplines can be filled by transferring students from other disciplines subject to eligibility. All such transfers will be allowed on the basis of merit of the students. The decision of the Vice-Chancellor shall be final while considering such requests.

20.2 All students who have successfully completed the first semester of the course will be eligible for consideration for change of discipline subject to the availability of vacancies and as per norms.

21.0 Power to modify

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all of the above regulations from time to time, if required, subject to the approval by the Board of Management.

BBA – TRAVEL AND TOURISM MANAGEMENT									
TOTAL : 112 CREDITS									
SEMESTER – I									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	BS	TLA2101 HLA2101 FLA2101 FLA2105	Tamil – I Hindi – I French – I A French – I B	3	0	0	3	0	3
2	BS	ELA2101	English	3	0	0	3	0	3
3	PC	COB2101	Financial Accounting – I	3	1	0	4	0	4
4	CF	BAB2101	Business Communication	3	0	0	3	0	3
5	PC	ENB2101	Principles of Micro Economics	3	0	0	3	0	3
6	CF	BAA2131	Enrichment Course - I*	0	0	4	2	0	4
TOTAL				15	1	4	18	0	20
SEMESTER – II									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	BS	TLA2116 HLA2116 FLA2116 FLA2120	Tamil – II Hindi – II French – II A French – II B	3	0	0	3	0	3
2	BS	ELA2116	ENGLISH – II	3	0	0	3	0	3
3	PC	COB2116	Financial Accounting – II	3	1	0	4	0	4
4	PC	BAB2116	Principles of Management	3	0	0	3	0	3
5	PC	ENB2116	Principles of Macro Economics	3	0	0	3	0	3
6	CF	BAA2141	Enrichment Course - II*	0	0	4	2	0	4
TOTAL				15	1	4	18	0	20

SEMESTER – III									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2201	Cost & Management Accounting	3	1	0	4	0	4
2	PC	COB2201	Business Law	3	0	0	3	0	3
3	PC	MAB2201	Business Statistics	3	1	0	4	0	4
4	PC	BAB2202	Enterprise Systems	3	0	0	3	0	3
5	PC	MAB2202	Business Mathematics	3	1	0	4	0	4
6	CF	COA2231	Enrichment Course - III*	0	0	4	2	0	4
Total				15	3	4	20	0	22
SEMESTER – IV									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	TTB2216	Indian Geography	3	1	0	0	4	4
2	PC	TTB2217	Travel Management	3	0	0	0	3	3
3	PC	TTB2218	Tourism Product	3	0	0	0	3	3
4	PC	TTB2219	Basics of Travel Agents & Tour Operators	3	0	0	0	3	3
5	PC	TTB2220	Eco Tourism	3	0	0	0	3	3
6	CF	COA2241	Enrichment Course - IV*	0	0	4	0	2	4
Total				15	1	4	0	18	20

SEMESTER – V									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	TTB2301	Indian Cultural Heritage	3	1	0	0	4	4
2	PC	TTB2302	Economics of Tourism	3	1	0	0	4	4
3	PC	TTB2303	Global Tourism	3	1	0	0	4	4
4	PC	TTB2304	Hospitality Management	3	0	0	0	3	3
5	PC	TTB2305	Tourism Marketing	3	0	0	0	3	3
6	DE		Elective 1:	3	0	0	0	3	3
7	CF	BAA2301	Value Education	1	0	0	0	0	1
Total				19	3	0	0	21	22
SEMESTER – VI									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
1	PC	BAB2317	International Business Management	3	1	0	0	4	4
2	PC	BAB2318	Entrepreneurship Development	3	1	0	0	4	4
3	PC	TTB2316	Airline Marketing Management	3	0	0	0	3	3
4	DE		Elective 2:	3	0	0	0	3	3
5	CF	BBA2341	Extension Activities	0	0	2	0	1	2
6	PC	BAB2341	Project Work	0	0	6	0	4	8
Total				12	2	8	0	19	24

Enrichment Course I* - Written Communication

Enrichment Course II* - Oral Communication

Enrichment Course III* - Tally

Enrichment Course IV* - MS Office

LIST OF DEPARTMENTAL ELECTIVES									
SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
5	DE	TTC2351	Human rights and tourism	3	0	0	3	0	3
5	DE	TTC2352	Front office management	3	0	0	3	0	3
5	DE	TTC2353	Tourism business – I	3	0	0	3	0	3
5	DE	TTC2354	Tourism in India	3	0	0	3	0	3
6	DE	TTC2366	Air ticketing & fair construction	3	0	0	3	0	3
6	DE	TTC2367	Introduction to aviation management	3	0	0	3	0	3
6	DE	TTC2368	Tourism business – II	3	0	0	3	0	3
6	DE	BAC2367	Customer relationship management	3	0	0	3	0	3

SEMESTER – I

COURSE TITLE	TAMIL I			CREDITS	3
COURSE CODE	TLA2101	COURSE CATEGORY	BS	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	செய்யுள்				3
2.	இலக்கணம் – இலக்கணக்குறிப்புமட்டும்				3
3.	மொழித்திறன்				3
4.	பாடந்தழுவியஇலக்கியவரலாறு				3
5.	பொதுக்கட்டுரை				3
Prerequisites : Plus Two tamil-Intermediate Level					
MODULE – 1: செய்யுள்					(9)
நல்லதோர்வீனை, தமிழ்வளர்ச்சி, ஆறுதன்வரலாறுகூறுதல், சிற்பி முள்முள்முள், அப்துல்ரகுமான், குருடர்களின்யானை					
MODULE 2 – தமிழ் இலக்கிய வரலாறு					(9)
சிறுகதைகள்தோற்றமும்வளர்ச்சியும் புதுக்கவிதைகள்தோற்றமும்வளர்ச்சியும் நாடகஇலக்கியத்தின்தோற்றமும்வளர்ச்சியும்					
MODULE 3 - இலக்கணம்					(9)
செய்யுள்பகுதியில்அமைந்துள்ளஇலக்கணக்குறிப்பு, இடஞ்சட்டிபொருள்விளக்கம்தருதல்,					
MODULE 4 -: வாய்மொழி இலக்கியம்					(9)
தாலாட்டு, காதல், ஒப்பாரி					
MODULE 5 – மொழிப் பயற்சி					(9)
பொருந்தியசொல்தருதல், மரபுத்தொடர்கள், கலைச்சொற்கள்.					

COURSE TITLE		HINDI - I		CREDITS	3
COURSE CODE	HLA2101	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA	60%			ESE	40%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understand about poetry and its sophistication				1,2
2.	Understand about the Hindi literature				1,2
Prerequisites : Nil					
MODULE 1: OLD POETRY					(20)
1.	Kabir (Dohe only)				
2.	Surdas (First 5 Pad only)				
3.	Tulasidas (KevatPrasang only)				
4.	Raheem (First 12 Dohe only)				
5.	Tirukkural (First 12 Kural only)				
MODULE 2: HISTORY OF HINDI LITERATURE					(25)
1.	KaalVibhajan				
2.	VeergathaKaalAthavaAadiKaal – Pramukh				
3.	KaviaurRachanayen, - RaasokiPramanikatha				
4.	BhakthiKaal – PramukhKaviaurRachanayen-				
5.	NirgunausagunBhakthiSahithyakiViseshatayen				
6.	ReethiKaal – PramukhKavi – aurRachanayen –				
7.	ReethiKaalkiViseshatayen				
TEXT BOOKS					
1	PRESCRIBED TEXT BOOK : POETRY SELECTION (2007), University Publications, University of Madras				
REFERENCE BOOKS					
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustak-Mandir, Agra				
2	Hindi SahithyaYugaurPravritthiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NaiySarak, New Delhi				

COURSE TITLE		FRENCH – I A			CREDITS	3
COURSE CODE		FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE 1:						(11)
1.1. Se presenter a des publics different et saluer 1.2. Saluer et prendre congé 1.3. La presentation, s'appeler et être et pronomssujets, C'est / il est / elle est. 1.4. Articles definis / indefinis, Voici / voila / il y a 1.5. Des cartes d'identité. 1.6. Presenter quelqu'un 1.7. Parler de soi 1.8. Les nationalités, les verbes er (commencer, habiter...) 1.9. Les chiffres 1 a 50 1.10. Des vedettes et leurs nationalités 1.11. Epreuves						
MODULE 2:						(11)
2.1 Exprimer ses goûts, ses préférences. 2.2 La négation, les articles définis. 2.3 Les mois et les jours / le calendrier. 2.4 Les verbes er (suite). 2.5 L'interrogation avec intonation 2.6 décrire un lieu, les noms des différentes salles... 2.7 Les adjectifs qualificatifs mon, ma, mes et notre, nos 2.8 Epreuves						
MODULE 3:						(11)
3.1 Donner des directions / localiser un lieu / trouver un lieu 3.2 Les verbes aller et mettre. 3.3 L'article contracté et les prépositions de lieu (en, a, au...) 3.4 L'imperatif 3.5 Les mots de caractérisation d'un lieu et les lieux urbains 3.6 Les transports 3.7 Discuter et acheter des produits, Ça fait... et les expressions De quantité, les fruits, les légumes, les produits alimentaires Les produits propres aux pays différents. 3.8 La négation et le COD						

3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
MODULE 4:	
	(11)
4.1	fixer un rendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbes sortir et partir
4.5	L'interrogation avec est-ce que
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
TEXT BOOKS	
1	Krishnan, C & Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
REFERENCE BOOKS	
1	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008
2	MERIEUX, Regine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004
3	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009
4	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Paris, 2011
E BOOKS	
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS
MOOC	
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017

COURSE TITLE		FRENCH I - B		CREDITS	3
COURSE CODE	FLA2105	COURSE CATEGORY	BS	L-T-P-S	3-0-0-3
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES			PO	
1.	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language			1,2,4,6	
2.	Applying the concepts for oral and written mastery of the language			1,2,4,6	
Prerequisites: : Basic Knowledge in English					
MODULE 1					(5)
L'alphabet, Culture et civilization françaises, Épelez les prénom, Trouvez le pays, Completez le carte d'identité . Exercices : Completez					
MODULE 2					(5)
Saluez – Phrases from DONDO, Dialogue avec comment ça va? ç ava bien, comment allez-vous? Comment vas-tu? Exercices: Traduisez, Match, Retrouvez les mots, Ecrivez en français					
MODULE 3					(5)
Nombré 1-100 Les legumes et des fruits Exercices: comptez et écrivez , écrivez les nombres, Nommez les Legumes et des fruit,					
MODULE 4					(5)
Presentez vous et presentez votre ami(e), Pratiquer avec chaque élève. Exercices: écrivez en français, Trouvez la question, completez le dialogue					
MODULE 5					(5)
Conjugez le verb être, formation des phrases Je + verb + indien; nationality – (Masculine et feminine) et le pays. Exercice: Reliez, écrivez féminin ou masculine, nommez le pays, Choisissez la bonne réponse, écrivez en français					
MODULE 6					(4)
Adjectif- (Masculine et feminine) Formation de phrases. Exercice: écrivez féminin ou masculine, mettez au pluriel, Completez avec le forme convenable d'« être » Donnez le contraire, Décrivez-vous					
MODULE 7					(4)
Profession (Masculine et feminine), formation de phrases Sujet +verb+les phrases avec profession Exercice: écrivez féminin ou masculine, devinez la profession, Retrouvez les phrases, completez avec les profession					
MODULE 8					(4)
Qui est-ce Exercice: trouvez le question, completez avec c'est, ce sont, il est, elle est; Qu'est-ce que c'est, l'article défini et indéfinis, introduce des choses en français. Prépositions : devant, derrière, sur, sous à cote de, à travers etc. Exercice: Écrivez en français, mettez au pluriel, Nommez quatre objects dans votre cartable, votre maison, votre sale de la classe, votre chamber, votre armoire. Votre sac etc., Completez avec les préposition convenable					

MODULE 9	(4)
Les couleurs - (Masculine et feminine) Conjuguez le verb Avoir, Faire, Aller, Dire, Manger, voyager, vouloir, pouvoir and 'ER' Verbs au present. Écrivez les phrases avec les verbs. Exercice: completez avec le forme convenable avec les verbs donné entre paranthèses, nommez la couleur, écrivez féminin ou masculine.	
MODULE 10	(4)
Les jour de la samine, le mois de la année, et les saisons, numero ordinaux Exercice: Traduisez, Completez les phrases suivants, répondez aux questions, completez avec les nombres ordinaux	

COURSE TITLE		ENGLISH I		CREDITS	3
COURSE CODE	ELA2101	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES			PO	
1.	Demonstrate an understanding of importance of listening Skills and understanding the nuances to develop listing skills.			2, 1	
2.	Demonstrating speaking skills and ways to improve.			3, 2	
3	Understanding and appreciating poetry			7, 1, 2	
4.	Enabling to draft mail and emails.			3, 1, 2	
5.	Eliciting and imparting the knowledge of English using comprehension skills			1, 2	
Prerequisites: Basic English competency					
MODULE – 1: LISTENING SKILL					(9)
Listening & Note taking-- Pre-reading & While-reading activities --Reading comprehension--Functional grammar--Enriching word power- Extensive reading--Functional writing--Reading for pleasure-- Making formal speech--Academic writing--Speech practice--Pronunciation practice—Interpretation— Acronyms--Grammatical accuracy--Poetry appreciation – Telling humorous anecdotes (real and imaginary) and jokes. Self evaluation through Self test.					
MODULE – 2: READING COMPREHENSION					(9)
Listening & Note taking-- Critical thinking--Reading comprehension Reference skills-- Critical reading— Interpretation--Poetry appreciation—Project--Soft skills---Enriching word power Pronunciation practice--Academic writing -- Extensive reading Reading & Note making-- Functional grammar -- Proverb expansion Self test –Developing conversational skills by telling jokes.					
MODULE – 3: POETRY APPRECIATION					(9)
Listening and Note taking -- Critical thinking -- Reading and Note making-- Reference skills -- Functional grammar -- Reading for pleasure -- Poetry appreciation – Developing public speaking skills by telling humorous anecdotes and jokes about oneself and others.					

