

Study Scheme & Syllabus of B. Voc. (Travel and Tourism Management)

Batch 2019 onwards



**By
Department of Academics
IKG Punjab Technical University**

SEMESTER 1

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVTTM 101-19	Introduction to Tourism	4	0	40	60	100	4
BVTTM 102-19	Travel agency and Tour operator business	4	0	40	60	100	4
BVTTM 103-19	Geography of Tourism	4	0	40	60	100	4
BVTTM 104-19	Business Communication-1	2	0	40	60	100	2
BVTTM 105-19	Tour Escorts and Travel Consultant	4	0	40	60	100	4
BVTTM 106-19	Field Trip and Report(Practical)	0	4	60	40	100	2
BVTTM 107-19	Business Communication -1(Lab)	0	4	60	40	100	2
BVTTM 108-19	Geography of Tourism (Practical)	0	4	60	40	100	2
BVTTM 109-19	On Job Training Report	180 HRS			200	200	6
Total		18	12	380	620	1000	30

SEMESTER 2

Course code	Course Title	Load Allocation		Marks Distribution		Total	Credits
		L	P	Internal	External		
BVTTM 201-19	Introduction to Indian Society & Culture	4	0	40	60	100	4
BVTTM 202-19	Meeting conference and Event Planner	4	0	40	60	100	4
BVTTM 203-19	Basic of Management	4	0	40	60	100	4
BVTTM 204-19	Computer Application in Hospitality & Tourism	2	0	40	60	100	2
BVTTM 205-19	Business Communication II	2	0	40	60	100	2
BVTTM 206-19	Business Communication - II(Lab)	0	4	60	40	100	2
BVTTM 207-19	Computer Application (Lab)	0	4	60	40	100	2
BVTTM 208-19	On Job Training Report	180 HRS			200	200	10
Total		16	8	320	580	900	30

SEMESTER 3

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
		L	T	P	Int.	Ext		
BVTTM 301-19	Itinerary Preparation and Tour Packaging	3	1	4	40	60	100	4
BVTTM 302-19	Itinerary Preparation and Tour Packaging	0	0	4	60	40	100	2
BVTTM 303-19	Health, hygiene and medical protocols	3	1	0	40	60	100	4
BVTTM 304-19	Health, hygiene and medical protocols	0	0	4	60	40	100	2
BVTTM 305-19	Tour Guiding & Interpretation	3	1	0	40	60	100	4
BVTTM 306-19	Tour Guiding & Interpretation	0	0	4	60	40	100	2
BVTTM 307-19	Tourism Laws	4	0	0	40	60	100	4
BVTTM 308-19	Basic Accountancy	4	0	0	40	60	100	4
BVTTM 309-19	Tourism Business Economics	3	0	0	40	60	100	3
BMPD 302-18	Mentoring and professional development	1	0	0	25	0	25	1
	TOTAL	21	3	16	445	480	925	30

SEMESTER 4

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
					Int	Ext		
BVTTM 401-19	22 weeks Industrial training & its evaluation · Log book · Project report Appraisals · Viva voce				300	450	750	30
TOTAL MARKS							750	

SEMESTER 5

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
		L	T	P	Internal	External		
BVTTM 501-19	Front office management	3	1	4	40	60	100	4
BVTTM 502-19	Front office management	0	0	4	60	40	100	2
BVTTM 503-19	Customer relationship management	3	1	0	40	60	100	4
BVTTM 504-19	Customer relationship management	0	0	4	60	40	100	2
BVTTM 505-19	Airline industry, ticketing and fare construction	3	1	0	40	60	100	4
BVTTM 506-19	Airline industry, ticketing and fare construction	0	0	4	60	40	100	2
BVTTM 507-19	Tourism planning	4	0	0	40	60	100	4
BVTTM 508-19	Human resource management	4	0	0	40	60	100	4
BVTTM 509-19	Financial management	3	0	0	40	60	100	3
BMPD 502-18	Mentoring and professional development	1	0	0	25	0	25	1
	Total	21	3	16	445	480	925	30

