



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course)**

**Syllabus for B.Com (Travel & Tourism)
(V & VI Semester)**

2023-24 onwards

**PROCEEDINGS OF THE MEETING OF THE BOS-UG-B.COM, B.COM BDA /IAS
/A&F/ LSCM /TT, B.VOC (A&T)/B.VOC (RM) COURSES**

Proceedings of the meeting of the BOS(UG) B.Com/B.Com-BDA/B.Com-IAS / B.Com-A&F/B.Com-LSCM/B.Com-TT/B.Voc(A&T)/B.Voc(RM) Courses held on 8th and 9th August 2023 from 11:00 AM onwards, in the Department of Commerce, PK Block, Bengaluru City University, Bengaluru.

The board members had prepared the draft syllabus for the 5th and 6th semesters of the above mentioned courses and presented in the meeting. After elaborate discussions and deliberations, the draft syllabus was modified as per the suggestions of the board members and finalised.

Further, the board authorised the Chairperson to make the necessary changes, if required.

MEMBERS PRESENT:

1. Dr. Jalaja .K.R	Dean and Chairperson , Department Of Commerce, BCU	Chairperson
2. Dr. M. Muniraju	Former Dean and Chairman, Department Of Commerce, BCU	Member
3. Dr. Sarvamangala R	Dean and Chairperson , Department Of Commerce, BUB	Member
4. Dr. Nagaraju. N	Professor, Department Of Commerce, Mangaluru University, Mangaluru	Member
5. Dr. Channappa	Professor, Department Of Commerce, Osmania University, Hyderabad.	Member
6. Dr. B. G. Bhaskara	Principal , Sheshadripuram College, Bengaluru	Member
7. Dr. Padmaja. P.V	Principal , MLA Academy of Higher Education, Bengaluru	Member
8. Dr. Parvathi	Principal, VET First Grade College, Bengaluru	Member
9. Dr. S. N. Venkatesh	Principal, Sheshadripuram College, Yelahanka, Bengaluru	Member
10. Dr. S. Harish	Principal, Vijaya Evening College, Bengaluru	Member
11. Dr. D. Raja Jebasingh	Associate Professor, Department Of Commerce, St Joseph's College of Commerce ,Bengaluru	Member

CO-OPTED MEMBERS:

12. Dr. G. Venugopal	Principal VVN Degree College, Bengaluru	Member
13. Dr. Bhavani.H	Associate Professor, Department of Commerce, Vivekananda Degree College ,Bengaluru	Member
14. Shri. Gururaja Rao. H.N	Associate Professor, Department of Commerce, Vijaya College, Bengaluru	Member
15. Dr. Savitha.K	Principal, BEL First Grade College, Bengaluru	Member
16. Dr. Swaminathan C	Associate Professor, Department of Commerce, GFGC, Malleshwaram, Bengaluru	Member
17. Dr. Padmanabha. H.R	Principal, ASC Silver Valley College, Bengaluru	Member
18. Dr. Srihari	Associate Professor, Department of Commerce, SSMRV College, Bengaluru	Member
19. Dr. Nagaraja. C	Assistant Professor, Department of Commerce, GFGC Yelahanka, Bengaluru	Member
20. Smt. Asha. N	Principal, Sindhi College, Bengaluru	Member
21. Smt. Priya Srinivasa	Assistant Professor, Department of Commerce, BMS, College of Commerce and Management, Bengaluru	Member

bibi 12/09/23
Dr. JALAJA, K.R., M.COM., MBA., Ph.D
Dean & Chairperson
Department of Commerce
Bengaluru City University

Chairperson- BOS(UG)

B.COM – Travel and Tourism

Semester V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	B.Com TT 5.1	Financial Management	DSC-13	3+0+2	60	40	100	4
38	B.Com TT 5.2	Income Tax Law and Practice-I	DSC-14	3+0+2	60	40	100	4
39	B.Com TT 5.3	Heritage Management	DSC-15	3+0+2	60	40	100	4
40	B.Com TT 5.4	Global Tourism Geography	DSE-1	3+1+0	60	40	100	3
41	B.Com TT 5.5	Front Office Management	DSE-2	3+1+0	60	40	100	3
42	B.Com TT 5.6	A. Tour Guiding and Interpretation B. Basic Air Fare & Ticketing	Vocational-1 Any one to be chosen	3+0+2	60	40	100	4
43	B.Com TT 5.7	Cyber Security OR Employability Skills	SEC-SB	2+0+2	60	40	100	3
Sub–Total(E)					420	280	700	25

Semester VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
44	B.Com TT 6.1	Museology & Conservation	DSC-16	3+0+2	60	40	100	4
45	B.Com TT 6.2	Income Tax Law and Practice-II	DSC-17	3+0+2	60	40	100	4
46	B.Com TT 6.3	Advanced Financial Management	DSC-18	3+0+2	60	40	100	4
47	B.Com TT 6.4	MICE Tourism	DSE-3	3+0+2	60	40	100	3
48	B.Com TT 6.5	House Keeping Management	DSE-4	3+0+2	60	40	100	3
49	B.Com TT 6.6	A. Tour Leader Ship & Management B. Management of Adventure Tour Operations	Vocational -2 Any one to be chosen	3+0+2	60	40	100	4
50	B.Com TT 6.7	Internship* (4 Weeks Duration)	3 Hours per Teacher for a batch of 50 students	3+0+0	-	100	100	3
Sub–Total(F)					360	340	700	25

Note:

Name of the Program: Bachelor of Commerce (B.Com.)