MODULE – 4: WRITING SKILL		(9)
Speech practice -- Reading and Note making -- Critical thinking Summarizing -- Poetry appreciation -- Group, pair & individual work Extended writing -- Enriching word power -- E mail writing Reference skills -- Pronunciation practice—Developing creative writing skills through writing jokes about classmates, friends etc.		
MODULE – 5: COMPREHENSION SKILLS		(9)
Silent reading and testing comprehension skills—Reading aloud and accuracy in pronunciation— Making short speeches before small groups to check fluency—Writing small pieces of discourse meant for day to day communication—Writing short academic pieces for exam purposes—Doing self-check grammar tests to improve grammatical accuracy.		
TEXT BOOKS		
1	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018	
E BOOKS		
1	https://thinkedc.com/wp-content/uploads/2016/10/Effective-Listening-Skills-eBook.pdf	
MOOC		
1	https://click.linksynergy.com/fs-bin/click?id=SAyYsTvLiGQ&subid=&offerid=323058.1&type=10&u1=cc_table_listings&tmpid=14538&RD_PARM1=https%3A%2F%2Fwww.udemy.com%2Flearn-english-grammar-upgrade-your-speaking-and-listening%2F%26u1%3Dcc_table_listings	

COURSE TITLE		FINANCIAL ACCOUNTING– I		CREDITS	4
COURSE CODE	COB2101	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate a critical understanding of the Basics of Accounting and the importance of Double Entry Book Keeping				2,4
2.	Analyzing the various transactions, preparing Final Accounts and arriving at the net profits				7& 6
3.	Understanding the various concepts like average due date and account current for calculating the debt payments and also reconciling the difference between cash book and pass book				2
4.	Understanding the role of wear and tear in machines and need for replacing the machinery at the appropriate time				7
5.	Analysing the problems in Single entry and converting it into double entry system				2& 4
Prerequisites: Basic Concepts in Accounting					
MODULE – 1: DOUBLE ENTRY BOOK KEEPING					(9)
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions, Objectives of Accounting, Accounting Transactions, Double Entry Book Keeping, Journal, Ledger, Preparation of Trial Balance, Preparation of Cash Book					
MODULE – 2: FINAL ACCOUNTS & ACCOUNTS OF NON TRADING CONCERNS					(9)
Preparation of Final Accounts of a Sole Trading Concern, Adjustments, Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Non Trading Organizations					
MODULE – 3: BANK RECONCILIATION STATEMENT					(9)
Average Due date, Account Current, Bank Reconciliation Statement					
MODULE – 4: DEPRECIATION					(9)
Depreciation, Meaning, Causes, Types, Straight Line Method, Written Down Value Method Insurance Policy Method, Sinking Fund Method & Annuity Method. Insurance claims, Average Clause (Loss of stock & Loss of Profit)					
MODULE – 5: SINGLE ENTRY					(9)
Single Entry, Meaning, Features, Defects, Differences between Single Entry and Double Entry System, Statement of Affairs Method, Conversion Method					
TEXT BOOKS					
1	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.				
2	Jain &Narang, Financial Accounting - Kalyani Publishers - New Delhi.				
3	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications –Chennai				

E BOOKS	
1	https://corporatefinanceinstitute.com/resources/ebooks/
2	https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf
MOOC	
1	https://www.mooc-list.com/course/introduction-financial-accounting-coursera

COURSE TITLE	BUSINESS COMMUNICATION			CREDIT	3
COURSE CODE	BAA2101	COURSE CATEGORY	CF	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the basic principle of communication, the importance of communication, and applying the concept in oral and written communication				1& 5
2.	Understanding the importance of effective communication and applying the concept in overcoming barriers to communication				1& 5
3.	Applying the concept in reading, listening, and presentation skills and making an effective communication				5
4.	Applying the concept for career advancement through presenting oneself in interviews and group discussions				2
5.	Understanding the importance of modern forms of communication and thereby achieving the objective of paperless office and resorting to environmental concern				1
Prerequisites: Thorough knowledge in English and grammar, exposure in written communication					
MODULE – 1: INTRODUCTION					(9)
Communication – Definition, Nature – Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication					
MODULE – 2: PRINCIPLES					(9)
Principles of Effective Communication, Barriers to Communication, Measures to overcome barriers to communication, Media and Modes of Communication					
MODULE – 3: COMMUNICATION SKILLS					(9)
Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences					
MODULE – 4: CAREER ADVANCEMENT					(9)
Communication for Career Advancement - Interview Skills and Group Discussion					
MODULE – 5: MODERN FORMS OF COMMUNICATION					(9)
Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.					
TEXT BOOKS					
1.	Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.				
2.	Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.				

3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
E-BOOKS	
1.	https://is.muni.cz/el/1456/jaro2016/MPV_COMA/um/E-book_II_Business-Communication.pdf
2.	https://bookboon.com/en/business-communication-ebook
MOOC	
1.	https://www.class-central.com/subject/communication-skill

COURSE TITLE	PRINCIPLES OF MICRO ECONOMICS			CREDITS	3
COURSE CODE	ENB2101	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding of basic economics and difference of micro and macro economics with different authors				6
2.	Examining the importance of demand and supply with demand forecasting				6
3	Illustrating consumer behavior with help of utility analysis and its properties				6
4.	Analyzing the producer's equilibrium and production, cost relations with its proportions				4
5.	Understanding pricing policy with various market structures and its types.				4
Prerequisites: Basic concept of Economics, Market structure, Pricing policies					
MODULE – 1: INTRODUCTION OF ECONOMICS					(9)
Wealth, Welfare and Scarcity Views on Economics , Positive and Normative Economics Definition, Scope and Importance of Business Economics , Concepts: Production Possibility frontier ,economic growth & stability , Micro economies and Macro economies					
MODULE – 2: DEMAND AND SUPPLY FUNCTIONS					(9)
Meaning of Demand , Determinants and Distinctions of demand , Law of Demand , Elasticity of Demand and supply , Firm's equilibrium demand and supply , Demand Forecasting					
MODULE – 3: CONSUMER BEHAVIOUR					(9)
Law of Diminishing Marginal utility ,Equi-marginal Utility , Consumer's Equilibrium, Indifference Curve , Definition, Properties and equilibrium					
MODULE – 4: PRODUCTION					(9)
Law of Variable Proportion , Laws of Returns to Scale , Producer's equilibrium ,economies and diseconomies of scale, Relation between Production and cost function , cost analysis , short-run and long-run , Break Even Analysis.					

MODULE – 5: PRICING POLICY		(9)
Market structure and classification, Price and Output Determination under Perfect Competition, Monopoly, Discrimination monopoly, Monopolistic Competition, Oligopoly, Duopoly, Price Discrimination, Pricing objectives and Methods.		
TEXT BOOKS		
1.	S.Shankaran, Business Economics - Margham Publications - 2017	
2.	P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons - New Delhi 2012	
3.	C.M.Chaudhary, Business Economics - RBSA Publishers - Jaipur – 2013	
E BOOKS		
1.	http://www.eighbooks.com/read-now.php?q=principles-of-microeconomics-7th-edition	
2.	https://www.doviak.net/microbook_3e.pdf	
MOOC		
1	https://www.mooc-list.com/course/microeconomics-principles-coursera	

COURSE TITLE		ENRICHMENT COURSE - I			CREDITS	2
COURSE CODE	BAA2131	COURSE CATEGORY	CF	L-T-P-S	0- 0- 4- 0	
CIA	80%			ESE	20%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1	Demonstrate a critical understanding of the importance of letter writing and develop a thorough understanding of the impact of letters in communication				1	
2	Analyzing the various situations in an Office environment and drafting the letter appropriate for the situation in precise and concise manner				2	
3	Applying the concept of letter writing in external business correspondence and the importance of persuading etc. in the letter				2,8	
4	Understanding the power of Resume while applying for a job and the impact it is likely to create.				4	
5	Applying the communication concepts for writing reports effectively and persuasively.				6	
Prerequisites: Thorough knowledge in Sentence making, Punctuation, basic business vocabulary Thorough knowledge in Sentence making, Punctuation, basic business vocabulary						
MODULE – 1: LETTER WRITING						(12P)
Letter Writing, Sales Letter, Claim And Adjustment Letter And Social Correspondence						
MODULE – 2: INTER-OFFICE CORRESPONDENCE						(12P)
Memorandum, Inter-Office Memo, Notices, Agenda, Minutes						
MODULE – 3: EXTERNAL CORRESPONDENCE						(12P)
Inviting Quotation, Sending Quotation, Placing Orders, Inviting Tenders						
MODULE – 4: JOB APPLICATION						(12P)
Job Application Letter, Preparing Resumes						

MODULE – 5: REPORT WRITING		(12P)
Report Writing, Types Of Reports, Basic Formats Of Reports And Importance Of Including Visuals Such As Including Tables And Charts		
LAB / MINI PROJECT/FIELD WORK		
Mock Interview – arrange External HR person, Construction of Resume		
TEXT BOOKS		
1	Powell. In Company. MacMillan. 8th Edison 2016	
2	Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi. 5th Edison 2015	
REFERENCE BOOKS		
1.	Gardner, Howard. 2011. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York.	
2.	De Bono, Edward. 2015. Six Thinking Hats. 4th Edition. Penguin Books	
E BOOKS		
1	http://www.mantex.co.uk/improve-your-writing-skills/	
2	https://www.bloomsbury-international.com/images/ezone/ebook/writing-skills-pdf.pdf	
MOOC		
1.	https://www.mooc-list.com/course/writing-your-world-finding-yourself-academic-space-coursera	

SEMESTER - II

COURSE TITLE	TAMIL - II			CREDIT	3
COURSE CODE	TLA2116	COURSE CATEGORY	BS	L-T-P-S	3- 0- 0 -0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	செய்யுள்				2
2	இலக்கியவரலாறு				2
3	இலக்கணம்				2
4	சிறுகதைகள்				2
5	மொழிப்பயிற்சி				2
Prerequisites : Basic Knowledge in Tamil and Grammar					
MODULE – 1: செய்யுள்					(9)
நந்திக்கலம்பகம், தமிழ்விடிதூது, திருக்குற்றாலக்குறவஞ்சி, இயேசுபிரான் பிள்ளைத்தமிழ், சீறாபுராணம் (மானுக்குபிணைநின்றபடலம்)					
MODULE – 2: இலக்கியவரலாறு					(9)
சிறுநிலக்கியம்வரலாறு,கிறித்துவஇலக்கியவரலாறு, இசுலாமியஇலக்கியவரலாறு					
MODULE – 3: இலக்கணம்					(9)
இலக்கணக்குறிப்புகள்					
MODULE – 4: சிறுகதைகள்					(9)
கடவுளும்கந்தாஅமிப்பிள்ளையும், துன்பக்கேணி, (புதுமைப்பித்தன்)					
MODULE – 5: மொழிப்பயிற்சி					(9)
ஒருபொருள்குறித்தபலசொற்கள், பலபொருள்குறித்துஒருசொல், பிறமொழிச்சொற்களைநீக்குதல்மொழிபெயர்ப்பு.					
TOTAL					(45)

COURSE TITLE		HINDI - II		CREDITS	3
COURSE CODE	HLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA	60%			ESE	40%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understand about poetry and its sophistication				1,2
2.	Understand about the Hindi literature				1,2
Prerequisites : Nil					
MODULE 1: OLD POETRY					(20)
1.	Apanasansar (Maithili Saran Gupt)				
2.	2.Chinta (Only) (Jayasahankar Prasad				
3.	MurjhayaHuaPhool (MahadeviVarm)				
4.	4.Tum Logon se Door (Nagarjun)				
5.	Sneha Path (Bhavani Prasad Mishra)				
6.	Nimna Madhya Varg (PrabhakarMachve)				
7.	Aanevalon se EkSawaal (Bharat BhooshanAgarwal)				
8.	8. Bharat Ki Aarathi (ShamsherBahadursingh)				
MODULE 2: HISTORY OF HINDI LITERATURE					(25)
1.	KaalVibhajan				
2.	VeergathaKaalAthavaAadiKaal – PramukKaviaurRachanayen, - RaasokiPramanikatha				
3.	BhakthiKaal – PramukhKaviaurRachanayen- NirgunaurSagunBhakthiSahithyakiViseshatayen				
4.	4. ReethiKaal – PramukhKavi – aurRachanayen –ReethiKaalkiViseshatayen				
TEXT BOOKS					
1	POETRY SELECTION (2007) University Publications, University of Madras				
REFERENCE BOOKS					
1	Hindi SahithyakaVivechanatmakItihas - By Raj Nath Sharma, VinodPustakMandir, Agra				
2	Hindi SahithyaYugaurPravritthiya - Dr. Shiva Kumar Varma, Ashok Prakashan, NayiSarak, New Delhi				

COURSE TITLE		FRENCH – II A			CREDITS	3
COURSE CODE		FLA2116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE – 1: leçon 8						(11)
1.1. Acheter un billet 1.2. Les nombres au-delà de 100 1.3. Les different types de places (fumeur, non fumeur, aller-retour) 1.4. Les adjectives démonstratifs 1.5. L'interrogation avec inversion 1.6. Les vêtements 1.7. L'entraînement DELF 1.8. Compréhension/Production écrite 1.9. Épreuves						
MODULE – 2: leçon 9 et 10 du texte prescript I						(11)
2.1. Discuter les plats au restaurant 2.2. Les recettes, des plats et boissons différents, 2.3. Les formules de cuisine, des recettes simples 2.4. Des different pays. 2.5. Le passé récent 2.6. Les pronoms toniques 2.7. Il faut + infinitif, Le pronom en 2.8. Faire les projets pour les vacances, décrire le temps 2.9. Les lieux touristiques et le climat des différents pays 2.10. le futur proche et les adverbes, le pronom impersonnel, le pronom y 2.11. Épreuves et entraînement DELF						
MODULE – 3: leçon 1 du texte prescript II						(11)
3.1 Le passé composé 3.2 Les pronoms relatifs (qui, que) 3.3 Québec et son histoire 3.4 Parler du passé et de soi 3.5 Compréhension/ production écrite 3.6 Entraînement DELF 3.7 Épreuves						