SEMESTER 6

Course code	Course Title	Load Allocation			Marks Distribution		Total	Credits
					Int	Ext		
BVTTM 601-19	22 weeks Industrial training & its evaluation · Log book · Project report Appraisals · Viva voce				300	450	750	30
TOTAL MARKS							750	

SEMESTER 1

INTRODUCTION TO TOURISM (BVTMM 101-19)

Unit I

Tourism- Meaning and Scope

Tourist, Visitor, Traveler, Excursionist and Transient - *Definition and Differentiation*;
Concept of Resource, Attraction, Product, Demand, Market and Destination in Tourism;
Components and Elements of tourism;
Interrelationship between Leisure, Recreation and Tourism; Tourism Infrastructure

Unit II:

Factors Influencing the Growth and Development of Tourism.

Motivation for Travel and Tourism; Travel de-motivators; Relevance of Motivation Studies;
Concept of 'Push' and 'Pull' Forces.

Typology of Tourism

Unit III:

Inter disciplinary and Trans Disciplinary Nature of Tourism

Different approaches to study Tourism Chain of distribution in Tourism Unique Features of
Tourism Industry

Relevance Tourism Measurement; Measurement Techniques and Their Limitations

Unit IV:

Tourism Impacts: Socio-economic, Cultural and Environmental/Ecological Benefits

Negative Implications of Tourism

Concept of Tourism Carrying Capacity and EIA

References

- Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
- Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
- Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
- Dr.Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010
- Abraham, Pizen and Yoel, Mansfiel, Ed. Consumer Behaviour in Travel and Tourism

TRAVEL AGENCY AND TOUR OPERATION BUSINESS (BVTTM102-19)

Unit-I

Travel Agency and Tour Operations Business : Origin, Definition and Differentiation
Intensification of Travel Trade Services Over the Years
Role and Contribution of Travel Agents and Tour Operators in the Development of Tourism Industry
Changing Trends in Travel Trade Business *vis a vis* Internet Revolution
Growth Prospects

Unit - II

Function of Travel Agencies
Collection and Dissemination of Travel Information, Travel Documentation, Preparation of Itineraries, Planning and Costing of Tours, Ticketing, Product Promotion and other Miscellaneous work
Types of Tour Itineraries
Organizational Structure of a Standard Travel Agency

Unit - III

Functions of Tour Operators
Assembling, Processing and dissemination of information; Liaisoning with Principals; Preparation of Tour Itineraries and Pricing of Tour Package; Pre-tour-arrangements; Tour Operation and Post-tour Management.
Components of Standard Tour Packages

Unit - IV

Scope and Essence of Linkages and Integrations in Travel Trade Functions
Role and Relevance of TAAI, IATO, ATTOI and Adventure Tour Operators Association of India in the context of Travel Trade Business
Types of Travel Agencies - IATA, Non IATA and GSA Procedure for recognitions of Travel Agency and Tour operations

References

- SyrrattGweda, Manual of Travel Agency Practice, Butterworth Hienmann, London 1995
- Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996
- NegiJagmohan, Travel Agency and Tour Operation : Concepts and Principles, Kanishka, New Delhi 1997
- Medlik S, Dictionary of Travel, Tourism & Hospitality(1993) Butterworth-Heinemann, Oxford(U.K.)
- Foster, D.(2010) The Business of Travel Agency, Pitman,
- Dhiman. M.C. and Chauhan, V. (2019) . International Travel Agency and Tour Operation Management, IGI Global USA.
- Geo, Chack, (1990). Professional Travel Agency Management: (Prentice Hall, London,.
- Mohinder Chand , (2006) Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi,
- IATA, IATO, TAAI manual./
- Jag Mohan, Negi, (1990) Travel Agency and tour operation, Kanishka Publication New Delhi,

GEOGRAPHY OF TOURISM (BVTMM-103)

Unit-I Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Location Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones. Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, and Transportation & Communication.

Unit-II

Map reading, scale of the map and measurement of the distance on map, use of conventional

signs and symbols in maps and signs especially significant for tourism sector Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India.

Unit-III

Asia and Europe: General geographical features; physiographic, climate, vegetation. Main countries, capitals & their tourist attractions.