TRAVEL AND TOURISM

Course Code: B.COM TT 5.1 (DSC-13)

Name of the Course: FINANCIAL MANAGEMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to

- Understand the Role of Financial Managers effectively in an organization.
- Apply the compounding & discounting techniques for time value of money.
- Take investment decision with appropriate capital budgeting techniques for investment proposals.
- Understand the factors influencing the capital structure of an organization.
- Understand the factors influencing the working capital requirements of an organization

Syllabus:	Hours
Module No. 1: Introduction to Financial Management	10
Introduction: Meaning of Finance-Finance Function-Objectives of Finance function-Organization of Finance function. Financial Management: Meaning and definition of Financial Management- Goals of Financial Management-Scope of Financial Management-Functions of Financial Management-Role of Finance Manager in India. Financial planning: Meaning –Need – Importance -Steps in financial Planning – Principles of a sound financial plan and Factors affecting financial plan.	
Module No. 2: Time Value of Money	10
Introduction – Meaning of time value of money-time preference of money- Techniques of time value of money: Compounding Technique-Future value of Single flow. Multiple flow and Annuity – Perpetuity-Discounting Technique-Present value of Single flow, Multiple flow – and Annuity. (Theory and Problems)	
Module No. 3: Capital Structure and Leverages	12
Introduction-Meaning and Definition of Capital Structure, Factors determining the Capital Structure, Concept of Optimum Capital Structure, EBIT-EPS Analysis. Leverages: Meaning and Definition, Types of Leverages- Operating Leverage, Financial Leverage and Combined Leverages. (Theory and Problems)	
Module No. 4: Capital Budgeting	14
Introduction-Meaning and Definition of Capital Budgeting, Features, Significance – Steps in Capital Budgeting Process. Techniques of Capital budgeting: Traditional Methods – Pay Back Period, and Accounting Rate of Return – DCF Methods: Net Present Value- Internal Rate of Return and Profitability Index- (Theory and Problems).	
Module 5: Working Capital Management	10
Introduction- Meaning and Definition, types of working capital, Operating cycle, Determinants of working capital needs-Sources of working capital- Merits of adequate working capital -Dangers of excess and inadequate working capital. (Theory only).	

Skill Development Activities:

1. Prepare the list of Functions of Finance Manager.
2. As a finance manager of a company, design an appropriate Capital Structure.
3. Evaluate a capital investment proposal by using NPV method with imaginary figures.
4. Calculate EBIT and EPS with imaginary figures.
5. Calculate PBP with imaginary figures of Uneven Cash inflow for three years.

Books for reference:

- IM Pandey, Financial management, Vikas publications, New Delhi.
- Abrish Gupta, Financial management, Pearson.
- Khan & Jain, Basic Financial Management, TMH, New Delhi.
- S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
- Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
- Ravi M Kishore, Financial Management, Taxman Publications
- Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 5.2 (DSC-14) Name of the Course: INCOME TAX LAW AND PRACTICE-I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> a) Understand the basic concepts of Income Tax as per Income Tax Act 1961. b) Understand the provisions for determining the residential status of an Individual. c) Comprehend the meaning of Salary, Perquisites, allowances and Profit in lieu of salary, and various retirement benefits. d) Compute the income house property for different categories of house property. e) Comprehend the assessment procedure and to know the power of income tax authorities. 		
Syllabus:		Hours
Module No. 1: Basic Concepts of Income Tax		08
Introduction –Meaning of tax- types of taxes and canons of taxation, Important definitions, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross Total Income, Total Income, Agricultural Income, Tax Rates (Old and New Regimes)- Exempted incomes of individuals under section 10.		
Module No. 2: Assessment Procedure and Income Tax Authorities		08
Meaning of Assessment - Types of Assessment– Regular Assessment- Self Assessment – Best Judgement Assessment- Summary Assessment – Scrutiny Assessment – Income Escaping Assessment - Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and functions. CBDT, CIT and AO.		
Module No. 3: Residential Status and Incidence of Tax		10
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual (excluding deductions U/S 80)		
Module No. 4: Income from Salary		18
Introduction - Meaning of Salary -Basis of charge- Definitions–Salary, allowances, Perquisites and profits in lieu of salary - Provident Fund - Retirement Benefits – Gratuity, pension and Leave salary. Deductions U/S 16 and Problems on Computation of Taxable Salary.		
Module No. 5: Income from House Property		12
Introduction - Basis of charge - Deemed owners -House property incomes exempt from tax, Vacancy allowance and unrealized rent. Annual Value –Determination of Annual Value- Deductions U/S 24 from Net Annual Value - Problems on Computation of Income from House Property.		

Skill Development Activities:

1. Prepare slab rates chart for different Individual assesses (Old Regime).
2. List out any 6 Incomes exempt from tax under section 10 of an Individual.
3. Draw an organization chart of Income Tax Authorities.
4. Prepare the chart of perquisites received by an employee in an organization.
5. Prepare the chart of Computation of Income under House Property.