MODULE – 4: leçon 1 du texte prescript II		(11)
4.1	Les verbes réfléchis	
4.2	Les pronoms relatives (dont, où)	
4.3	L'impératif négative	
4.4	Québec et son histoire	
4.5	Parler du passé et de soi	
4.6	Compréhension/ production écrite	
4.7	Entraînement DELF	
4.8	Épreuves	
MODULE – 5: leçon 1 du texte prescript II		(11)
5.1	L'imparfait	
5.2	La place des pronoms doubles	
5.3	Décrire les mœurs et les pays	
5.4	La Réunion	
5.5	Compréhension/ production écrite	
5.6	Entraînement DELF	
5.7	Épreuves	
TEXT BOOKS		
1	Krishnan. C & Albert Adeline, Le Tramway Volant – I, Saraswathi House Pvt Ltd, India.	
REFERENCE BOOKS		
1.	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008	
2.	MERIEUX, Regine; LOISEAU, Yves, Connexions-1, Didier, Paris, 2004	
3.	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009	
4.	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Paris, 2011	
ONLINE RESOURCES		
1.	http://bouche-a-oreille.pagesperso-orange.fr	
2.	www.franparler.org	
3.	www.francaisfacile.com/exercices/	
4.	www.lepointdufle.net/	
5.	www.ccdmd.qc.ca/fr/	
E BOOKS		
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/	
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS	
MOOC		
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017	

COURSE TITLE		FRENCH – II B			CREDITS	3
COURSE CODE		FLA2120	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the basic skills in written and spoken French. To encourage students oral and written mastery of the language					1,2
2	Applying the concepts for oral and written mastery of the language					1,2
Prerequisites : Nil						
MODULE 1:						(11)
1.12. Se presenter a des publics different et saluer 1.13. Saluer et prendre congé 1.14. La presentation, s'appeler et être et pronomssujets, C'est / il est / elle est. 1.15. Articles definis / indefinis, Voici / voila / il y a 1.16. Des cartes d'identité. 1.17. Presenter quelqu'un 1.18. Parler de soi 1.19. Les nationalites, les verbes er (commencer, habiter...) 1.20. Les chiffres 1 a 50 1.21. Des vedettes et leurs nationalities 1.22. Epreuves						
MODULE 2:						(11)
2.1 Exprimer ses goûts, ses preferences. 2.2 La negation, les articles definis. 2.3 Les mois et les jours / le calendrier. 2.4 Les verbes er (suite). 2.5 L'interrogation avec intonation 2.6 decrire un lieu, les noms des differentes salles... 2.7 Les adjectives qualificatifs mon, ma, mes et notre, nos 2.8 Epreuves						
MODULE 3:						(11)
3.1 Donner des directions / localiser un lieu / trouver un lieu 3.2 Les verbes aller et mettre. 3.3 L'article contracté et les prepositions de lieu (en, a, au...) 3.4 L'imperatif 3.5 Les mots de caracterisation d'un lieu et les lieux urbains 3.6 Les transports 3.7 Discuter et acheter des produits, Ça fait... et les expressions De quantite, les fruits, les legumes, les produits alimentaires Les produits propres aux pays different. 3.8 La negation et le COD						

3.9	Le conditionnel (je voudrais) et les verbes Irreguliers :pouvoir, vouloir, prendre.
3.9.1	Epreuves
MODULE 4:	
(11)	
4.1	fixer unrendez-vous avec le medecin
4.2	L'heure
4.3	Les nombres de 51 a 100
4.4	Les verbessortiretpartir
4.5	L'interrogation avec est-ceque
4.6	Les parties du corps, avoir + les expressions et les Maladies communes
4.7	Les adjectifspossessifs – notre/nos, votre/vos, sa/ses/son,
4.8	Le COI
4.9	L'entrainement DELF
4.9.1	Epreuves
TEXT BOOKS	
1	Krishnan, C &Alber Adeline, Le Tramway Volant-I, Saraswathi House Pvt Ltd, India 2011
REFERENCE BOOKS	
1	CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris,2008
2	MERIEUX, Regine; LOISEAU, Yves, Connexions-1,Didier,Paris,2004
3	MIQUEL, Claire, Vite et Bien-1, CLE International, Paris, 2009
4	POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical-1, CLE International, Pairs, 20011
E BOOKS	
1	https://blogs.transparent.com/french/beginners-guide-to-french-free-ebook/
2	https://www.duolingo.com/comment/8708893/GOOD-FRENCH-BOOKS-FOR-BEGINNERS
MOOC	
1	https://alison.com/course/basic-french-language-skills-for-everyday-life-revised-2017

COURSE TITLE		ENGLISH II			CREDITS	3
COURSE CODE		ELA4116	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Communicate effectively with grammatical accuracy and sociocultural with friends, classmates and other members in the social circle					1,2,5
2.	Design and formulate one's own ideas, investigate and develop solutions for problems and make effective presentations					2,4,5
3.	Create, select and apply appropriate techniques use modern tools for communication such as mails, advertisements, publicity materials, brochures, bills, vouchers, and other essential modes of written discourse					2,3,8
4.	Apply reasoning informed by contextual knowledge from media discourse so as to arrest the attention of the reader (print media) and the viewer (of the visual media)					2,3,4,
5.	Select techniques using modern tools and learning materials such as MOOC, NPTEL and display a passion for extensive reading going by one's taste and choice both in the literary and non-literary areas and involve in project					2,4,5
Prerequisites : Plus Two English-Intermediate Level						
MODULE 1 – COMMUNICATIVE WRITING						(9)
Messages (informal, formal) - Memos - Formal letters of invitation - personal letters of invitation - Writing formal letters (a) business (b) official - Short paragraphs - Describing objects, places, landscapes, people, natural processes, describing processes(man-made) - Expanding short aphorisms, proverbs, quotes, idioms etc. into short paragraphs - Making posters for various occasions such as World Wildlife Day, AIDS Awareness, Anti-Ragging etc.						
Suggested Activities:						
Writing (a)Short publicity materials,(b) Brochures (c) user manuals, (d)warranty cards (e) captions						
MODULE 2 – SKILLS FOR ACADEMIC PURPOSES						(9)
Enriching word power -- Language in use -- Listening comprehension -- Group discussion -- Note making -- Intensive reading -- Interpretation-- Interview skills – E mail writing -- Synthesizing information from various sources --Expanding quotes - Job applications — Preparing CV – Preparing the profiles of organizations and institutions — Presentation skills – Effective seminar participation						
Suggested activities:						
Preparation and Writing of Slides, Embellishments - Oral presentation - Self Evaluation - Listening and note taking, Identifying hard spots, Framing questions & Raising doubts / Seeking clarifications (Seminar)						
MODULE – 3 : BUSINESS COMMUNICATION (Written)						(9)
Writing project proposals (pre-project stage) — writing project proceedings (while-project stage) — writing project reports (post-project stage) — writing project evaluation — Writing reviews of journal articles — Business correspondence for various purposes such as placing orders, reminding,						

complaining, notifying damage of consignment and demanding replacement, sales promotion	
Suggested Activities:	
writing gist of articles for putting them together in an edited form — Writing transcripts of lectures and speeches on academic interest	
MODULE – 4 : WRITING FOR MEDIA: PRACTICE (9)	
From events to news story — the various stages of development of news reporting – Editing — Basics of editing; (i) At the level of contents & (ii) at the level of language – Advertisements - Electronic media and their advantages and limitations - Proof reading	
Suggested activities:	
Identifying and listing natural ways of functioning in contexts, based on short extracts taken from news reading, advertisements, plays, or dialogues from media	
MODULE - 5 : COMPREHENSION STRATEGIES (9)	
Silent reading and testing comprehension skills — Reading aloud and accuracy in pronunciation — Making short speeches before small groups to check fluency — Writing small pieces of discourse meant for day to day communication — Writing short academic pieces for exam purposes — Doing self-check grammar tests to improve grammatical accuracy	
Suggested Activities:	
Reading primary sources—reading secondary sources and supporting the points already gathered from the primary sources	
TEXT BOOKS	
1.	Functioning in English Book I & II by Dr. P. Bhaskaran, Emerald Publishers, 2018
REFERENCE BOOKS	
1.	Embark, English for Undergraduates by Steve Hart et al, Cambridge University Press, 2016, edition
2.	English for Life and the Workplace Through LSRW&T skills, by Dolly John, Pearson Publications, 2014 edition
3.	Cambridge Academic English, An integrated skills course for EAP by Martin Hewings and Craig Thaine, by Cambridge University Press, 2014
E BOOKS	
1.	http://www.bbc.co.uk/learningenglish/english/features/pronunciation
2.	http://www.bbc.co.uk/learningenglish/english/
3.	http://www.antimoon.com/how/pronunc-soundsipa.htm
4.	http://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/
MOOC	
1.	https://www.mooc-list.com/tags/english
2.	https://www.mooc-list.com/course/adventures-writing-stanford-online
3.	http://www.cambridgeenglish.org/learning-english/free-resources/mooc/

COURSE TITLE		FINANCIAL ACCOUNTING – II		CREDITS	4	
COURSE CODE		COB2116	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate a critical understanding of the Branch Accounts and its importance in finding out the profits or losses in running a branch				3	
2.	Analyzing the various issues underlying in departmental accounting and understanding of the contribution of departments to the overall organization.				6	
3.	Using the guidelines provided to calculate the interest to be paid in Hire purchase and understanding the importance of hire purchase in the present day context and the importance of fire insurance in present day context.				2	
4.	Understanding the importance of partnership and its provision in admission and retirement				2&3	
5.	Analyzing the problems in Death and Insolvency of a partner and calculating the Revaluation account for smooth closing of business				1&7	
Prerequisites : Basic knowledge on accounting concepts, and final accounts						
MODULE 1: BRANCH ACCOUNTS					(12)	
Branch Accounts: - Dependent branches – Stock and debtors system – Distinction between wholesale profit and retail profit – Independent branch (foreign branches excluded)						
MODULE – 2: DEPARTMENTAL ACCOUNTS					(12)	
Departmental Accounts: - Basis for allocation of expenses – Inter departmental transfer at cost or selling price						
MODULE – 3 : HIRE PURCHASE & INSTALMENT					(12)	
Hire Purchase and installment – Default and repossession – Problems on Hire Purchase trading account only, Installment Purchase System, Insurance Claim, types of insurance policies, computation of claim to be logged for loose of stock, gross profit ratio, claims for loose of profits.						
MODULE – 4 : ADMISSION OF PARTNER					(12)	
Admission of a partner – Retirement of a partner – Death of a partner						
MODULE 5: DISSOLUTION OF A PARTNER					(12)	
Dissolution of a partnership – Insolvency of a partner (Application of Indian Partnership Act 1932) – Insolvency of all partners – Gradual realization of assets and piecemeal distribution						
TEXT BOOKS						
1.	R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi. 2014					
2.	T.S. Reddy &A.Murthy, Financial Accountign - Margham Publications Chennai, 2012					
REFERENCE BOOKS						
1.	S.Parthasarathy and A.Jaffarulla, Financial Accounting - Kalyani Publishers - New Delhi, 2011					

2.	Shukls&Grewal, Advanced Accountign – S Chand - New Delhi, 2014
E BOOKS	
1.	https://corporatefinanceinstitute.com/resources/ebooks/
2.	https://www.saylor.org/site/textbooks/Financial%20Accounting.pdf
MOOC	
1.	https://www.mooc-list.com/course/introduction-financial-accounting-coursera

COURSE TITLE	PRINCIPLES OF MANAGEMENT			CREDITS	3
COURSE CODE	VCB2141	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of effective management principles as outlined in selected text learning objectives.				3
2.	Enabling the importance of planning and decision making techniques to apply the same.				1
3.	Illustrating leadership & motivation theories for developing managerial skills.				2&3
4.	Analyzing the business environment and through effective communication skills.				7
5.	Understanding of Pro – Active and its' importance before the deviation through control mechanisms.				3
Prerequisites : Practice and knowledge in shapes, shades, light, patterns and textures					
MODULE – 1: FUNCTIONS OF MANAGEMENT					(9)
Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Mangers Contemporary Issues and Challenges in Management of 21st Century.					
MODULE – 2: PLANNING & TYPES OF BUSINESS ORGANISATION					(9)
Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.					
MODULE – 3: LEADERSHIP & MOTIVATION					(9)
Directing-Principles, Theory X & Y, Motivation and Behavior, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control.					
MODULE – 4: ANALYSIS & DIRECTING					(9)
Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.					

MODULE – 5: CONTROLLING		(9)
Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.		
TEXT BOOKS		
1.	L.M.Prasad, Principles & Practice of Management - Sultan Chand & Sons - New Delhi, 2013	
2.	B.Gupta, Management Theory & Practice - Sultan Chand & Sons - New Delhi. 2014	
REFERENCE BOOKS		
1.	P.C. Tripathi & P.N Reddy, Principles of Managements - Tata Mc.Graw Hill - New Delhi, 2012	
2.	Weihrich and Koontz, Management – A Global Perspective, 2012	
E BOOKS		
1.	http://open.lib.umn.edu/principlesmanagement/	
2.	http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-_principles_of_management.pdf	
MOOC		
1.	https://www.mooc-list.com/course/principles-management-saylororg	

COURSE TITLE	PRINCIPLES OF MACRO ECONOMICS			CREDITS	3
COURSE CODE	ENB2116	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Introduction of Macro economics and difference between micro and macro				2
2.	Examining the importance of National income and its components				4
3.	Illustrating fiscal and monetary policy				1&2
4.	Analyzing Trade policy and multiplier, balance of payment				6
5.	Understanding Inflation and Deflation				5
Prerequisites: Basic concept of Economics, Market structure, Pricing policies					
MODULE – 1: INTRODUCTION OF MACRO ECONOMICS					(9)
Introduction of Macro Economics, Nature and Scope of Macro Economics, Relationship between, Micro and Macro Economics, Circular Flow of National Income in two, three and four Sector Economy.					
MODULE – 2: NATIONAL INCOME					(9)
National Income, Definition, Concept and Measurement of National Income, Multiplier Effect					
MODULE – 3: MONETARY POLICY AND FISCAL POLICY					(9)
Monetary Policy and Fiscal Policy, Instruments, Objectives, Product and Money Market Equilibrium, ISLM, Business Cycle Theories					