Other countries: General geographical features of given countries with information about physiographic, climate, vegetation & tourist attractions of USA (only 5 Places) South Africa, Australia

Unit-IV

Climate and Seasons of India, Local state as an attractive tourist destination, Main Tourist attractions

of India-focus USPs .Location of important physiographic features on the map of India. Location of important tourist cities, national parks, wildlife sanctuaries; cultural, historical and religious tourist spots in India

References

- Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
- Williams, Stephen: Tourism geography, Routledge, 1998.
- Lewis, Mark: Singapore, Rough Guides, 2003.
- McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
- Encyclopaedia of Indian Natural History – Hawkins R E
- Geography of Tourism – Robinson H
- Tourism Development and Resource conservation- Jagmohan Negi
- Indian Wildlife- Grewal, Bikram

BUSINESS COMMUNICATION- 1 **(BVTMM-104)**

Unit 1: Business Communication

Need; Purpose; Nature; Models; Barriers to communication; overcoming the barriers.

Unit 2: Listening Skills

Definition; Levels and types of listening; Listening barriers; Guidelines for effective listening; Listening computerization and note taking.

Unit 3: Effective Speaking

Polite and effective enquiries and responses; Addressing a group ; Essential qualities of a good speaker ; Audience analysis ;Defining the purpose of a speech, organizing the ideas and delivering the speech.

Unit 4: Non-Verbal Communication

Definition and Importance; Kinesics: Body movements, facial expressions, posture, eye contact etc.; Proxemics: The communication use of space; Para language: Vocal behaviour and its impact on verbal communication; Communicative use of artefacts– furniture, plants, colors,

Unit 5: Telephone Handling

The nature of telephone activity in the hotel industry; The need for developing telephone skills; Developing telephone skills.

Suggestive Reading:

- Mitra, Barun K- Personality Development and Soft Skills, Oxford university press, New Delhi 2015
- Raman, Meenakshi -Business Communication 2nd edition Oxford university press, New Delhi 2015
- Karan Pal-Business Management & Organizational Behaviour, I.K. International, N. Delhi 2011
- Onkar, R.M.-Personality Development & Career Management, S.Chand& Company, New Delhi 2011
- Mukerjee, HorySankar - Business Communication: connecting at work-, Oxford university press, New Delhi 2014

TOURS ESCORTS AND TRAVEL CONSULTANT (BVTMM 105-19)

Unit I:

Travel Agency and Tour Operation business: Concept of Travel Agencies and tour Operators; History; Present status and future prospects of Travel Agency Business,. The Indian Travel Agents and Tour Operators-an overview. Travel Agency and Tour Operators: Linkages and arrangements with hotels, Airlines and Transport Agencies and other segments of Tourism Plants.

Unit II:

How to Set Up a Travel Agency? – Various types of organizations: Proprietorship, Partnership, Private Limited and Limited. Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. IATA rules and regulations, Basis of approval of a Travel Agency. Study of various fiscal and nonfiscal incentives available to travel agencies and tour operators business.

Unit III:

Travel Terminology and Travel Trade Organization: Current and Popular Travel Trade Abbreviations and other terms for supporting sources. Travel Agency Manuals, ABC, TIM, and other relevant manuals. Travel organizations: Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), International Air Transport Association (IATA).

Unit IV:

Function of a Travel Agent and Tour Operator: Understanding the functions of a Travel Agent, travel information and counseling to the tourists, reservation, ticketing, documentation, handling business/corporate clients including Conference and Conventions, sources of income: commission, service charges.

Market research and tour package formulation, assembling, processing and disseminating information on destinations, preparation of itineraries. Handling of tour file, sources of income for tour operation.

Unit V:

Organization structure, Management and Products of leading Travel Agencies of India: Case Study of Kuoni. SOTC, Thomas Cook, Orbit; Le Passage, Make My Trip, ITDC& GMVN.