Books for Reference:

- Mehrotra H.C and T.S. Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
- Bhagawathi Prasad, Direct Taxes.

<p align="center">Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 5.3 (DSC-15) Name of the Course: HERITAGE MANAGEMENT</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<p>Course Outcomes: On successful completion of the course, the students' will be able to</p> <ul style="list-style-type: none"> a) Analyse the concept of Heritage and Heritage Management in promoting Tourism. b) Demonstrate skills and techniques pertaining to Heritage Management . c) Understand the conceptual framework of Heritage Sites and their management d) Examine the process of converting a site in to UNESCO world heritage site e) Comprehend the relevance of Heritage and culture 		
Syllabus:		Hour s
Module No. 1: Indian Culture		10
General Features, Sources, Components and Evolution. Ancient, Medieval, Modern and Contemporary perspective of Indian Culture		
Module No. 2: Heritage- An overview		12
What is Heritage? Meaning and concept, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property, World famous heritage sites and monument in India and abroad.		
Module No. 3: Heritage Management		12
Heritage Management: Objectives and strategies, Protection, Conservation and Preservation, Case study of one destination, Heritage Marketing, Destination development. Selected Case Study of Heritage Management (One in Karnataka and One in India- National Perspective)		
Module No. 4: Organisations involved in Heritage Management		13
National and International Organisations : Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs) their role, functions and objectives. Projects undertaken by National and International Organisations. Education perspective of Heritage Management and implementation of Managing Heritage sites.		
Module 5: Heritage Sites and Heritage Hotels		13
UNESCO World Heritage Sites in India & Karnataka - Hampi and Pattadakallu. Procedure for obtaining World Heritage Site from UNESCO (Step-by-step procedure) Important Karnataka Historical Places – Heritage Hotels and its Classification. Heritage Hotels in Karnataka(all categories)		

Skill Development Activities:

1. Visit to Heritage sites of Karnataka
2. Visit to Heritage Hotels of Karnataka
3. Heritage Management Plan and implementation at Destination.
4. Identify the UNESCO World Heritage Sites in India and Karnataka
5. Organogram of National and International Organisations involved in Heritage Management
6. Heritage Management and Marketing skills.

Books for Reference:

1. Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
2. New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York
3. Ashworth, G. J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the HeritageCity, Pergamon, Oxford
4. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

Note: Latest edition of books may be used.

Name of the Programme: Bachelor of Commerce (B.Com) TRAVEL AND TOURISM Course Code: B.COM TT 5.4 (DSE-1) Name of the Course: GLOBAL TOURISM GEOGRAPHY		
Course Credits	No. of Hours per Week	Total No of Teaching Hours
3 Credits	4 Hrs	60 Hrs
Pedagogy: Lectures in the Classroom, Reading and analysis of annual reports of listed companies; writing assignment, seminar presentation, group discussion.		
Course Outcomes: On successful completion of the course, the students' will be able to <ul style="list-style-type: none"> a) Understand the knowledge of Geography. b) Prepare the timings (IDL, GMT as per the location) c) Comprehend the importance of Geography in Tourism d) Understand various tourist destinations across the continents 		
Syllabus		Hours
Module No. – 1 Introduction		10
Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude		
Module No. 2 – Geography and Components related to IATA		12
IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time		
Module No. - 3 Geography of North and South America		12
North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent		
Module No. 4 : Geography of Europe and Africa		12
Europe & Africa: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent. Tourist destinations of Europe and Africa.		
Module No. 5 Geography of Asia and Australia		14
Asia & Australia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia		

Skill Development Activities:

1. Determination of World Climatic Zones and Time
2. Calculation of GMT and DST
3. Calculation of Local Time and IDL
4. Marking of Tourist destinations of Different continents in the world map and continent wise.
5. Identification of World famous tourist destinations and their importance.

Books for Reference:

1. Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.
3. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
4. C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation-Environment, Place and Space. Third Edition, Routledge, London.
5. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd,
6. Travel Information Manual, IATA, (Latest Edition)
7. World Atlas (Latest Edition)

Note: Latest edition of books may be used

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 5.5 (DSE-2) Name of the Course: FRONT OFFICE MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Understand the structure of Front office Department in a 5 Star hotel b) Comprehend the various activities of Front Office Department c) Understand the functions and role of Front Officer in Customer Satisfaction d) Analyse the various sections/units of Front Office in a hotel. e) Understand the different types of services offered by Front Office Dept. 		
Syllabus:		Hours
Module No. 1: Introduction		10
Introduction to Hotel Industry - Definition, History & Evolution of Hotel industry - Types of Hotels (Categorization of Hotel) - Organization Structure of Front Office - Lay out of the Front Office - Guest Cycle, Front Desk Equipment, Front office forms - Front office Communications & Coordination with other Departments.		
Module No. 2: An Over View of Front Office		10
Front Office Terminology, Functions, Competencies of Front Office Professional - Competencies (Smile, Grooming & Hygiene, Basic Etiquettes - Attitude, Self-Discipline, Courtesy), Room Rates & Plans, Types of Rooms, Room Rate Methodologies.		
Module No. 3: Reservation and Registration		13
Reservation - Sources & Types, The Reservation Chart, Manual System of Reservation, Central Reservation System, Reception, Registration- Procedure, Assignment of Rooms, Modes of Payment, VIP Procedure.		
Module No. 4: Concierge Service		12
Concierge Service, Limousine Service, Scanty Baggage, Left Luggage Procedure, Foreign Currency Exchange Procedure, Handling Mail, Handling Messages ,Qualities of Telephone Operator, Wake-up Call Procedure.		
Module No. 5: Front Office – Round the Clock Services		15
Front Office Cashier - Duties and Responsibilities, Records & Ledgers Maintained by the Cashier, Night Audit – Procedures, Functions, Reports, Night Shift Reception Procedure, Understanding Customer Expectation.		