MODULE – 4: INTERNATIONAL TRADE (9)	
International trade , Trade Multiplier , Trade Theories , Role of Trade Policy , Balance of Trade , Balance of Payment , Difference between BOP and BOT	
MODULE – 5: INFLATION (9)	
Inflation , Stagflation , Demand Pull and Cost Push , Deflation , Unemployment	
TEXT BOOKS	
1.	Jha, R. (2011) Contemporary Macroeconomics Theory and Policy, Wiley Eastern Ltd., New Delhi
2.	Ackley, G (2013), Macroeconomics: Theory and Policy, Macmillan, New York.
REFERENCE BOOKS	
3.	S.Shankaran, Macroeconomics - Margham Publications - Ch -2017
4.	H.L. Ahuja, Business Economics – Micro & Macro - Sultan Chand & Sons, 2016
E BOOKS	
1.	http://iaear.weebly.com/uploads/2/6/2/5/26257106/ba7101_-principles_of_management.pdf
2.	http://www.nios.ac.in/media/documents/VocInsServices/m1-4f.pdf

COURSE TITLE	ENRICHMENT COURSE - II			CREDITS	2
COURSE CODE	BAA2141	COURSE CATEGORY	PC	L-T-P-S	0-0-4-0
CIA	80%			ESE	20%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Clear understanding of the words that are important in oral communication and need for the apt pronunciation.				4
2.	Demonstrate the ability to effectively deliver formal presentations before a variety of audiences				4
3.	Demonstrate the ability to gather information and present it to the audience to make an impact.				5,7
4.	Developing the skill of making effective presentation with persuasion and clarity of thought				2,6
5.	Applying the oral communication and written communication to prepare an effective speech for different occasion.				4
Prerequisites : Thorough knowledge in Sentence making, Punctuation, basic business vocabulary					
MODULE – 1: VOCABULARY (12)					
Importance of business language, Vocabulary words often confused, often misspelled, common errors in English					
MODULE – 2: ORAL PRESENTATION (12)					
Oral Presentation, Importance, characteristics, presentation plan, power point presentation, visual aids					

MODULE – 3: PUBLIC SPEAKING – 1		(12)
Communicating in Teams, Groups, Meetings and Public Speaking		
MODULE – 4: PUBLIC SPEAKING – 2		(12)
Overcoming Fear of Speaking, Analyzing and Adapting to Audiences		
MODULE – 5: SPEECHES		(12)
Preparing and Presenting Informative Speeches; Preparing and Presenting Argument Speeches		
TEXT BOOKS		
1.	Mile, D.J. (2004). Power of positive thinking. Delhi: Rohan Book Company.	
2.	Hurlock, E.B. (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill	
REFERENCE BOOKS		
1.	Pravesh Kumar. (2005). All about self-motivation. New Delhi: Goodwill Publishing House.	
2.	Dudley, G.A. (2004). Double you are learning power. Delhi: Konark Press. Thomas publishing Group Ltd.	
E BOOKS		
1.	https://www.mindtools.com/page8.html	
2.	https://www.makeuseof.com/tag/improve-communication-skills-7-websites/	
3.	https://smartenings.com/product/public-speaking-improve-speaking-skills-ebook/	
4.	https://www.pdfdrive.net/speaking-english-books.html	
MOOC		
1.	https://www.mooc-list.com/course/speaking-inform-discussing-complex-ideas-clear-explanations-and-dynamic-slides-coursera	

SEMESTER – III

COURSE TITLE		COST & MANAGEMENT ACCOUNTING		CREDITS	3	
COURSE CODE		BAB2201	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Understanding the concept of cost accounting, cost concepts, and cost and profit centers				3	
2.	Applying the concept of cost and financial accounts and reconciling the accounts to know the accurate position				2	
3.	Understanding the concept of budgets and using the tools as effective control of funds, materials and others.				1,5	
4.	Applying the concept of standard costing for finding out the variances in materials, labour and overheads and taking necessary corrective actions.				6,7	
5.	Applying the concept of marginal costing for taking managerial decisions regarding the cost, profit and volume				3,4	
Prerequisites: Thorough understanding of financial concepts and cost concepts, and their application in business						
MODULE – 1: INTRODUCTION TO COST ACCOUNTING					(10)	
Nature and scope of Cost Accounting, Cost analysis, concepts and Classifications. Installation of costing systems, cost centres and profit centers						
MODULE – 2: RECONCILIATION OF ACCOUNTS					(10)	
Reconciliation and Integration of Cost and Financial Accounts: Reconciliation of Cost and Financial Accounts, Integration of Cost and Financial Accounts						
MODULE – 3: BUDGETARY CONTROL					(14)	
Budgets And Budgetary Control: Essentials of Effective Budgeting, Functional Budgets, Master Budget, Fixed and Flexible Budgets, Zero Based Budgeting (ZBB), Performance Budgeting						
MODULE – 4: STANDARD COSTING					(14)	
Standard Costing And Variance Analysis: Material Variances, Labour Variances, Overhead Variances, Sales Variances, Analysis & Interpretation of Variances						
MODULE – 5: MARGINAL COSTING					(14)	
Costing For Decision And Control Purposes: Marginal and Absorption Costing, Cost-Volume-Profit Analysis, CVP Analysis and Decision Making						
TEXT BOOKS						
1.	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Lts.					
2.	Jain S.P. and Narang K.L. – Cost Accounting, 4 th Edition, 2013					
REFERENCE BOOKS						
1.	Khanna B.S., Pandey I.M. Ahuja G.K. and Arora M.N. – Practical costing.					
2.	T.S. Reddy and Y. Hariprasad Reddy – Cost Accounting					

E BOOKS	
1.	http://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Accounting/managerial-and-cost-accounting.pdf
2.	https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf
MOOC	
1.	https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-and-analysis-coursera

COURSE TITLE	BUSINESS LAW			CREDITS	3
COURSE CODE	COB2201	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Analyse and evaluate the nature and meaning of contracts, the regulation of the form of contracts, and evaluate the impact of legislation upon contract law				7
2.	Determine the circumstances where a contract may be illegal or void and assess the consequences.				3,4
3.	Evaluate, analyse and specify the different circumstances and consequences that result in a contract being discharged and analyse the various remedies available when a contract is breached.				2
4.	Understand the essentials of sale of goods and the importance of buyer's acumen while buying the product				5
5.	Understanding the rights of the unpaid seller and the remedies available				6
Prerequisites: Basic understanding of business concepts					
MODULE – 1: CONTRACT ACT					(9)
Indian Contract Act, Formation, Terms of contract, Forms of contract , Offer and acceptance, consideration					
MODULE – 2: CONTRACT ACT					(9)
Capacity, Flaw in consent, Void agreements , Illegal agreements					
MODULE – 3: CONTRACT ACT					(9)
Performance , Tender , Quasi contract, Discharge , Remedies for breach of contract, Constitutional Provisions and Implications for business					
MODULE – 4: SALE OF GOODS ACT					(9)
Sale of Goods Act , Sale and agreement to sell , Formation, Caveat emptor					
MODULE – 5: SALE OF GOODS ACT					(9)
Conditions and warranty, Rights of unpaid seller.					

TEXT BOOKS	
1.	Business Laws-N.D. Kapoor , Sultan Chand and Sons
2.	Business Laws – M.R. Sreenivasan , Margham Publications
REFERENCE BOOKS	
1.	Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
2.	Business Law – R.S.N. Pillai – S. Chand
E BOOKS	
1.	https://bookboon.com/en/law-ebooks
2.	http://197.14.51.10:81/pmb/DROIT/1405899646.pdf
MOOC	
1.	https://www.coursera.org/learn/eu-law-doing-business/lecture/K830Q/fundamental-company-law-concepts

COURSE TITLE	BUSINESS STATISTICS			CREDITS	4
COURSE CODE	MAB2201	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Able to understand the concept of statistics				2
2.	Able to understand the concept of measures of central tendency				1
3.	Able to understand the concept of measures of dispersion				3
4.	Able to understand the concept of forecasting				6
5.	Able to understand the concept of sampling techniques				7
Prerequisites: Basic concepts in Statistics and its rules					
MODULE – 1: INTRODUCTION TO STATISTICS					(9)
Introduction of Statistics, Collection and tabulation of Statistical data, Diagrammatic and graphical representation of data.					
MODULE – 2: MEASURES OF CENTRAL TENDENCY					(9)
Introduction - Arithmetic mean, median, mode, harmonic mean and geometric mean.					
MODULE – 3: MEASURES OF DISPERSION					(9)
Range – Standard Deviation – Mean Deviation – Quartile Deviation.					
MODULE – 4: TIME SERIES					(9)
Analysis of Time series - Methods of measuring trend and seasonal variations.					

MODULE – 5: SAMPLING		(9)
Sampling procedures - Hypothesis testing - Large sample Test - Small sample test - T,F, Chi – square (without proof).		
TEXT BOOKS		
1.	Business mathematics & Statistics - P.R. Vittal,	
2.	Business Statistics - S.C.Gupta & V.K. Kapoor	
REFERENCE BOOKS		
1.	Ken Black, Applied Business Statistics: Making Better Business Decisions, 5 editions, 2012	
2.	Norean Radke Sharpe, Richard D. De Veaux, Paul F. Velleman, Business Statistics , 39 editions, 2009	
E BOOKS		
1.	http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf	
2.	http://gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf	
MOOC		
1.	https://www.mooc-list.com/course/business-statistics-and-analysis-capstone-coursera	

COURSE TITLE	ENTERPRISE SYSTEMS			CREDITS	3
COURSE CODE	BAB2202	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of Computers & its concepts				3
2.	Enabling the importance of MS Word in Business Applications				4,5
3.	Illustrating the importance of Ms Excel & PowerPoint in Business Applications				3
4.	Analyzing the uses of Collaborative Technologies & Enterprise Support Systems				6
5.	Understanding the fundamentals of Expert & Artificial Intelligent Systems				7
Prerequisites: DBMS, MS OFFICE, Basics of Internet Concepts, Fundamentals of Expert Systems					
MODULE – 1: INTRODUCTION TO COMPUTER CONCEPTS					(9)
Elements of computer – Characteristics of a Computer – Classification of Computers – Basic Computer Architecture – Input output Devices - Software Concepts: Types of software – Software: its nature and qualities.					
MODULE – 2: BASICS OF MS OFFICE IN BUSINESS APPLICATIONS					(9)
Applications of MS Office- Applications of MS Word in Business Correspondence: letters, tables, mail merge, labels					

MODULE – 3: APPLICATIONS OF MS EXCEL & POWERPOINT IN BUSINESS APPLICATIONS (9)	
Applications of MS Excel: Graphs and Charts – Calculation of various financial functions - Ms Access: Tables and Queries - Applications of MS Power Point: Introduction – Toolbar, their Icons and Commands – Navigating in Power point - Creation of slides, animation, and templates - Designing Presentations – Slide show controls	
MODULE – 4: ENTERPRISE SUPPORT SYSTEMS (9)	
Collaboration, communication, and enterprise support systems: Networked Decision Support: The Internet, Intranets, and Collaborative Technologies, Group Decision Support Systems, Executive Information and Support Systems	
MODULE – 5: FUNDAMENTALS OF EXPERT SYSTEMS & INTELLIGENT SYSTEMS (9)	
Knowledge Acquisition and Validation, Knowledge Representation, Inferences, Explanations, and Uncertainty, Building Expert Systems: Process and Tools	
TEXT BOOKS	
1.	Deepak Bharihoke. (2008) Fundamentals of IT, Excel Books, New Delhi.
2.	Rajagopalan, SP. (2010) Computer Application in Business, Vikas Publishing House, New Delhi
REFERENCE BOOKS	
1.	Bhatnagar. S.C, and K.V. Ramani, (2007) Computers and Information Management, Prentice Hall of India, New Delhi.
2.	Martin. (2010) Principles of Data Base Management, Prentice Hall of India, New Delhi.
E BOOKS	
1.	https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-852j-integrating-the-lean-enterprise-fall-2005/lecture-notes/14_ent_info_sys.pdf
2.	Management%208th%20edition%20(2011)/13.%20Chapter%2010%20-%20Enterprise%20Information%20Systems.pdf
MOOC	
1.	https://www.mooc-list.com/course/management-information-systems-saylororg

COURSE TITLE		BUSINESS MATHEMATICS		CREDITS	4	
COURSE CODE		MAB2202	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Able to understand the concept of matrices				2	
2.	Able to understand the features of Differential Calculus				4,5	
3.	Able to understand the Integral Calculus				3	
4.	Able to demonstrate the concept of Permutation and Combination				6	
5.	Able to understand basic knowledge on Probability				7	
MODULE 1: MATRICES					(9)	
Definition of a Matrix and Types – determinants – Adjoint of a square matrix – Inverse of a Matrix – Rank of a Matrix – solution by Cramer’s rule.						
MODULE 2: DIFFERENTIAL CALCULUS					(9)	
Methods of differentiation of functions – Product and Quotient rules – Inverse trigonometric functions – Maxima and minima of functions for single variable.						
MODULE 3: INTEGRAL CALCULUS					(9)	
Integration – Methods of integration – Substitution method - Integration by parts – Integration using partial fraction - Bernoulli’s formula.						
MODULE 4: PERMUTATION AND COMBINATION					(9)	
Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series						
MODULE 5: PROBABILITY					(9)	
Basics of probability – Axioms of probability – Addition theorem on probability – Multiplication theorem on probability.						
TEXT BOOKS						
1.	Business Mathematics – P.R.Vittal					
2.	Business Mathematics – D.C. Sancheti and V.K. Kapoor					
REFERENCE BOOKS						
1.	Business Mathematics – B.M. Agarwal					
2.	Business Mathematics – R.S. Soni					
E BOOKS						
1.	http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf					
2.	http://www.cognella.com/pdf/Step-by-Step-Business-Math-and-Statistics_sneak_preview.pdf					