Suggested Readings:

1. Holloway, K.C., The Business of Tourism (1983), Mac Donbald and Evans, Plymouth.
2. Syrratt Gwenda, Manual of Travel Agency Practice, Buutterworth Heinmann, London, 1995
3. Susan Webster, Travel Operating Procedures (Second Edition),- Van Nostrand Reinhold New York.
4. Fuller-Travel Agency Management, South-Vestern Publishing Co.
5. Chand Mohinder, Travel Agency Management, Anmol Publication Delhi. Gupta S.K., International Airfare & Ticketing, U

**FIELD TRIP AND REPORT
(BVTTM 106-19)**

There will be a field visit of six to ten days duration specific destination during the semester period duly approved by the Director. All students are required to submit the field study tour reports of their field visits in the department 15 days before the second semester Viva-voce examination. The Viva-voce shall be conducted on the basis of theory papers and field visits and marks shall be awarded both by Internal and External examiners. The aggregate of both the examiners shall be awarded to the candidates there upon.

**BUSINESS COMMUNICATION PRACTICAL
(BVTTM 107)**

Taking notes , practice of addressing groups, practice of delivering speech, how to use Kinesics , practice of telephone handling, how to communicate on phone, role plays

**GEOGRAPHY OF TOURISM (Practical)
(BVTTM-108)**

- Map reading, scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India.
- Study of Important Tourist Destinations of India and Abroad and also design Itineraries.

SEMESTER 2

INTRODUCTION TO INDIAN SOCIETY AND CULTURE (BVTMM 201)

Unit-I

Culture & Civilization - Definition according to UNESCO; Outline of Indian History - Ancient

History: Indus valley Civilization; Vedic culture: Pre Aryan and Aryan Culture - Medieval History: specially Akbar (Indo-Islamic Synthesis) Mughal Emperor – Modern History: Western influence

Unit-II

Philosophy, Principle, Doctrines, Scriptures, Sects, Rituals, Customs and Practices, Etiquettes

and manners, and fairs and festivals, and popular destinations in India of various religions of India such as Hinduism, Jainism, Buddhism, Islam and Christianity – World Heritage Sites of India

Unit-III

Major Traditional, Cultural and Tourism Fairs and Festivals in North

India and South India Like Pongal, Makarsankranti, VasantPanchami, Baisakhi, Pooram, Onam, Ugadi, Dusshera, Deepawali, Holi, Bihu, Easter, Muharram, Christmas, MahavirJayanti, Navroz, KumbhaMela, Surajkund Crafts Mela, RathYatra at Puri, Ganesh Festival, MaghMela etc.

Unit-IV

Architecture, Sculpture and Painting: Hindu Architecture, Buddha and Jain Architecture and other forms of Architecture (Indo-Islamic, Indo-Persian, Indo-Arabic etc.) - Schools of Art (Amravati, Gandhara, and Mathura), Cave, Sittanavasal, Aihole, Mughal, Rajasthani, Pahari, Kishangarh Paintings

Music: Basics-Hindustani and Karnataka style Major differences; Gharanas – Dance: Classical- Bharatnatyam, Kuchipudi, Oddisi, Mohiniattam, Manipuri, Kath Kali, Kathak and other forms – Folk Dances: Garbha, Bhangada, Bihu, Chau, Rasleela, Kathi, Kolattam and other forms – Handicrafts of India

References:

Basham, A.L, Cultural History of India (Oxford: Clarendon)

Panikkar, K.M., Essential Features of Indian Culture (Bombay: Bharatiya Vidya Bhavan)