Skill Developments Activities:

1. Enlist the functions of Front Office Department
2. Identify the various section of Front Office Department
3. Various forms and formats used in Front Office department
4. Visit to a Front Office department of a Star hotel.
5. Learn about the attributes required for the Front office Staff of a hotel.

Books for Reference:

1. Manoj Kumar Yadav (2010), –Textbook of Hotel Front office: Management and Operations, Aman Publishers, New Delhi.
2. Sudhir Andrews, (2005), –Hotel Front Office Training Manual, Tata Mc. Graw Hill Publishers, New Delhi
3. Bhatnagar, S.K (2011), –Front Office Management, Frank Brothers Co. Ltd., Daryaganj, New Delhi.
4. David, M. Allen (1983), –Accommodation and Cleaning Services, Hutchinson Publications, London.
5. Jag Pradeep, Murari Lal, & Sons (2008), –Hotel Management, Kanishka Publishers, New Delhi

Note: Latest edition of books may be used.

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 5.6 (A) (VOCATIONAL – 1) Name of the Course: TOUR GUIDING AND INTERPRETATION		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(3+0+2) 4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Understand the scope of Tour guiding and tour escorting b) Comprehend the process of practical experience of tour guiding in real life situations c) Analyse the importance of tour guiding and its impact in attracting tourist d) Understand the nitty-gritty of this profession and to deliver the key skills. 		
Syllabus:		Hours
Module No. 1: Introduction		08
Introduction to tour guiding and tour escorting, the difference between tour guiding and tour escorting, the role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.		
Module No. 2: Tour Guiding Techniques		10
Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.		
Module No.3 Practical Aspects		15
Practical Guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on walking tours, guiding on a coach, designing and conducting heritage walks.		
Module No. 3: Situation Handling		12
Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.		
Module No. 4: Management of Tour Guiding Business		15
How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).		

Skill Development Activities:

1. Role Play like Tourist Guide at different types of Destination
2. Duties and Responsibilities of Tour Guide
3. Attributes of Tour Guide.
4. Language Interpretation of Tour Guide – Bilingual Concept
5. Identification of various Heritage Walks and their history

Books for Reference:

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold.

Note: Latest edition of text books may be used.

<p align="center">Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 5.6 (B) (VOCATIONAL-1) Name of the Course: BASIC AIR FARES AND TICKETING</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(3+0+2) 4 Hrs	60 Hrs
<p>Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students' will be able to</p> <ol style="list-style-type: none"> Gain knowledge on Air Fares. Understand Ticketing Procedure Gain skills on Fare Calculation Gain knowledge on Itinerary By Air Gain knowledge on Documentation related to Air Travel. 		
Syllabus:		Hours
Module No. 1: Introduction		08
<p>Introduction to the airline industry. Important international conventions: Warsaw convention, Bermuda convention and Chicago convention. Freedoms of air. IATA Traffic conference areas and sub-areas. Management of airlines: types of airlines; airlines personnel and revenue earning; airport management. Latest trends in aviation in India. Problems and prospects of Indian aviation industry.</p>		
Module No. 2: Familiarization with OAG		10
<p>Familiarization with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarization with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan.</p>		
Module No. 3: Planning Itinerary by Air and Fare Calculation		15
<p>Planning itinerary by air: itinerary terms, journeys, fares, country and currency codes, fares and fees; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with extra mileage allowance (EMA), extra mileage surcharge (EMS).</p>		
Module No. 4 Fare Calculation		15
<p>Fare calculation: higher intermediary points (HIP); circle trip minimum checks (CTM); backhaul minimum check (BHC), add-ons, general limitations on indirect travel, special fares.</p>		
Module No. 5: Documentation		12
<p>Documentation: Travel information manual, passport, visa, currency regulations, customs regulations, health regulations, immigration formalities at the airport for inbound and outbound tourist.</p>		

Skill Development Activities:

1. List out the various Freedoms of Air
2. Identify the various Traffic Conference Areas and subareas
3. List out the types of Airlines
4. Step by step Itinerary by Air
5. Fare Calculation Steps
6. Types of Fares with calculations.