COURSE TITLE		ENRICHMENT COURSE - III		CREDITS	2	
COURSE CODE		COA2231	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA		80%		ESE	20%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1.	Demonstrate the importance of Tally software for simplifying the accounting methods and procedures				3	
2.	Demonstrate the ability to create/load the company, group, security control, back-up etc.				2	
3.	Demonstrate the ability to create groups				4	
4.	Developing the skill to create vouchers				5	
5.	Applying the knowledge to become proficient towards creating the accounting records and extract the financial statements.				6,7	
Prerequisites: Basics of Accounting – Journal, Ledger, Trial Balance & Preparation of Trial Balance						
MODULE – 1: INTRODUCTION TO TALLY					(9)	
Tally origin, General Features, accounting features, inventory features, starting TALLY, Start-up screen component, Processing icons, Multilingual feature of TALLY, Quit TALLY						
MODULE – 2: CREATION OF COMPANY					(9)	
Company Creation – Creating, Selecting, Deleting, shutting a company, altering company details, Changing data directory, auto selection of company						
MODULE – 3: CREATION OF GROUPS					(9)	
Predefined groups in Tally, Primary groups, sub groups, creation of user defined primary groups, display, alteration of groups, ledger accounts, creations, display, alteration, deletion						
MODULE – 4: VOUCHERS					(9)	
Tally Vouchers, Meaning, payment, vouchers, receipt, vouchers-entering, deletion, cancelling, printing a voucher, Post-dated vouchers						
MODULE – 5: PREPARATION OF FINAL ACCOUNTS					(9)	
Preparation of Trail Balance, Preparation of Profit and Loss account, Balance Sheet						
TEXT BOOKS						
1.	Nadhani, Simple Tally 9					
2.	Shraddha Singh, Tally Erp 9					
REFERENCE BOOKS						
1.	Namrata Agrawal, Comdex Tally 9 Course Kit					
2.	Nadhani, Simple Tally 9					
E BOOKS						
1.	http://www.infinsys.com/v1/downloads/tally_erp_9_doc.pdf					
2.	http://alitally.blogspot.com/2013/01/learn-tallyerp-9-free-pdf-ebook.html					

SEMESTER IV

COURSE TITLE	INDIAN GEOGRAPHY			CREDITS	4
COURSE CODE	TTB2216	COURSE CATEGORY	PC	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of Indian Physiography and Physical features in selected text learning objectives				5
2.	Enabling the importance of Weather and climate of India to apply the same				1
3.	Illustrating the Natural vegetation for creating awareness towards Afforestation to develop eco-friendly environment				4
4.	Analyzing the Rivers of India for promoting nature and adventure based tourism.				6
5.	Understanding of Pro – Active and its' importance before the deviation through Map reading and remote sensing				1
Prerequisites: Basic knowledge in places of visit and historical importance, cultural importance and religious importance					
MODULE – 1: INTRODUCTION TO TRAVEL					(9)
Definition - History of Travel - Nature, Importance and Scope of Tourism					
MODULE – 2: TOURISM ADMINISTRATION					(9)
Motivation, Planning and Tourism Administration					
MODULE – 3: MODES OF TRANSPORT					(9)
Transport- Road-Rail-Sea-Air – Civil Aviation – Traditional & Supplementary Accommodation					
MODULE – 4: ENVIRONMENT OF TOURISM					(9)
Social, Physical and Economic Impact of Tourism - Tourism and Government Policies					
MODULE – 5: TOURISM INDUSTRY					(9)
Tourism as an Industry – Future of Tourism with special reference to India					
TEXT BOOKS					
1.	Bhatia, A.K., 2003, International Tourism , Sterling Publishers Pvt Ltd., New Delhi.				
2.	Pushpinder S. Gill, 1999, Dynamics of Tourism , Anmol Publications Pvt Ltd., NewDelhi.				
3.	Pran Nath Seth, 1997, Successful Tourism Management , Sterling Publishers Pvt Ltd., Delhi.				
4.	Sinha, R.K., Growth and Development of Modern Tourism , Dominant Publishers, NewDelhi				
ONLINE SOURCES					
1.	https://www.stuvia.com/doc/378601/business-of-tourism-exam-4				
2.	http://green-office.mobi/keeo/uvrni.php?aoc=travel-and-tourism-notes-pdf				
3.	http://www.rjt.ac.lk/mgt/pages/lnotes.php				
E BOOKS					
1.	https://freeupscmaterials.org/indian-geography-majid-husain-5th-edition-pdf/				
2.	https://www.pdfdrive.net/download-indian-geography-ebook-e37464248.html				
MOOC					
1.	https://www.mooc-list.com/course/maps-and-geospatial-revolution-coursera				

COURSE TITLE		TRAVEL MANAGEMENT		CREDITS	3
COURSE CODE	TTB2217	COURSE CATEGORY	PC	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Demonstrate an understanding of Functions of travel agency, IATA, in selected text learning objectives.				5
2.	Enabling the importance of Travel formalities and regulations to apply the same.				5
3.	Illustrating the Travel accounting procedures towards the tourist agencies and their functions for developing managerial skills				4
4.	Analyzing the Transport systems for the growth of travel industry				3
5.	Understanding of Pro – Active and its' importance of Tourism Policies.				6
Prerequisites: Core Principles of Travel Management, Functions of Travel Agency, Travel formalities and regulations.					
MODULE – 1: INTRODUCTION TO TRAVEL MANAGEMENT					(10)
Introduction to Travel industry, Functions of Travel Agency, IATA and its functions. TAAI, ASTA, PATA ETC.					
MODULE – 2: TRAVEL FORMALITIES AND REGULATIONS					(10)
Travel formalities and regulations – Passport, VISA, Foreign exchange, customs and immigration, etc. Preparation of Tour Itinerary. Modern ticketing and functions.					
MODULE – 3: TRAVEL ACCOUNTING					(14)
Travel accounting procedures. Mode of payment – Indian Travelers, Non-resident Indians, foreign Nationals, Air-line payment, report and lectures, budgeting and commissions from Principles. Allied Services connected with travel trading hotels, transports, Govt. Tourist Agencies and their functions.					
MODULE – 4: TRANSPORT SYSTEMS					(14)
Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.					
MODULE – 5: TOURISM POLICIES					(12)
Concepts and ideas related for effective Tourism Development. - National Development council report on - Tourism Development (NDC) - National Action plan (NAP) - Tourism Civil Aviation - Tourism Task Force (TTF) - Tourism Destination – Development of sustenance. Tourism Policies Laws Regulation and its necessity for maintenance sustenance.					
TEXT BOOKS					
1. National Development council Report					
2. World Tourism Organisation – Report					
REFERENCE BOOKS					
National Action plan, 197.					

ONLINE SOURCES
www.iata.org
www.tourism.gov.in
E BOOK
https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf
http://www.cambridgeinternationalcollege.co.uk/docstore/free%20study%20modules/TTAMOD1.pdf
MOOC
https://www.edx.org/course/tourism-and-travel-management

COURSE TITLE		TOURISM PRODUCT			CREDITS	3
COURSE CODE	TTB2218	COURSE CATEGORY	PC	L-T-P-S	3:0:0:0	
CIA	40%			ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES			PO		
1	Understanding the basic tourist products of India.			3		
2	Understanding various kinds of tourism			3		
3	Understanding various types of tourism			1		
4	Understanding cultural tourism			3		
5	Analysing new tourist locations			4		
Prerequisites: Marketing strategies, Indian Geography						
MODULE – 1:						(9)
Tourist products of India-Natural and Man- made- Historical, and Geographical Background of the country.						
MODULE – 2:						(9)
International Tourist – Domestic Tourist - Various Kinds of Tourism.						
MODULE – 3:						(9)
Desert Tourism-Desert Safaris-Desert Festivals-Adventure Tourism, Types of Adventure Tourism - Rural tourism-Village Tourism-Landscape-Fairs and Festivals in villages-Coastal and Wildlife tourism-Medical tourism.						
MODULE – 4:						(9)
Cultural Tourism-Cuisines and Special Dishes of India-Customs of India-Ancient, Medieval and Modern- Costumes of India – Fairs and Festivals of India.						
MODULE – 5:						(9)
Newly created Tourist Destinations- Hill-Stations, Theme Parks, and Tourism Development Strategies.						

TEXT BOOKS
<ol style="list-style-type: none"> 1. Dr.Thandavan and Dr.Revathy Girish, 2005, Tourism Product, Dominant Publishers, Delhi. 2. Sati, V.P., 2001, Tourism Development in India, Pointer Publishers, Jaipur. 3. Rabindra Seth Om Gupta, 2005, Tourism in India, Kalpaz Publishers, Delhi. 4. Ram Acharya, 1980, Tourism and Cultural Heritage of India, RBSA Publication, Jaipur.
REFERENCE BOOKS
<ol style="list-style-type: none"> 1. S.M.Shah – Lectures on Company Law 2. S.BadriAlam and Saravanel - Company Law- Himalaya Publications 3. P.P.S. Gogna – Text Book of Company Law – S.Chand
SUGGESTED READING
<ol style="list-style-type: none"> 1. bieap.gov.in/pdf/ttppaperiii.pdf 2. anandasanyal.blogspot.com/2014/07/tourism-product.html
E BOOK
https://www.sagamorepub.com/files/lookinside/644/introtourismebookopt-lookinsideopt.pdf
http://www.economy.gov.ae/Publications/Contemporary%20Tourism.pdf
MOOC
https://www.mooc-list.com/course/hospitality-and-tourism-technology-and-innovation-edx

COURSE TITLE	BASICS OF TRAVEL AGENCY AND TOUR OPERATORS			CREDITS	3
COURSE CODE	TTB2219	COURSE CATEGORY	PC	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES			PO	
1.	Understanding the Nature and Scope of Tour Operation			3	
2.	Understanding the Communication process in Travel Industry			3	
3.	Preparing the travel itinerary			2	
4.	Understanding the usage of Technology in Travel Industry			1	
5.	Understanding the travel business			1	
Prerequisites: Nature and Scope of Tour Operation, Communication Process, Itinerary Preparation, Technology.					
MODULE – 1: NATURE AND SCOPE OF TOUR OPERATION					(9)
Functions of tour operators: Negotiation and liasioning with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management. Source of income of travel agency and tour operator: commission, service charges and mark up on tours. Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI					

MODULE – 2: COMMUNICATION IN TRAVEL INDUSTRY	(9)
Technological Advances in Communication – Mass Media Technologies – Computers – Videotex Systems	
MODULE – 3: TRAVEL ITINERARY PREPARATION	(9)
Travel Documents – World Travel laws – Itinerary Preparation – Pricing, Cost and Selling a Tour – Policies, Practices and Problems in Tour Management. Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP) Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities	
MODULE – 4: TECHNOLOGY IN TRAVEL INDUSTRY	(9)
Future Trends in Travel Management – Information Technology in Tourism – Global Distribution System – Computerized Reservation System (CRS) – Amadeus – Sabre – Apollo – Galileo	
MODULE – 5: ENTREPRENEURSHIP AND TOURISM	(9)
Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry. Travel Agency Accounting - The Basic Accounting System used in Travel Industry – Procedure – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control	
TEXT BOOKS	
<ol style="list-style-type: none"> 1. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000 2. Pran Nath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998 3. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi, 2003 4. R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003 	
ONLINE SOURCES	
https://www.youtube.com/watch?v=RSswjv3cUNc	
E BOOK	
http://www.pondiuni.edu.in/sites/default/files/travel-agency-op-mgt-260214.pdf	
https://www.scribd.com/document/325084505/Tour-operation-management-book-pdf	
MOOC	
http://www.travelagentacademy.com/	

COURSE TITLE		ECO – TOURISM		CREDITS	3
COURSE CODE	TTB2220	COURSE CATEGORY	PC	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES			PO	
1	Demonstrating and defining environment related concepts			4	
2	Enabling the importance of environment protected areas			3	
3	Illustrating the relationship between sustainability and ecology			5	
4	Ensuring the legislations and environment rules are implied in tourist activities			6	
5	Planning and initializing ecological planning through policies			6	
Prerequisites: Study on Environment, Sustainability & Initiatives for developing eco – tourism.					
MODULE – 1: INTRODUCTION TO ECOLOGY					(12)
Definition of Ecology – Environment – Eco System – Eco System Diversity Habitat – Community – Cultural Eco System					
MODULE – 2: INTRODUCTION TO ECO – TOURISM					(12)
Introduction to Eco Tourism – Principles of Eco Tourism – Public protected areas – Eco Tourism Venues – Privately owned protected areas – types of Ecotourism with sports related eco tourism activities					
MODULE – 3: SUSTAINABLE TOURISM					(12)
Relationship between Ecology and Tourism – Sustainability – Carrying Capacity – Absorbing Capacity – An overview of Tourism Activities and their linkage to Ecology and Environment					
MODULE – 4: LAWS RELATED TO ENVIRONMENT & TOURISM ACTIVITIES					(12)
Environmental Education and Legislation – Needs and Strategies with special emphasis on tourism – suggestions for long term sustainable tourist activities.					
MODULE – 5: ECOLOGICAL PLANNING & METHODOLOGY					(12)
Ecological Planning – UN Initiatives on Ecology & Environment – National Policy on Ecology & Environment – Methodology for developing New Tourism Activities without affecting existing Ecology & Environment					
TEXT BOOKS					
<ol style="list-style-type: none"> 1. David B. Weaver – The Encyclopedia of Eco Tourism, Oxford University Press 2. P.C. Sinha - The Encyclopedia of Eco Tourism, Anmol Publications, New Delhi 3. ShashiPrabha Sharma – Tourism and Environment, Kanishka Publishers, New Delhi, 2006 4. Ramesh Chawla – Ecotourism and Development, Sumit Enterprises, New Delhi, 2006 5. Satish Chandra Nigam – Ecotourism and Sustainable Development, Rajat Publications, New Delhi, 2006 					
SUGGESTED READING					
http://www.academia.edu/7235086/ECOTOURISM_-_IMPACTS_POTENTIALS_and_Possibilities_-_book_PDF https://www.sciencedirect.com/science/book/9780750662499 https://epubs.scu.edu.au/cgi/viewcontent.cgi?article=1463&context=tourism_pubs http://videa.ca/wp-content/uploads/2015/08/An-Introduction-to-Ecotourism-planning.pdf					
E BOOK					
http://videa.ca/wp-content/uploads/2015/08/An-Introduction-to-Ecotourism-planning.pdf					

https://wedocs.unep.org/bitstream/handle/20.500.11822/9045/-Ecotourism_%20%20Principles,%20Practices%20and%20Policies%20for%20Sustainability-2002518.pdf?sequence=2