Nilakanta Sastri, K.A., A History of South India

Vidyarthi, M.L., Indian Culture through the ages

Kundra D.N., History of India, Navdeep Publications, Delhi

**MEETING, CONFERENCE AND EVENT PLANNER
(BVTMM 202)**

UNIT 1	<p>Introduction to Meeting, conference and event planning : An overview of the event industry Skills required for an event planner Different types of events religious, musical, sporting, personal and private, political and government, commercial and business, corporate, special events and leisure events , Understanding customers demand and clients needs regarding the dates, location and type of event/ conference/meeting Understand the purpose of the event/conference/ meeting Identifying the target audience for whom the event /conference/meeting is held Understanding the budget constraint from the customers Type of allied services required like catering, accommodation, provision of stalls, registration counters etc. Identifying the audio visual requirements Understanding the type of stage and set up and Entertainment services required Creation of a draft budget and estimating the costs as per customer requirements and expectations Provision of rough estimate to customers offering various suggestions to the customers to help them decide on their needs handling enquiries from other customers</p>
UNIT 2	<p>Conference/ meeting planning: Identifying the purpose of the conference/ meeting Identification of location Collecting resources based on requirement Creating a contract with the customer listing all the requirements Understanding the needs of the customer in relation to Identifying the target market on to the support services required, Sending invitations to guests Identifying accommodation, catering, audio visual requirements Arranging for registration signs, badges, presentation and support material Arranging for security, car parking, valet parking if required Arranging for media if required Coordination with the customer service staff Inspection of facilities and logistics Planning the budget sheet, costing for all services, Identifying the aims and objectives presented by the clients for the event Understanding the theme of the event Setting specific benchmarks / standards according to event management company policy for developing event/conference/ meeting Collecting relevant data from all the key areas that support the event/ conference/ meeting according to customer requirement Conducting a feasibility study for the viability of the event</p>
UNIT 3	<p>Event organizing: Planning an event proposal Communicating with the . customer about the constraints from the other stakeholders that affect the event Suggesting innovative and creative ways of planning the event by improving and adding on to the customer requirements and expectations Creation of an event team which will support the event planner Communicating with the event team and colleagues in the company regarding the event Planning for approvals, licenses and insurances Planning for any legal requirements for the event in accordance with the company policy Budgeting for the event with estimated costs Planning for event marketing Planning for event sponsorship if required.</p>

UNIT 4	<p>Event/conference / meeting implementation and evaluation : Confirmation of the planned arrangements with the client Inspection of the facilities after the set up and design Supervising the event preparation Communicating with the event team for any changes Update the customer of the plans Maintain a detailed list of accounts to be submitted at the end to the customer Monitor the progress of the event Preparation of checklists to see if the event is progressing as scheduled Record the details of the events for future reference Supervise the closing activities Coordinate with the cleaning team Collect the payment from the client Collect feedback from the customer Handling customer complaints Making a report of the event for company.</p>
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BASIC OF MANAGEMENT (BVTTM 203)

Unit I

Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.

Unit II

Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, process of decision making, limitations.

Unit -III

Organizing- meaning process of organizing, levels of organizing, span of management, forms - line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization.

Unit -IV

Motivation and theories of motivation, Leadership traits and styles.

Communication process and barriers, Controlling process, techniques and, feedback

References

- V-Eannlce& Harold Koontz(2010) : Management: A Global and Entrepreneurial
- Perspective. Tata McGraw -Hill, New Delhi.
- Ghuman, Karminder& K. Aswathappa (2012): Management: Concept, Practice & Case,TataMcGraw -Hill, New Delhi.
- Kase , F. L. and Rasonu, J.E. (2000), Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'.
- Chandra Bose (2010) . Principles of Management & Administration, Prentice Hall of India
- Koontz &Wrihrich(2005). Essential of Management Tata Mc Graw – Hill Publishing Co. Ltd.

COMPUTER APPLICATION IN HOSPITALITY & TOURISM (BVTTM 204)

Unit No. 1: MS Word

- Create a project report for starting a new interior design company using MS Word

Unit No. 2: MS Excel

- Perform Calculations and create relevant charts and insert in the project report created.

Unit No. 3: MS PowerPoint

- Prepare a PowerPoint presentation based on the project report.

Unit No. 4: Internet

- Browse various interior design company websites, create an E-mail ID.

Suggested Readings:

- Arora, Ashok & Bansal, Shefali. (2000). Computer Fundamentals. New Delhi: Excel Books.
- Chauhan, S, Saxena, A, & Gupta, K (2006). Fundamentals of Computer. NP: Laxmi Publications
- Sinha, Pradeep Kumar & Sinha, Priti. (2007). Computer Fundamentals. New Delhi: BPB Publication.
- Stallings, William. (2007). Computer Networking with Internet Protocols and Technology. Delhi: Pearson Education.
- Narang, R (2011). Database management systems.
- Ramakrishnan, R & Gehrke, J (2002). Database Management Systems. ND: McGraw-Hill
- Leon, Alexis & Leon, Mathews. (2006). Fundamentals of Database Management Systems. Chennai: Vijan Nicole.
- Kumar, P. S. G. (2004). Information and Communication. Delhi: B. R. Publication.
- Prasher, R. G. (2003). Information and its Communication. Ludhiana : Medallion Press
- Crumlish, Christian. (2007). the ABCs of the Internet. New Delhi: BPB Publications.