Books for Reference:

1. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.
2. Davidoff, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.
3. Foster, Dennis L. (2010). Reservations and Ticketing with Sabre. London: CreateSpace.
4. Air Traffic Manuals and IATA Manuals

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 5.7 Name of the Course: EMPLOYABILITY SKILLS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> Solve the problems on quantitative aptitude, logical reasoning and analytical ability. Exhibit the communication and leadership skills. Face interviews and write resumes Conduct self SWOC analysis and set his career goals. 		
Syllabus:		Hours
Module 1: Soft Skills		10
Communication Skills: Verbal and Non-verbal communication, Oral and Written communication, Effective communication skills, Effective listening skills, Excellent writing skills and Presentation skills. Interpersonal Skills: Understanding the importance of teamwork, Conflict resolution, and Building positive relationships with team members. Leadership skills: Importance of leadership skills and Effective leadership. Practical: As a team leader write a draft appreciation letter to the team members for the completion of the project successfully.		
Module 2: Quantitative aptitude, logical reasoning, and analytical ability		14
Quantitative aptitude: Percentage, Profit or loss calculation(Simple problems) Logical Reasoning: Coding and Decoding, Blood Relations, Non-verbal reasoning (Simple problems) Analytical Ability: Statement and assumptions and Data interpretation (Simple problems). Practical: Conduct Mock competitive examination for quantitative aptitude, logical reasoning and analytical ability.		
Module 3: Career Development and Workplace Etiquette		12
Career Development: SWOC analysis for self-assessment, Setting career goals and creating a career plan, Job search strategies, Resume preparation, Types of resumes and Points to consider for effective resume writing. Workplace Etiquette: Time Management- Importance and strategies for effective time management, Dress code, Personal grooming aspects, Office and workplace manners, Meeting etiquette. Professional ethics- Meaning and features. Practical: 1. Prepare a resume with at least 2 references. 2. Conduct a mock interview based on the resume prepared by the students.		
Module 4: Interview skills		09
Interviews -Types of Interviews, Decoding interviews – Basic interview skills, Stages of an interview, Parameters for scoring in an interview- Salutation, Voice clarity, Resume, Introduction, Strengths, Subject knowledge; Handling rejections and failure- ways to handle; Group discussions: Steps; Professional networking - Meaning, importance and ways. Practical: Conduct mock group discussions and Interviews.		

Skill development:**1. A brief theoretical introduction to the various Competitive Examinations:**

Central Government Examinations: UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts. **Karnataka State Government Examinations:** KPSC, KEA, KSPEB.

2. Prepare a report of self SWOC analysis for self-assessment
3. List out the essential details to be covered in a resume
4. Draft an appreciation letter to the team members for the completion of the project successfully.
5. Draw a Pie chart showing the monthly expenditure of a family with imaginary figures

Books for Reference:

- Barun K Mitra, Personality Development and Soft Skills, Oxford university press, New Delhi.
- Gitangshu Adhikary, Communication and Corporate Etiquette, Notion Press, Mumbai.
- Seema Gupta, Soft Skills- Interpersonal & Intrapersonal skills development, V&S Publishers, New Delhi.
- Dr. R S Aggarwal, Quantitative Aptitude, S.Chand Publication, New Delhi.
- Bittu Kumar, Mastering MS Office, V&S Publisher, New Delhi
- [List of Government Competitive Exams, Jobs & Vacancies \(exampur.com\)](#)
- <https://www.safalta.com>
- <https://sarkaarIService.in>

VI SEMESTER

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 6.1 (DSC 16) Name of the Course: MUSEOLOGY AND CONSERVATION		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Demonstrate the significance of Museums in Tourism industry. b) Analyse and interpret Museum Architecture and Administration. c) Understand the various conservation methods and techniques involved in Museum d) Understand the relationship between Museums and Tourism 		
Syllabus:		Hours
Module No. 1: Introduction to Museology		10
Introduction to Museology : Definition of Museum, History of Museum, History of Museum in Indian Context, History of Museums in Karnataka.		
Module No. 2: Museum Architecture		12
Museum Architecture : Planning a Museum – old Building – new building, Components of a good building for a Museum, Museum Buildings, Main requirements of a Museum. Kinds of Museum, List of Museum in India(in Numbers), Museum Functions. Security and Storage in Museum.		
Module No. 3: Museum Administration		10
Museum Administration: Staff, Personnel Management, Financial Management, E- Governance. Museum Education and Research, Museum Publication. Museum Studies and Public Relations.		
Module No. 4: Museum Conservation		13
Museum Conservation: Methods and Techniques, Packing and Transportation of Museum Objects, Museum Related Organisations – International and National. Museum Library, Reproduction of Museum Objects. Museum Legislative Measures.		
Module No. 5: Museums and Tourism		15
Museums and Tourism : Museums in the promotion of Tourism, Museum Problems, Museum Marketing. Study of Selected Museums of India (Chatrapathi Shivaji Museum, Mumbai, National Museum, Delhi, Government Museum, Chennai, Visveswaraya Industrial and Technological Museum, Bangalore, Salarjung Museum, Hyderabad, Indian Museum, Kolkata, Vicoria Memorial Hall, Kolkatta, Manipur State Museum, Museum of Mankind, Bhopal)		

Skill Development Activities:

1. Visit to Museum (atleast 5 types)
2. Preparation of Objects and Artefacts available in different Museum
3. Estimation of staffs at the Museums(District Level, Regional and National Level)
4. List of Publications available for Tourists in Museum
5. Entry charges of various categories of Museums(National and International)
6. Enlist of various Catalogues available in Museums.
7. List out the Services and Facilities available for Tourists at Museums.