MOOC

<https://www.edx.org/course/sustainable-tourism-rethinking-future-tour02x>

COURSE TITLE		ENRICHMENT COURSE - IV		CREDITS	3
COURSE CODE	COA2241	COURSE CATEGORY	CF	L-T-P-S	0-0-4-0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Demonstrate the importance of Computer software and hardware				2
2	Demonstrate the ability to Creating documents in Microsoft Word, Typing text, numbers and dates into a document, Easy formatting, Checking the spelling in your document, Making and saving changes to your document.				3
3	Demonstrate the ability to Managing Windows Explorer, Creating, moving, renaming and deleting folders and files, Understanding file extensions, Viewing storage devices and network connections, Managing USB flash drives.				4
4	Understanding spreadsheet functionality, Creating spreadsheets in Microsoft Excel, Typing text numbers and dates into a worksheet, Easy formulas, Easy formatting, Charting the data, Making and saving changes to the workbook				5
5	Ability to visit a specific website and bookmarking, Understanding how to search/Google effectively, Copy and paste Internet content into documents and emails, Stopping and refreshing pages, Demystifying the Cloud, Computer security best practices.				6
Prerequisites: Basic computer knowledge					
MODULE – 1: INTRODUCTION TO COMPUTERS					(9)
Introduction to Computers – Classification of Computers; Role of Computers in society; Inside the Computers – Hardware (processing, memory, i/o, storage), Software (systems, application), CPU, OS, (DOS, Windows, Unix, Linux), Storage Devices; Programming – Overview, need for languages, skills; Networking Basics; Virus; Hacking.					
MODULE – 2: WORD PROCESSING					(9)
Word Processing – Open, Save and close word document; Editing text – tools, formatting, bullets; Spell Checker; Navigating in word – keyword, Mouse; document formatting – paragraph alignment, indentation, headers and footers, numbering; printing – preview, options					
MODULE – 3: FILE MANAGEMENT					(9)
File Management – Understanding the importance of file management; backing of files, navigating thru My Computer and Windows Explorer; Files and Folders – editing, retrieving, deleting, renaming,					

subfolders – manipulate windows – maximize, minimize; Power point basics – terminology, templates, viewing	
MODULE – 4: SPREAD SHEETS (9)	
Spreadsheets – MS Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying; Charts – creating, formatting and printing, header and footer, centering data, printing	
MODULE – 5: INTERNET (9)	
Networks – Internet Explorer – components; www – working, browsing, searching, saving – Bookmark – favorite, create, delete – Printing a web page; email – creating, receiving, reading and sending messages	
TEXT BOOKS	
1.	Introduction to Computers – Peter Norton, Tata McGraw-Hill.
2.	Microsoft 2003 – Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, Tata McGraw-Hill.
REFERENCE BOOKS	
1.	MS OFFICE PACKAGE
E BOOKS	
1.	https://computingbook.org/FullText.pdf
2.	https://bookboon.com/en/it-programming-ebooks
MOOC	
1.	https://www.edx.org/course/cs50s-introduction-computer-science-harvardx-cs50x

SEMESTER V

COURSE TITLE	INDIAN CULTURAL HERITAGE			CREDITS	4
COURSE CODE	TTB2301	COURSE CATEGORY	PC	L-T-P-S	3:1:0:4
CIA	40%			ESE	60%
LEARNING LEVEL	BTL –4 (APPLY)				
CO	COURSE OUTCOMES				PO
1	Understanding the History, Culture and early Civilization of India				1
2	Understanding the Indian Dynasties and its impact on Indian Culture				1
3	Knowing the Muslims impact on Indian culture				4
4	Analyzing the Social Reformers and their contribution to Indian society				2
5	Understanding the Impact of west on Indian culture				2
Prerequisites: Indian Culture, Indian Dynasties, Muslim Culture, Social Reformers, Western Culture.					
MODULE – 1: INDIAN CULTURE: AN INTRODUCTION					(12)
History and civilization - Definition Pre Harappan - Harappan culture - Extent and distribution - Town planning and settlement types - Trade - Agriculture - Arts - Language and Script – Religion causes for its decline. Early Vedic and Later Vedic cultures - Polity - Society - Economy – Religion. Origin and growth of caste system in India. Age of Religions, Rise of Jainism and Buddhism - Principles – causes for their growth and Decline. Bhakti Movement					
MODULE – 2: INDIAN DYNASTIES AND ITS IMPACT ON INDIAN CULTURE					(12)
Alexanders invasion and its impact on Indian culture. Mauryan culture - Religious Policy, Society and economy under the Mauryas, Sungas contribution to Indian culture and Kanishka Kushans contributions to Indian culture. Age of the Guptas - golden age society - economy and Region under the guptas Society, economy and Religion under Harsha Sangam period Pallavas, Cholas, and Pandyas - contribution to Indian culture. Society and culture under Vijaya nagar - Nayaks of Madura - Genjee - Tanjore.					
MODULE – 3: MUSLIMS IMPACT ON INDIAN CULTURE					(12)
Delhi Sultanate - Society, Religion Literature and Arts. Mughals and their impact on Indian culture, Society, Economy, Religion, Literature, Art and Architecture.					
MODULE – 4: SOCIAL REFORMERS					(12)
Arya Samaj - Brahma Samaj - Ramakrishna mission – Theosophical Society Dravidian Ratiomalistic Movement					
MODULE – 5: IMPACT OF WEST ON INDIAN CULTURE					(12)
Portuguese. Dutch - French and British. Impact of Christianity on Indian culture. Developments in India after the British. Railways - Postal and Telegraphy. Industrial Revolution. Emergence of Educational Institutions					
TEXT BOOKS					
1. Luniya - An Evaluation of Indian culture 2. S. Raychodury - Social, cultural and economic history of India					

ONLINE SOURCES
https://www.youtube.com/watch?v=xRzzrekUjoE https://www.youtube.com/watch?v=1q3_EMKIVtY
E BOOK
https://archive.org/details/in.ernet.dli.2015.524807 http://estudentedavedanta.net/Cultural_Heritage_Vol_II.pdf
MOOC
https://swayam.gov.in/course/195-secondary-indian-culture-and-heritage

COURSE TITLE	ECONOMICS OF TOURISM			CREDITS	4
COURSE CODE	TTB2302	COURSE CATEGORY	PC	L-T-P-S:	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1.	Understanding the concept of tourism, development of tourism and its impact on the employment generation				2
2.	Understanding the principles of tourism with regard to planning, organizing, and the motivation to travel				2
3.	Understanding the impact of tourism on demand and supply side of various tourist centres, its impact on foreign exchange				2
4.	Understanding the concept teams and group dynamics, and the individual goals				2
5.	Understanding the role of various organisations, benefits of tourism and its impact on boosting the economy				2
Prerequisites: Basic knowledge on concepts of tourism and economics					
MODULE – 1: INTRODUCTION					(12)
Meaning and Measurement of Tourism, Travel through ages, Tourism and employment generation, Tourism and revenue generation					
MODULE – 2: PRINCIPLES OF TOURISM					(12)
Planning and staff, Financial planning. Organizing system, Organisation structure. Authority relationship – Motivation to travel - Time factor, regional planning consideration					
MODULE – 3: ECONOMICS OF TOURISM					(12)
Tourism demand and supply. Foreign exchange and balance of payment. (BOP) through international trade on Tourism. Inflation and rate of exchange					

MODULE – 4: GROUP DYNAMICS IN TOURISM	(12)
Leadership (Conflict management), team management and decision making. Individual goals and organization goals.	
MODULE – 5:	(12)
Role of various Organisation, Job design, Socio-economic benefits and Average effects of tourism. Tourist arrival statistical analysis. Boosting Indian economy	
TEXT BOOKS	
<ol style="list-style-type: none"> 1. Tourism Development (Sterling) -A.K. Bhatia 2. Dynamics of Tourism (Sterling) - R.N. KAUL 3. Tourism Management (Sterling) - P.N. Seth 4. Fairservice, Economics of Tourism - Prague 1968 	
REFERENCE BOOKS	
<ol style="list-style-type: none"> 1. Economic Review of world Tourism - London 1989 2. International Travel Statistics (Published annually) London 3. An Introduction to Travel and Tourism – pramnathseth&SushmasethBhat. 4. Tourism : Economic and Social Development Gill 	
SUGGETSED READING	
<ol style="list-style-type: none"> 1. http://www.ken-szulczyk.com/courses/tourism.php 2. https://www.researchgate.net/publication/251551336_Understanding_the_Economic_Impact_of_Tourism 	
E BOOK	
http://lib.dtc.ac.th/ebook/Tourism/The%20Economics%20of%20Tourism.pdf	
http://www.goodfellowpublishers.com/free_files/fileEconomics.pdf	
MOOC	
http://www.ifitt.org/hospitality-and-tourismmoocs/	

COURSE TITLE		GLOBAL TOURISM		CREDITS	4
COURSE CODE	TTB2303	COURSE CATEGORY	PC	L-T-P-S	3:1:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Enabling the importance of geographical locations at European Continent.				1
2	Enabling the importance of Tourist places at American Continent.				1
3	Enabling the importance of South African & Middle – East Countries.				1
4	Enabling the importance of South Asian Continent.				1
5	Analysing the tourism opportunities and addressing the contemporary issues.				4
Prerequisites: Geographical attractions world – wide					
MODULE – 1: EUROPEAN CONTINENT					(12)
Tourism in European countries, Attractions, Monuments, Theme Parks, Public Buildings					
MODULE – 2: AMERICAN CONTINENT					(12)
Tourism in North America, Latin America, New Zealand, NewYork , Attractions, Monuments, Theme Parks, Public Buildings					
MODULE – 3: MIDDLE – EAST & SOUTH AFRICAN COUNTRIES					(12)
Tourism in South Africa & Middle – East Countries, Monuments, Historic & Public Buildings, Attractions, Amusement Parks, Star Hotels, Safaris, Shopping					
MODULE – 4: SOUTH ASIAN CONTINENT					(12)
Tourism in South Asia, Nepal & Sri Lanka, South East Asia, Singapore, Malaysia, Thailand, HongKong, China, Japan					
MODULE – 5: GLOBAL TOURIST PLACES & AWARENESS					(12)
Contemporary Issues in Global Tourism, Future of Global Tourism					
TEXT & REFERENCE BOOKS					
<ol style="list-style-type: none"> 1. Lonely Planet – China, Japan 2. RuthBlackmore – Rough Guide to South East Asia 3. Foder’s Explorer 4. Badra G.S. – Globalization and Marketing Management, Deep and Deep Publication Ltd, New Delhi 5. Pushpinder S. Gill – Dynamics of Tourism, Anmol Publications Pvt Ltd, New Delhi, 1999 6. K.K Sharma – World Tourism Today, Sarup& Sons, New Delhi, 2004 					
SUGGESTED READING					
<ol style="list-style-type: none"> 1. https://books.google.co.in/books/about/Global_Tourism.html?id=X_gqz7u9iboC 2. https://www.sciencedirect.com/science/book/9780750677899 3. http://www.springer.com/in/book/9783642274039 4. http://guides.library.cornell.edu/c.php?g=31787&p=608406 					
E BOOK					
<ol style="list-style-type: none"> 1. https://www.sagamorepub.com/files/lookinside/644/introtourismebookopt-lookinsideopt.pdf 					

2. <http://www.economy.gov.ae/Publications/An%20Introduction%20to%20Tourism%200750619562.pdf>

MOOC

1. <https://www.mooc-list.com/course/hospitality-and-tourism-china-global-perspective-edx>

COURSE TITLE		HOSPITALITY MANAGEMENT			CREDITS	4
COURSE CODE		BTB2303	COURSE CATEGORY	FT	L-T-P-S	3:1:0:0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Understanding the overview to Hospitality Management.					3
2.	Understanding the Front Office Operations and House Keeping Operations.					3
3.	Understanding the Food Production and Food & Beverage Operations.					3
4.	Understanding the Ancillary Departments Operations.					3
5.	Understanding the Hotel business.					3
Prerequisites; Overview of Hospitality Industry, Operating and Ancillary Departments, Hotel Business						
MODULE – 1: INTRODUCTION TO HOSPITALITY MANAGEMENT						(12)
Introduction to Hospitality Management - Definition of Hotel, Various stages of growth, trends, Classification of Hotels, Relationship between Hotel and Travel Industry. Main and Supplementary accommodations.						
MODULE – 2: FRONT OFFICE OPERATIONS AND HOUSE KEEPING OPERATIONS						(12)
Front Office Operations: Main features of front office department: hierarchy, various divisions, roles, job description. House Keeping Operations: Main features of housekeeping department: hierarchy, various divisions, roles, job description.						
MODULE – 3: FOOD PRODUCTION AND FOOD & BEVERAGE OPERATIONS						(12)
Food Production and F&B Operations: Main features of production and service department: hierarchy, various divisions, roles, job description.						
MODULE – 4: ANCILLARY DEPARTMENTS						(12)
Various functions of Supporting departments – Human Resource – Training – Engineering – Finance & Accounts – Security – Sales – Purchase etc.						
MODULE – 5: HOTEL BUSINESS						(12)
The economics of the hotel business Dimensions of the hotel investment decision, Brand competition, Changes in franchise relationship.						
TEXT BOOKS						
1	John R Walker, Introduction to Hospitality Management, Pearson Education, 2007					
2	Sudhir Andrews, <i>Hotel Operation Manuals</i> , Tata McGraw Hill					
3	S K Bhatnagar, Front Office Management, Frank Bros. & Co, New Delhi, 2002					

4	Dr. JagmohanNegi, Hospitality Reception and Front Office, S Chand & Company Pvt. Ltd., New Delhi 2013
5	Dennis R Lillicrap& John A Cousins, Food & Beverage Service, Hodder& Stoughton, London, 1994
REFERENCE BOOKS	
1	Parvinder S Bali, Food Production Operations, OUP, 2009.
2	G Raghubalan&SmriteeRaghubalan, Hotel Housekeeping Operations and Management, OUP, 2009
ONLINE SOURCES	
1	https://www.youtube.com/WYlvm-Q3IDQ
2	https://www.youtube.com/eEWI9tMUJrg

COURSE TITLE	TOURISM MARKETING			CREDITS	3
COURSE CODE	TTB2305	COURSE CATEGORY	PC	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Demonstrate an understanding of effective marketing principles and marketing environment factors as outlined in selected text learning objectives				3
2	Enabling the importance of Targeting and Positioning, Market Segmentation to apply the same				4
3	Illustrating New Product development and Product Life cycle for developing marketing skills				3
4	Analyzing the Pricing and Channel Management Strategies for improving decision making skills				3
5	Understanding of Pro – Active and its' importance before the deviation through Promotion mix				3
Prerequisites: Core Principles of Tourism marketing, Micro & Macro Environmental factors, 7P's of Marketing, Consumer Behavior					
MODULE – 1: INTRODUCTION TO MARKETING					(9)
Introduction to Tourism Marketing, Definition; Nature and Scope of Tourism Marketing, Features of Tourism marketing, Marketing Function, Micro and Macro Environmental factors					
MODULE – 2: MARKET TARGETING					(9)
Concept of market segmentation, Targeting and Positioning, Marketing segmentation, Types of Market Segmentation, Marketing Mix					