BUSINESS COMMUNICATION-II (BVTTM 205)

Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

Unit II

Etiquettes & Manners

Social & Business Dining Etiquettes, Social & Travel Etiquettes

Unit III

Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

Unit IV Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place

Unit V

Group Discussion

Team Behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

Unit VI

Telephone conversation

Introduction, Objectives, Job Description of Telephone operator,

Unit VII Presentation

Presentation skills, seminars skills role – play

Unit VIII

Electronic Communication Techniques E mail, Fax , Answering Internal Phones **Main text**

Reference books

- Chhabra, Sandhya. (2012). Personality Development and Communication Skills. Sunindia
- Thill, John. (2006). Business Communication Essentials. Pearson
- Sinha Ashok k (2017). Dimensional Personality Development .New Delhi :Galgatia
- Publishing Company

BUSINESS COMMUNICATION II (LAB)
(BVTTM 206)

- Conversation skills
- Public speaking
- Extempore
- Group discussion
- Service role plays of customer handling with created restaurant environment
- Role plays of situation handling focused on in hotel issues Motivation
- Interpersonal skills
- Anger management
- Case studies of different types of customer
- Time Management
- Team Building
- Interview Skills
- Practicing Telephonic conversation

COMPUTER APPLICATION (LAB)
(BVTTM 207)

- MS Word document-entering text, saving, editing and printing the document, formatting a document, special effects, shortcut keys, creating tables
- MS Excel document- parts of worksheet, navigation in a worksheet, creating a spreadsheet, simple formulas, editing data, saving and exiting a worksheet, aligning text, making
 - graphs/charts, printing and page adjustments
 - How to search for a webpage
 - Creating an email account
 - Sending/receiving an email
 - Online banking

ON JOB TRAINING (BVTMM-208)

- **Property:** TRAVEL AGENCIES
- **Department Division:** 60 Days in various divisions of Travel Agency
- **Appraisal form:** Students are required to get I.T Appraisal forms from the respective travel Agency
- **Log book:** on daily basis students are required to make entries in the log book as per the assigned duties and responsibilities carried out on daily basis.
- **Training Report:** Students are required to make two copies of training report(hard and soft) covering the following chapters
 - *Chapter I-Introduction to Travel Agency*
 - *Chapter II-Introduction to City*
 - *Chapter III-Travel Agency operations-Hierarchy, Duties and Responsibilities, Tariff, SOP-Bookings, Registration, Ticketing*
 - *Chapter IV-Suggestions & Conclusions*
 - *Annexure*

SEMESTER 3

ITINERARY PREPARATION AND TOUR PACKAGING (BVTMM 301-19)

Unit I

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation - limitations and constraints. Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

Unit II

Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari. Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

Unit III

Tour Packaging – Definition – Types - Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Laisoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria, Case study of promotion of popular tour packages by leading tour operators.

Unit IV

Costing a Tour: Components, Considerations- Types of Costs- Cost sheet, FIT Costing and Group Costing, Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc., Pricing Strategies and Distribution Mechanism. Product Oriented Package Tours and Special Interest Tours: Adventure tours-MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours- Rural/Village tour.

REFERENCES:

- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall
- D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.
- Fay Betsy, Essentials of Tour Management New Jersey:

ITINERARY PREPARATION AND TOUR PACKAGING - PRACTICAL (BVTMM 302-19)

- Preparing itineraries for local, regional, national and international destinations
- Preparation for itineraries for niche segments like religious tourism, adventure tourism, business tourism, rural tourism, wildlife tourism, cultural tourism etc.
- Tour package designing
- Practical exercises related to Cost sheet designing, costing of tour package
Practical exercises related to pricing of tour package, types

HEALTH, HYGIENE AND MEDICAL PROTOCOLS BVTHM 303-19

Objective: The subject aims to provide basic concepts of health and hygiene with link to give a clean environment that will help in understanding the basic concepts of health, hygiene and various medical protocols for increasing food hygiene, ensuing customer health safety, concern for nutritional value of food, help in stopping the transmission of diseases and enabling working as per set medical protocols. It also provides an outline of first aid concepts and basic emergency procedures including contagious disease control and prevention.