Books for Reference:

1. Alexander E.P. 1979 :Museums in Motion : An Introduction to History and Function of Museums.Nashville.
2. Alexander , E.P.(ed.) 1995 : Museum Masters: Their Museums and their influence, New Delhi
3. Ambrose, T. :Museum Basics, ICOM, London & NewYork. & C. Paine, 1993
4. Belcher, M. 1991 :Exhibition in Museums Washington D.C.
5. Brawne, M. 1965. : The New Museum : Architecture and Display. New York

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 6.2 (DSC 17) Name of the Course: Income Tax Law & Practice – II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> a) Understand the procedure for computation of income from business and other Profession. b) Understand the provisions for computation of capital gains. c) Learn to compute the taxable income from other sources. d) Learn the computation of total income of an Individual. e) Understand the provisions relating to Set Off and Carry Forward of Losses 		
Syllabus:		Hours
Module No. 1: Profits and Gains of Business and Profession		16
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.		
Module No. 2: Capital Gains		12
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemptions under section 54, 54B, 54EC, 54D and 54F. Problems covering the above sections.		
Module No. 3: Income from other Sources		10
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		
Module No. 4: Set Off and Carry Forward of Losses and Deductions from Gross Total Income.		10
Meaning- Provisions of Set off and Carry Forward of Losses (Theory only) Deductions under Sections 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA, 80 TTB and 80U as applicable to Individuals.		
Module No. 5: Computation of Total Income and Tax Liability		08
Computation of Total Income and tax liability of an Individual assessee under Old Regime.		

Skill Development activities:

1. Mention the procedure involved in the computation of income from profession.
2. List-out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. List any 6 deductions available under section 80
5. Prepare a format for computation of taxable income and tax liability of an individual assessee

Books for Reference:

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahitya Bhavan Publication, Agra.
- Vinod K.Singhania, Direct Taxes, Taxman Publication Private Ltd, New Delhi
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publication, Ludhiana.
- Bhagawathi Prasad, Direct Taxes
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Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 6.3 (DSC 18) Name of the Course: Advanced Financial Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> a) Understand Weighted Average Cost of Capital and its significance b) Comprehend the different advanced capital budgeting techniques. c) Understand different capital structure theories and its application in financing decisions. d) Evaluate different dividend decisions and its impact on the security valuation. e) Understand the important components of Working capital and its management. 		
Syllabus:		Hours
Module No.1: Cost of Capital		12
Cost of Capital: Meaning and Definition–Significance of Cost of Capital–Types of Capital–Computation of Cost of Capital–Specific Cost–Cost of Debt–Cost of Preference Share Capital –Cost of Equity Share Capital–Weighted Average Cost of Capital (Book Value and Market Value Weights) –Problems.		
Module No. 2: Capital Structure Theories		8
The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis–Problems on all the approaches.		
Module No.3: Risk Analysis in Capital Budgeting		12
Meaning of Risk and Risk Analysis–Types of Risks–Risk and Uncertainty–Techniques of Measuring Risks–Risk adjusted Discount Rate Approach–Certainty Equivalent Approach – Probability Approach-Standard Deviation and Co-efficient of Variation- Theory and Problems. Sensitivity Analysis and Decision Tree Analysis (Theory only).		
Module No. 4: Management of Current Assets		14
Introduction – Significance of Current Assets – Meaning of Cash and Cash Management – Objectives, Motives of Holding Cash – Meaning and Definition of Receivables – Cost of Maintaining Receivables – Factors influencing the size of Receivables - Objectives of Receivables Management – Problems on Debtors Turnover Ratio, Average Collection Period, Creditors Turnover Ratio, Average Payment Period. Inventory Management – Meaning and Definition of Inventory – Elements of Inventory- Motives of holding the Inventory – Costs associated with Inventory – Techniques of Inventory Management.		
Module No. 5: Dividend Decision and Theories		10
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis -Problems.		

Skill Development Activities:

1. List any six inventory techniques.
2. Compute the specific cost and weighted average cost of capital of an Organization, with imaginary figures.
3. Prepare with imaginary data relating to dividend policies practiced by any two companies.
4. Calculate the different ratios under receivable management using imaginary figures.
5. Compare Net Income Approach and Net Operating Income Approach.

Books for Reference:

- IM Pandey, Financial Management, Vikas publications, New Delhi.
- Abrish Guptha, Financial Management, Pearson.
- Khan & Jain, Basic Financial Management, TMH, New Delhi.
- S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
- Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
- Ravi M Kishore, Financial Management, Taxman Publications
- Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Name of the Programme: Bachelor of Commerce (B.Com) TRAVEL AND TOURISM Course Code: B.COM TT 6.4 (DSE-3) Name of the Course: MICE TOURISM		
Course Credits	No. of Hours per Week	Total No of Teaching Hours
3 Credits	4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> Understand the role and purpose of events and special events Understand the techniques and strategies required to plan successful special events Acquire the knowledge and competencies required to promote, implement and conduct special events Comprehend the process of successful event management Analyse the requirement of Special events 		
Syllabus		Hours
Module-1 Conceptual Foundations of Events		13
Major characteristics, Five C's of event management- Conceptualization, Costing, Canvassing, Customization, Carrying out; Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.		
Module No. 2 Introduction to MICE		15
Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding		
Module No. 3 Events Venues		12
Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room layouts; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.		
Module No. 4 Trade Shows and Exhibitions		10
Trade shows and exhibitions/expositions: types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations – principles; negotiation with hotels, airlines and ground handlers.		
Module No. 5 Incentive Tours		10
Incentive tours: Characteristics, its organising and special requirements. Latest meeting technologies - Video conferencing and Information Communication Technology (ICT). Factors including ICT affecting future of events business.		