MODULE – 3: PRODUCT ISSUES	(9)
Types of Tourism Products, Tourism Product Planning and Development, New Product Development, Tourism Product Lifecycle	
MODULE – 4: PRICING & CHANNEL MANAGEMENT	(9)
Concept of Price, Factors influencing Tourism Pricing, Different Tourism Pricing Strategies, Tourism Channel Management	
MODULE – 5: PROMOTION	(9)
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.	
TEXT BOOKS	
<ol style="list-style-type: none"> 1. Marketing for Hospitality and Tourism, New-Delhi, Prentice Hall of India, Philip Kotler, Bowen, John, and Makens James 2. Tourism Marketing, Pearson Education, New Delhi, Dasgupta, 	
SUGGESTED READING	
<ol style="list-style-type: none"> 1. www.ama.com 2. www.marketinglessons.in 3. NPTEL Material for Marketing Management. 	
E BOOK	
http://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf	
http://steconomice.uoradea.ro/anale/volume/2008/v4-management-marketing/167.pdf	
MOOC	
http://www.ifitt.org/hospitality-and-tourismmoocs/	

COURSE TITLE		VALUE EDUCATION			CREDITS	0
COURSE CODE	BAA2301	COURSE CATEGORY	PC	L-T-P-S	1:0:0:0	
CIA	40%			ESE	60%	
LEARNING LEVEL	BTL –2 (Understand)					
CO	COURSE OUTCOMES				PO	
1	Understanding the basic concept of values and value system and importance of body, soul and intellectual level				3	
2	Applying the concept of values and importance of self esteem and punctuality				4	
3	Understanding human rights and universal declaration of human rights				3	
4	Understanding the importance of environment and ecological balance				3	
5	Understanding the social evils and analysing the effects of social evils in personal life				3	
Prerequisites: Basic knowledge on concepts of values, ethics and environment						
MODULE – 1: INTRODUCTION						(3)
Value education-its purpose and significance in the present world – Value system – The role of culture and civilization-Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.						
MODULE – 2: VALUES OF LIFE						(3)
Salient values for life- Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity , and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking						
MODULE – 3: HUMAN RIGHTS						(3)
Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr. A P J Kalam’s ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.						
MODULE – 4: ENVIRONMENT						(3)
Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.						
MODULE – 5: SOCIAL EVILS						(3)
Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women - How to tackle them						
TEXT BOOKS						
1.M.G.Chitakra: Education and Human Values, A.P.H.Publishing Corporation, New Delhi, 2003						
REFERENCE BOOKS						
1. For Life, For the future : Reserves and Remains – UNESCO Publication						

ONLINE SOURCES

1. https://www.bharathuniv.ac.in/colleges1/downloads/courseware_eee/Notes/sem6/SEM%20VI%20BSS%20601%20VALUE%20EDUCATION%20&%20PROFESSIONAL%20ETHICS.pdf
2. <https://www.ugc.ac.in/oldpdf/xplanpdf/humanrights.pdf>

SEMESTER VI

COURSE TITLE		INTERNATIONAL BUSINESS MANAGEMENT		CREDITS	4	
COURSE CODE		BAB2317	COURSE CATEGORY	PC	L-T-P-S	4:0:0:0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1	Introduction to International Business concepts				1	
2	Understanding the Trade Theories				3	
3	Understanding the Balance of Trade and Payment				2	
4	Understanding the various International agencies				6	
5	Understanding the conflicts and role of WTO				7	
Prerequisites: Trade, Export and Import						
MODULE – 1: INTRODUCTION					(12)	
Difference between Internal and International trade – Importance of International Trade in the Global Context						
MODULE – 2: TRADE THEORIES					(12)	
Theories of Foreign Trade – Absolute, Comparative, Equal cost differences (Adam Smith, Ricardo, Haberler’s, Hecksher – Ohlin theories only) – International Product Life cycle theory						
MODULE – 3: BoP&BoT					(12)	
Balance of Trade, Balance of Payment Concepts, causes of disequilibrium methods to correct disequilibrium: Fixed and floating exchange rates						
MODULE – 4: IMF					(12)	
International Monetary system:- IMF – International Liquidity – IBRD						
MODULE – 5: WTO					(12)	
Conflicts – Types of Conflicts – causes for Conflicts – Role of WTO in Conflict resolution						

COURSE TITLE		ENTREPRENEURSHIP DEVELOPMENT			CREDITS	4
COURSE CODE		BAB2318	COURSE CATEGORY	PC	L-T-P-S	3-1-0-0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Student should be able to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.					3
2	Students should be able to understand the concept of Business environment and the various factors influencing it, Government and its role in encouraging and supporting Entrepreneurship through various services including EDP training programs.					3
3	Students are expected to get the capabilities to select Products, doing a pre-feasibility study, and prepare a feasibility report and evaluate it.					3
4	Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product.					3
5	Students are equipped to start a venture, monitor and evaluate it for avoiding sickness, how to revive sick units and effectively manage small business units.					3
Prerequisites: Basic knowledge in management concepts						
MODULE 1: CONCEPT OF ENTREPRENEURSHIP						(12)
Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs – Role in Economy – Women Entrepreneurship.						
MODULE 2: POLICY & INSTITUTIONAL ECO SYSTEM FOR ENTREPRENEURSHIP						(12)
Startup India – Make in India – Stand up India – Special Schemes - Entrepreneurial Development Agencies - NSDC – EDI – MSME – SIDO – EDI – NIESBUD – Role of professional bodies and industry associations						
MODULE 3: BUSINESS PLAN & PITCHING						(12)
Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities - Preparation of Business Plan - Pitching – Types.						
MODULE 4: ENTREPRENEURIAL FINANCE						(12)
Sources of Finance – Research Institutions – Venture Capital – Angel Investors – Commercial Banks – MUDRA – NABARD – Microfinance - MSMEs and IPO.						
MODULE 5: SICKNESS AND TURNAROUND STRATEGIES						(12)
Industrial Sickness – Definition – Causes – Symptoms – Prediction – Revival – Managerial Deficiencies - Revival of Sick unit – BIFR and SICA's Role – Startup India's notion towards Winding up						
TEXT BOOKS						
1	S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2007.					
2	Saravanavel – Entrepreneurial Development, Ess-Pee-kay-Publishing-House, 5 th Edison, 2011					
REFERENCE BOOKS						
1.	J.S. Saini & S.I. Dhameja – Entrepreneurship and small business					
E BOOKS						
1.	http://ncert.nic.in/ncerts/l/lbs213.pdf					
2.	http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf					
MOOC						
1	https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera					

COURSE TITLE		AIRLINE MARKETING MANAGEMENT		CREDITS	3	
COURSE CODE		TTB2316	COURSE CATEGORY	PC	L-T-P-S	3:0:0:0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1	Understanding the marketing principles in Aviation industry				1	
2	Analysing PESTE Analysis and to build customer satisfaction				2	
3	Analysing the pricing strategies in related to product features				2	
4	Researching the process and tools to find the competitor and their sustainability in the fields				7	
5	Implying innovation and strategies through e – sources				4	
Prerequisites: Aviation related comprehension, Airline Market						
MODULE – 1: INTRODUCTION TO AIRLINE MARKETING					(12)	
Marketing Environment, Customer Oriented Organization, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management.						
MODULE – 2: MARKET OF AIR TRANSPORT					(11)	
Customer Definition, Apparent & True Needs, Industrial Buying Behaviour, Customer in the Business Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTE Analysis, Building Customer Satisfaction						
MODULE – 3: PRODUCT ANALYSIS IN AIRLINE MARKETING					(15)	
Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio, Balancing Risk and Opportunity, Fleet & Schedules related Product Features, Customer Service Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy						
MODULE – 4: MARKETING RESEARCH					(12)	
Types, process, tools and techniques, application of marketing research, product launching, demand estimation, advertising, brand preferences, customer satisfaction, retail stores image, customer perception, distribution, customer relationship, competitor analysis and related aspects, preparation of marketing research report						
MODULE – 5: INFORMATION TECHNOLOGY IMPACT ON MARKETING DECISIONS					(9)	
Online marketing, web based marketing programmes, emerging now trends and challenges to marketers, sample case studies						
TEXT & REFERENCE BOOKS						
<ol style="list-style-type: none"> 1. Stephen Shaw "Airline Marketing and Management" Ashgate Sixth Edition. 2. Philip Kotler: Marketing management (Millennium edition), prentice hall of India P (ltd), 2001 3. Boyd Walker, Marketing Management, McGraw Hill, 2002 4. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998. 						
ONLINE SOURCES						
<ol style="list-style-type: none"> 1. https://www.sciencedirect.com/journal/journal-of-air-transport-management 2. https://www.journals.elsevier.com/journal-of-air-transport-management/recent-articles 3. https://www.mcgill.ca/iasl/files/iasl/ASPL614-Airline-Business.pdf 						
E BOOK						
http://perpustakaan.sttkd.ac.id/ebook/uploads/Airline%20marketing%20and%20management.pdf						
https://www.pdfdrive.net/airline-marketing-and-management-xayingcom-e18670138.html						
MOOC						
http://www.iata.org/training/courses/Pages/airline-marketing-talm53.aspx						

COURSE TITLE		PROJECT WORK			CREDITS	4
COURSE CODE	BAB2341	COURSE CATEGORY	PC	L-T-P-S	0-0-6-4	
CIA	40%			ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone					7

Prerequisites: Research Methods

MODULE – 1: INTRODUCTION

(1 MONTH)

The main focus of the Project should be on the chosen area of Specialization such as General Management /Retail Management / Human Resource Management / Marketing Management / Financial Services Management for BBA.

The project work may be carried out by identifying research / application problem in any one of the business / manufacturing / service organizations that suits the chosen area of the specialization

Major Types of Project

The project to be undertaken may be of various types:

- **Exploratory type**

The Students to explore the possible causes of a phenomena or status

- **Descriptive** – to support or disprove existing facts with quantitative data

- **Survey type**

includes designing questionnaire for collection of data through field study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions

- **Experimental study**

Conduct of experiments to find the cause and effect relations between experimental variables and dependent variables

e.g. Impact of training programme on performance, impact of advertisements on sales

- **Desk research based on secondary data**

Making use of published data, analyzing and interpreting such data and arriving at meaningful conclusions.

Project evaluation

For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End - semester Exam	50%

For end – semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester examination will be conducted by a Committee constituted by the Registrar / Controller of examination. This will include an external expert.

LIST OF DEPARTMENTAL ELECTIVES

COURSE TITLE	HUMAN RIGHTS AND TOURISM			CREDITS	3
COURSE CODE	TTC2351	COURSE CATEGORY	DE	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Understanding the concept of Human rights				3
2	Understanding various conventions across the globe				1
3	Understanding citizen rights				1
4	Understanding problems in tourism industry				3
5	Analyzing the tourism environment				4
Prerequisites: Child Trafficking, Basic knowledge of Fundamental Rights					
MODULE – 1:					(9)
Nature – Scope – Evolution of the Concept of Human Rights in the West – Magna Carta, bill of Rights, Rights of Man.					
MODULE – 2:					(9)
Mexico Declaration – Europe Convention on Human Rights – Helsinki Charter – World Conference 1992.					
MODULE – 3:					(9)
Human Rights and Fundamental Rights – Duties of Citizens – Amnesty International.					
MODULE – 4:					(9)
Human Rights and Tourism Related Issues – Trafficking in Women and Children – Drug Trafficking – Dispossession and Displacement of People – Tourism Public Safety and Health.					
MODULE – 5:					(9)
Tourism and Environment – Marine Coastal Regulation Zone, Rules and Laws – Tourism and Fragile Econ Systems – Beach, Coastal and Mountains Community Rights Violation – First Worlds Vs Third World.					
TEXT BOOKS					
1. K.S.Murthy - The Quest for Peace. 2. V.R.Krishnalyer - Human Rights and Inhuman Wrongs. 3. J.C. Johari - Human Rights and New World Order. 4. Arun Ray Mahapatra - Public Interest Litigations and Human Rights.					
SUGGESTED READING					
1. https://www.tourismconcern.org.uk/human-rights/ 2. www.responseandability.com/images/projekte/Projekte_Forschung_HR-Tourism.pdf 3. https://www.tourism-watch.de/files/rt_human_right_in_tourism_eng.pdf					
E BOOK					
1. http://eprints.uwe.ac.uk/12137/2/Ch_7_cole_and_eriksson.pdf 2. https://www.tourism-watch.de/files/rt_human_right_in_tourism_eng.pdf					
MOOC					
1. http://www.humanrights-in-tourism.net/en/home.html					

COURSE TITLE		FRONT OFFICE MANAGEMENT			CREDITS	3
COURSE CODE		TTC2352	COURSE CATEGORY	DE	L-T-P-S	3:0:0:0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1	Understanding the Front Office Operations					3
2	Understanding the Various functions of Front Office					1
3	Knowing and able to do guest registration process					3
4	Understanding the Front Office Accounting and Bill Settlements procedures					4
5	Understanding the Information System in Front Office Department					3
Prerequisites: Front Office Operations, Various Functions and Activities involved in FO Department, Registration and Bill Settlement Process.						
MODULE – 1: FRONT OFFICE OPERATIONS – INTRODUCTION						(9)
Front Office Operations and Responsibilities – Guest Cycle – Front Office System – Front Desk Equipment – Computer Applications – Front Office Forms – Front Office Communications – Guest Relations – Front Office Security – Inter Departmental Communications.						
MODULE – 2: FRONT OFFICE FUNCTIONS						(9)
Front Office Management – Management Functions – Establishing Room Rate – Room Availability – Budgeting Evaluating.						
MODULE – 3: REGISTRATION						(9)
Registration – Receiving – Greeting Guests – Types of Registration – Documents Generated – Registration – Operating Modes – Room Procedures – Group Arrival.						
MODULE – 4: FRONT OFFICE ACCOUNTING AND BILL SETTLEMENTS						(9)
Front Office Accounting – Cash and Credit – Cashiers papers – handling Credit Cards – Cheques and Accounts – Banking and Deposits – Foreign Exchange Regulations.						
MODULE – 5: INFORMATION SYSTEM						(9)
Information System – Mail Service – Message – Keys – Local Information – Bell and Service – Layout Staff – Luggage Procedure – Door Care – Parking – Telephone Procedures – Telex.						
TEXT BOOKS						
<ol style="list-style-type: none"> 1. John R Walker, Introduction to Hospitality Management, Pearson Education, 2007. 2. Sudhir Andrews, <i>Hotel Operation Manuals</i>, Tata McGraw Hill. 3. S K Bhatnagar, Front Office Management, Frank Bros. & Co, New Delhi, 2002 4. Dr. JagmohanNegi, Hospitality Reception and Front Office, S Chand & Company Pvt. Ltd., New Delhi 2013 						

SUGGESTED READING
1. https://www.youtube.com/WYlvm-Q3IDQ 2. https://www.youtube.com/eEWI9tMUJrg 3. https://www.youtube.com/DldzKYthSvQ
E BOOK
http://lib.dtc.ac.th/ebook/Hotel/Hotel-Front-Office-Management%203rd.pdf
https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.p
MOOC
https://www.coursera.org/learn/hotel-distribution

COURSE TITLE	TOURISM BUSINESS – I			CREDITS	3
COURSE CODE	TTC2353	COURSE CATEGORY	DE	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Understanding the basic principle of tourism, its nature and scope				1
2	Understanding the concept of tour administration				1
3	Understanding the various modes of tourism, the accommodation available				1
4	Applying the concept for understanding the environment of tourism and the government policies applicable for each place				2
5	Applying the concept to analyse the tourism industry and projecting the future trends				2
Prerequisites: Basic knowledge in places of visit and historical importance, cultural importance and religious importance					
MODULE – 1: INTRODUCTION TO TRAVEL					(9)
Definition - History of Travel - Nature, Importance and Scope of Tourism					
MODULE – 2: TOURISM ADMINISTRATION					(9)
Motivation, Planning and Tourism Administration					
MODULE – 3: MODES OF TRANSPORT					(9)
Transport- Road-Rail-Sea-Air – Civil Aviation – Traditional & Supplementary Accommodation					
MODULE – 4: ENVIRONMENT OF TOURISM					(9)
Social, Physical and Economic Impact of Tourism - Tourism and Government Policies					
MODULE – 5: TOURISM INDUSTRY					(9)
Tourism as an Industry – Future of Tourism with special reference to India					
TEXT BOOKS					
1	Bhatia, A.K., 2003, International Tourism , Sterling Publishers Pvt Ltd., New Delhi.				
2	Pushpinder S. Gill, 1999, Dynamics of Tourism, Anmol Publications Pvt Ltd., New Delhi.				

REFERENCE BOOKS	
1	Pran Nath Seth, 1997, Successful Tourism Management, Sterling Publishers Pvt Ltd., Delhi.
2	Sinha, R.K., Growth and Development of Modern Tourism, Dominant Publishers, NewDelhi.
E BOOKS	
1	https://www.stuvia.com/doc/378601/business-of-tourism-exam-4
2	http://green-office.mobi/keeo/uvrni.php?aoc=travel-and-tourism-notes-pdf
MOOC	
https://www.mooc-list.com/course/managing-marketing-hospitality-and-tourism-industry-edx	

COURSE TITLE	TOURISM IN INDIA			CREDITS	3
COURSE CODE	TTC2354	COURSE CATEGORY	DE	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Demonstrate an understanding of types of resources				1
2	Enabling the importance of tourism resources				7
3	Illustrating the importance of pilgrimage destinations				1
4	Studying the importance of Festivals of India				1
5	Studying the importance of Handicrafts & Handlooms in Indian context				1
Prerequisites: Types of Resources, Tourism Resources, Pilgrimage destinations, Handicrafts & Festivals					
MODULE – 1: TYPES OF RESOURCES					(12)
Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana) Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep islands.					
MODULE – 2: TOURISM RESOURCES					(12)
Popular Tourist Resources - Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri					
Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).					

MODULE – 3: PILGRIMAGE DESTINATIONS (12)	
<p>Pilgrimage Destinations: Hindu - Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhya (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura –Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.</p> <p>Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.</p> <p>Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana</p> <p>Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.</p> <p>Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.</p> <p>Saint: Kabir, Tulasi, Raidas, Sankaracharya.</p>	
MODULE – 4: FESTIVALS IN INDIA (12)	
<p>Fairs and Festivals: Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.</p>	
MODULE – 5: HANDICRAFTS IN INDIA	
<p>Handicrafts and Handlooms: History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.</p>	
TEXT BOOKS	
<ol style="list-style-type: none"> 1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002) 2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001) 3. Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988. 4. Mitra, Devla, Buddhist Architecture, Calcutta. 5. Michell, George, Monuments of India, Vol. 1. London. 6. Davies, Philip, Monuments of India, Vol. II., London. 7. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay. 8. Brown Percy, Indian Architecture (Islamic period), Bombay. 9. Hawkins. R.E., Encyclopedia of Indian Natural History. 10. Vatsayana, Kapila, Indian Classical Dance, New Delhi. 11. Swami, Prayaganand, History of Indian Music. 12. Jain, Jyotindra & Arti, Aggrawala: National Handicrafts and Handlooms Museum. 13. Mode. H. & Chandra.S. : Indian Folk Art, Bombay. 14. Mehta. R. J.: Handicrafts & Industrial Arts of India, New York. <p>Grewal, Bikram (Ed): Indian Wildlife.</p>	
SUGGESTED READING	
<ol style="list-style-type: none"> 1. https://www.tourism-of-india.com/ 2. https://tourismeschool.com/10-things-successful-tourism-operators-differently/ 	

3. https://www.udemy.com/start-your-own-tourism-business/
4. https://en.wikipedia.org/wiki/Tourism_in_India
5. www.tourismguideindia.com/
E BOOK
https://folk.uio.no/jackb/mundo/Lonely_Planet_India14th_Ed)(gnv64).pdf
https://pothi.com/pothi/book/ebook-anurag-mathur-indian-tourism
MOOC
http://www.elearning4tourism.com/

COURSE TITLE	AIR TICKETING & FARE CONSTRUCTION			CREDITS	3
COURSE CODE	TTC2366	COURSE CATEGORY	DE	L-T-P-S	3:0:0:0
CIA	40%			ES	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Understanding the International Regulations for Air Transport				3
2	Ensuring the Tariffs, Fares & Taxes are implied on constructing fare				5
3	Enabling the Route Maps for places all over the Continent				4
4	Understanding the level of booking conditions				3
5	Enabling proper travel documents and guiding on travel formalities				7
Prerequisites: Basic Principles of Constructing a fare, Ticketing concepts					
MODULE – 1: AIR TRANSPORT					(9)
Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations					
MODULE – 2: AIRFARES & TICKETING – I					(9)
Arrangement of the Tariff Manuals, Terms and Definitions, Published FareS, Currency Regulations, Round and Circle Trip fares, Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents					
MODULE – 3: AIRFARES & TICKETING – II					(9)
Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares					
MODULE – 4: TOUR PROGRAMMES					(9)
Terms and abbreviations, Types of Tours, How and why tours are produced, Items included in a tour brochure, Booking Conditions, Reservation Procedures					

MODULE – 5: TRAVEL FORMALITIES	(9)
The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence	
TEXT BOOKS	
<ol style="list-style-type: none"> 1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association 2. JagmohanNegi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004 3. JagmohanNegi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004 4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New De 	
ONLINE SOURCES	
<ol style="list-style-type: none"> 1. http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx 2. https://www.amazon.in/Air-Fares-Ticketing-Doris-Davidoff/dp/0133244849 3. http://www.travelready.org/PDF%20Files/IATA%20-%20Ticketing%20Handbook.pdf 	
E BOOK	
http://www.pondiuni.edu.in/sites/default/files/Air-faresmgt-070414.pdf	
http://www.travelready.org/PDF%20Files/IATA%20-%20Ticketing%20Handbook.pdf	
MOOC	
http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx	

COURSE TITLE	INTRODUCTION TO AVIATION MANAGEMENT			CREDITS	3
COURSE CODE	TTC2367	COURSE CATEGORY	DE	L-T-P-S	3:0:0:0
CIA	40%			ESE	60%
LEARNING LEVEL					
CO	COURSE OUTCOMES				PO
1	Expansion of Aviation Terminologies in connection with organisations				6
2	Enhancing Aviation Laws in the work environment				7
3	Analysing the potentiality of airline players				3
4	Developing the entrepreneurial skills through private participation				5
5	Implying innovation and strategies to survive in the industry				5
Prerequisites: Aviation related comprehension, Airline Market					
MODULE – 1: INTRODUCTION TO AVIATION MANAGEMENT					(9)
Defining Aviation Management, Aviation Glossary, IATA, ICAO, DGCA, AAI, Air Transportation, Importance & Overview of Aviation Industry.					

MODULE – 2: REGULATIONS	(9)
Warsaw Convention – Freedoms of Air – Cabotage – National & International Organisations in Aviation Industry	
MODULE – 3: ANALYSIS & AIRLINE MARKETING	(9)
Major players in Airline Industry – SWOT Analysis – Market potential of Indian Airline Industry – Types of Passengers – Relationship Marketing	
MODULE – 4: INTERNATIONAL DEVELOPMENT	(9)
Airport Authority of India – Public & Private participation in International developments – Environmental issues.	
MODULE – 5: INNOVATION & STRATEGIES	(9)
Innovation in Aviation – Airlines’ Survival Strategies – Profitability in airline companies – Focus on Commercial Airports.	
TEXT BOOKS	
1. Wells.A - Airport Planning and Management, 4th Edition McGraw-hill, London 2000. Alexander T Well, Seth Young – Principles of Airport Management - Tata Mc.Graw Hill - New Delhi, 2003.	
SUGGESTED READING	
1. https://www.tutorialspoint.com/aviation_management/aviation_management_introduction.htm	
2. https://polytechnic.purdue.edu/degrees/aviation-management/plan-of-study	
3. https://software.ecmwf.int/wiki/pages/viewpage.action?pageId=29327953	
E BOOK	
https://www.iata.org/training/courses/Documents/intro-airline-2nd-toc.pdf	
https://www.tutorialspoint.com/aviation_management/aviation_management_tutorial.pdf	
MOOC	
http://www.asa2fly.com/Airport-Management-eBook-PD-P2296.aspx	

COURSE TITLE		TOURISM BUSINESS II			CREDITS	3
COURSE CODE		TTC2368	COURSE CATEGORY	DE	L-T-P-S	3:0:0:0
CIA		40%			ESE	60%
LEARNING LEVEL						
CO	COURSE OUTCOMES					PO
1.	Demonstrate an understanding of various Tourist Organizations in India.					5
2.	Enabling the importance of International Tourist Organizations					2,3
3.	Illustrating the importance of tourism policies.					5
4.	Analyzing the impact of tourism					7
5.	Understanding the future of tourism					7
Prerequisites: Basics of Tourism Management, Tourism Organizations, Tourism Policies						
MODULE – 1: TOURISM DEVELOPMENT						(9)
Growth and Development of Tourist Organizations in India, Sergeant Committee, from Tourism and Civil Aviation to ITDC						
MODULE – 2: TOURIST ORGANIZATIONS						(9)
International Tourist Organizations – WTO, IATA, UPTA, PATA and ICAO						
MODULE – 3: TOURISM POLICIES						(9)
Tourism and Government Policies						
MODULE – 4: IMPACT OF TOURISM ON ECONOMIC DEVELOPMENT						(9)
Social, Physical and Economic Impact of Tourism						
MODULE – 5: FUTURE OF TOURISM						(9)
Futuristic Studies of Tourism – Special Reference to India						
TEXT BOOKS						
1	Pran Nath Seth	-	Successful Tourism Management, Vol. I			
2	Pran Nath Seth	-	Successful Tourism Management, Vol. II			
REFERENCE BOOKS						
1	R. K. Sinha	-	Growth and Development of Modern Tourism			
E BOOKS						
1	https://www.wikihow.com/Develop-a-Tourism-Business https://tourismeschool.com/10-things-successful-tourism-operators-differently/					
MOOC						
https://www.mooc-list.com/course/managing-marketing-hospitality-and-tourism-industry-edx						

COURSE TITLE		CUSTOMER RELATIONSHIP MANAGEMENT		CREDITS	3	
COURSE CODE		BAC2367	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
CIA		40%		ESE	60%	
LEARNING LEVEL						
CO	COURSE OUTCOMES				PO	
1	The ideas behind customer equity and its components – brand equity, value equity and relationship equity				2	
2	Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis				1	
3	The costs of customers and costs of serving customers in the different channels				3	
4	Dealing with unprofitable customers and recovering from crises.				5	
5	Identification and Selection of customers (for both consumer and business markets).				7	
Prerequisites: Marketing and sales management concept						
MODULE – 1: INTRODUCTION TO CRM						(9)
Meaning and definition of CRM, benefits of CRM, why should businesses adopt CRM, the why's and how's of building relationships with customers.						
MODULE – 2: : ECONOMICS OF CRM						(9)
Lifetime value of customer, Activity based costing for customer profitability analysis, Learning about your customers in Emerging Markets						
MODULE – 3: BUILDING CUSTOMER RELATIONSHIPS						(9)
Developing Customer Intelligence and a CRM Strategy, Managing Unprofitable Customers, Understanding the Role of Employee Incentives in CRM.						
MODULE – 4: CRM APPLICATIONS						(9)
Applications of CRM in different industries, Incorporating New Media: Adding Social Media to the Marketing Mix, CRM practices in Business Markets						
MODULE – 5: CRM IMPLEMENTATION						(9)
CRM implementation process, precautions related to CRM implementation.						
TEXT BOOKS						
1	Customer Relationship Management by Francis Buttle (2nd Edition), Elsevier Ltd., 2009					
2	Helen Woodruffe, Services Marketing					
REFERENCE BOOKS						
1.	Balasubramaniyan, K., Essence of Customer Relationship Management, learn Tech press					
E BOOKS						
1.	http://library.imtdubai.ac.ae/content/e_books/E0013.pdf					
MOOC						
1	https://www.edx.org/course/customer-relationship-management					