Skill Development Activities:

1. Visit any type of event and understand the process of event management.
2. Visit any MICE activity based organization to understand the process of Special Events
3. Identify various stake holders in the Event Management and importance of them in successful of an event.
4. Enlisting the Pre-event, During Event and Post Event Activities.

Books for Reference:

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall. (L)
2. Montgomery, R.J. and Strick, S.K. (1995). Meetings Conventions and Expositions- AnIntroduction to the Industry. New York: Van Nostrand Reinhold. (L)
3. Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar PublishersInc. (L)
4. Study Materials of IGNOU – Diploma in Event Management Course.

Note: Latest edition of text books may be used

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 6.5 (DSE-4) Name of the Course: House Keeping Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Understand the importance of Housekeeper in a Star Hotel b) Comprehend the functioning of Housekeeping department in a Hotel. c) Underline the skills that are required by Housekeeping staff in a Hotel. d) Demonstrate the various skills that are required to work in Housekeeping department of a star hotel. 		
Syllabus:		Hours
Module No. 1: Introduction		10
Introduction about House Keeping Department in the Hotel and Catering Industry - Importance of House Keeping Department, Organization Chart of House Keeping department and Hotel Industry - Non Commercial Establishment and other Domestic Sectors – The Layout of House Keeping Department.		
Module No. 2: Housekeeping department & Personnels		15
The Staffing of the Department - Job Description - Job Specification of the House Keeping Personnels - Aims and Attributes of House Keeper - Co-ordination with other Departments, Qualities of House Keeping Staff.		
Module No. 3: Linen and Laundry Management		13
Linen & Laundry - Linen type & sizes, Laundering procedure – linen & guest laundry, Linen room layout & record. Procedures to be followed on - Rooms and Floors - Routine Methods of work Knowledge of Rooms - Guest Floors - Maids Cart - Room Report - Room Cleaning.		
Module No. 4: Cleaning Procedures		12
Cleaning Equipment and Agents – Routine Methods of Work – Contracts - Room Status Report and Room Assignments – Inspection - Types of Room Cleaning Services - Budgeting and Buying.		
Module No. 5 – Ancillary Services of Housekeeping		10
Lost and Found Procedure - Maids Report - House Keepers Report - Handover Records – Guests Special Request Register - Records of Special Cleaning - Attendance Record, Stock Record, Pest Control.		

Skill Development Activities:

1. Visit to the Housekeeping department of a Star Hotel
2. Illustrate the Layout of Housekeeping department of a star Hotel
3. Format for Job Description and Job Specification of Housekeeping Staffs/Personnels
4. Preparation of Linen Room Checklist
5. Laundry process – (In-house and Contract)
6. Various forms and Formats used in House Keeping department
7. Special services and procedures adopted by Housekeeping department

Books for Reference:

1. Sudhir Andrew., (2008), –Hotel, Housekeeping Training Manuell, Tata Mc. Graw Hill Ltd., NewDelhi.
2. Joan Brown, (1998), –Hotel, Hostel, Hospital Housekeepingl, ELTS Publishers (Book Power)
3. Medelin Schneider, and Georgenta, (1998), –The Professional Housekeeperl, JohnWiley and SonsLtd., United States

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 6.6 (A)- VOCATIONAL- 2 Name of the Course: TOUR LEADERSHIP AND MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(3+0+2) 4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> Understand, the role of Tour Leadership and managing the tour. Analyze various duties and responsibilities of a Tour guide Comprehend the skills that are required for Tour guide and implement the same Identify various pre-requisite and manage the Groups Assess the role of Tour Guide in providing the service to the Tourists. 		
Syllabus:		Hours
Module No. 1: Introduction to Tour Leadership		10
Tour Leadership: Introduction to tour leadership, Importance of a tour manager, Characteristics of tour escorting profession, the difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Challenges faced by a tour manager.		
Module No. 2: Pre-Trip Duties		15
Pre-trip Duties / Preparation: Understanding group profile, trip details, checklist at the point of departure - Familiarization with a destination - Liaison with local suppliers - Pre-tour documentation: Tour Leader's File - Travel Essentials for a tour manager		
Module No. 3: On Tour responsibilities of a tour manager		15
On-tour responsibilities of a tour manager: Responsibilities at the Airport: Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance - Luggage Responsibilities at the hotel: Check In, Check out, Rooming List, Meal requests, Making arrangements Responsibilities during sight-seeing tours On-Tour Operation / Conduct: Organizing Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a –Mental Picture of Routing & Landmarks		
Module No. 4: Responsibilities On Coach		10
Responsibilities on coach: Seat Allotment, Time management, Entertainment, Creating rapport within the group. Other responsibilities: The Professional Daily Briefing, Taking care of logistics: Dine Around, Shopping, Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback		
Module No. 5: Group Management		10
Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep the group happy; Ethical and Professional Considerations, Tools of the trade for the tour manager, Understanding cross-cultural differences. Situation Handling: Handling emergency situations, awkward tourists, grievances.		

Skill Development Activities:

1. Enlist the types of Skills required for Tour Manager
2. Arrangement to be made before the trip/tour
3. Duties to be performed during the tour by tour manager
4. Preparation of Checklist, Briefing and Debriefing Schedule.
5. Checklist for Logistics – tour operations
6. Model format for feedback of the tour
7. Case Study as an example of handling groups like School Students, College Students, VIPs, Business Travellers and Awkward Tourists.

Books for Reference

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold.

Note : Latest Editions of the books to be referred

Name of the Program: Bachelor of Commerce (B.Com.) TRAVEL AND TOURISM Course Code: B.COM TT 6.6 (B) VOCATIONAL - 2 Name of the Course: Management of Adventure Tour Operations		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(3+0+2) 4 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Understand the concept of Adventure Tourism and Management b) Identify a list of Adventure Tourist destinations in India and Abroad c) Apply best practices for Adventure Tourism Activities. d) Comprehend the Adventure Tourism activities and suggest tour plans accordingly 		
Syllabus:		Hour s
Module No. 1: Managing Adventure Tours		12
Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organisations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conduct.		
Module No. 2: Planning Adventure Tourism Activities		14
Itinerary planning considerations for different durations (land, water and air); planning for safety and emergencies. Permits (ILP, PAP and RAP) and permits to climb Himalaya in India and Nepal. Season for climbing Himalaya. Highest mountain peaks of seven continents.		
Module No. 3: Group Management		12
Group management: Preparing navigation routes, attitude of the State authorities, community tourists and other stakeholders, the natural history of destination- ecology, climate, fauna and flora, landform features.		
Module No. 4: Food Plan		12
Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.		
Module No. 5: Legal Liability and Risk Management		10
Legal liability concepts; owner and director liability; guide and leader liability; risk assessment and control; risk mitigation; risk financing and insurance.		

Skill Development Activities:

1. Enlist the Adventure Tourism Activities(Land, Water and Air)
2. Enlist the organizations that are associated with Adventure Tourism and their functions
3. Preparation of Itinerary for Various Adventure Tourism Activities (based on sl.no.1)
4. Sample Meal Planning pattern for Adventure Tourism
5. Meal Planning based on Nutritive value for Special Adventure Tour activities
6. Points that are considered for legal management of the activities involved in Adventure Tourism

Books for Reference:

1. Malik, S.S. (1997). Adventure Tourism, New Delhi: Rahul Publishing.
2. Negi, J. (2001). Adventure Tourism and Sports-Part- I & II, New Delhi: Kanishka Publisers.
3. New Som, D., Moore, S.A., Dowling, R.K. (2004), Natural Area Tourism, New Delhi: VivaBooks.
4. Buckley, Ralf (2006). Adventure Tourism, CABI International

Note: Latest edition of text books may be used.

**Guidelines for Internship
Bachelor of Commerce
TRAVEL AND TOURISM**

1. Objectives:

- a) The internship aims at enabling the students to get a practical exposure to the working/ functioning of the Tourism and Travel industry.
- b) The internship provides an opportunity to students to substantiate their classroom learning with practical experience.

2. Guidelines for Internship:

- 1) Students of the V Semester, after completion of the End Semester Examination have to undergo the internship for a minimum of 4- 6 weeks (min 160 hours). The area of Internship can be only in the fields of Tourism and Travel Industry as given below : (anywhere in India or abroad).
 - a) Travel Agency /Tour Operator – IATA Approved/ DOT Approved/Approval from Central / State Level.
 - b) Hotels/ Resort – 3 Star / 4 Star / 5 Star Hotel.
 - c) Event Management Company – Reputed and Leading Company
 - d) Airport (International / Domestic)
- 2) On completion of the internship, a certificate from the company is to be obtained stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled. Also, the Confidential rating on various parameters (1-6) (Like Regularity to work, Attitude towards work, Professional Competence, Ability to interact with other staff/colleagues, Willingness to learn etc,) has to be obtained from the Company.
- 3) A report of internship undertaken along with certificate and confidential rating will have to be submit to the Department of the concerned College.

3. The Internship Report should include Five (5) chapters

Chapter-1 Introduction of the organization includes - Inception, SWOC analysis, nature of business, profile, Organizational Structure, Functional Areas, etc

Chapter—2 objective of study, methodology adopted-source of data -technique, limitation of the study etc

Chapter -3 Discussion/Analysis and Interpretation/Findings of the study, and suggestions

Chapter-4 Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.

Chapter – 5 Conclusion

4. Evaluation of the Report:

Internship Report shall be valued by Examiners of BOE for 60 Marks and the viva voce shall be conducted by the BOE for 40 marks and the marks shall be added in the VI Semester. (Total marks = Report (60 marks) + Viva Voce (40 marks) = 100 Marks).

5. Presentation of the Report:

1. Typing should be done on one side of the A-4 size paper.
2. The margin left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 14; Sub-heading: 12 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report to be in the range of 85 to 100 pages
7. The report should be presented in hardbound/ Spiral (Normal binding) for report evaluation
8. The students shall also submit the hard & PDF Soft copy of the report to the HOD, Department of Commerce, Concerned College should keep the record in library
9. In case of any doubt or ambiguity in the interpretation of the guidelines mentioned in the guidelines, the decision of the Dean, Faculty of Commerce, shall be final.