Unit 1	<p>Health Determinants and Standards - Individual health parameters Determinants of Health, Key health indicators, Importance and Source of Public-health Data, Health status in India: Standards, Occupational health: Labour Law and ESI</p> <p>International Agencies in Public Health: Role of Public, Private and NGO in Health sector The Global Health Council, The Global Network for Neglected Tropical Diseases, The Global Alliance for TB Drug Development, The International AIDS Vaccine Initiative, Malaria Vaccine Initiative World Health Organization (WHO) and Centre for Disease Control and Prevention (CDC)</p> <p>Understanding various types of diseases and their spread Contagious and Non contagious diseases (SARS, HIV, COVID 19 etc), symptoms, precaution measures including kitchens, workplace, public places etc. Contagious diseases and its prevention through social distancing, using PPE's, maintaining hygiene standards, using proper sanitization techniques etc Elements of an effective housekeeping program. Handling and disposing waste</p>
Unit 2	<p>Understanding Personal hygiene, Health: Definition, Determinants of health, mental health, Maintaining health, Role of science in health, Role of public health, Self-care strategies, Hygiene: Concept of hygiene, Home and everyday life hygiene Personal Hygiene: History of hygienic practices, principles, Excessive body hygiene, Sanitization: definition and concepts of sanitization, hand washing techniques, planning for the improvement of personal hygiene.</p> <p>Health and medical Audit: Understanding health and medical audit of hotels, Aviation and tourism establishments. Reviewing most common unsafe places, acts/conditions, Creating SOPs for managing common unsafe acts on daily and periodic basis.</p>
Unit 3	<p>Food Hygiene Food Hygiene & Kitchen Safety: Cooking & baking, hygiene, Disinfection and sterilization, Food preparation, Temperature, Food poisoning Contamination, Cooking and reheating food, balance diet Nutrients: Carbohydrates, Fiber, Fat, Essential fatty acids, Protein, Minerals, Macrominerals, Trace minerals Vitamins, Water Other nutrients: Antioxidants, Phytochemicals, Intestinal bacterial flora. SOPs for Control of Food Poisoning and Intoxication</p>
Unit 4	First Aid and First Aid Box

	<p>Aims of first aid & the role of a manager, Incident management, Communicating with a patient, Contents of a first aid kit, Life Saving Skills: Primary survey, The recovery position / safe airway position, The chain of survival, Cardiopulmonary Resuscitation (CPR), Using an Automated External Defibrillator (AED), Choking, Bleeding,</p> <p>Medical Protocols</p> <p>Introduction to Quality and Patient safety: including Basic emergency care and life support skills, WHO and ICMR guidelines for the prevention of infectious control, Infection prevention and control measures of following diseases: air born, water born and food borne illness (tuberculosis, cholera) influenza, hepatitis.</p> <p>Basic Immunization/vaccination of staff.</p>
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HEALTH, HYGIENE AND MEDICAL PROTOCOLS – LAB BVTHM 304-19

Aims /learning Objectives: Students are able to classify, identify, and learn the health and hygiene practices in their day today life.

1. To demonstrate safe code of practice for personal hygiene and sanitation.
 2. To demonstrate the clanging and sterilization of surface and utensils.
 3. To demonstrate the various safety codes used to prevent communicable and infectious disease.
 4. Formulation and preparation of low cost disinfectant and sterilizing agent.
 5. Preparation of audio visual aids like charts, posters, models related to health and nutrition.
 6. Conduct of survey on health and hygiene practices among high and low income groups.
 7. Study and demonstration of instruments used in health and hygiene practices.
 8. Demonstration of Hand washing technique.
 9. Formulation and preparation of low cost nutritious recipe.
 10. Demonstration of Physical examination of spoiled/contaminated food sample.
 11. Measurement of Body temperature, Heartbeats, Pulse rates and Blood pressure.
 12. Case study on recent disease outbreak viz HIV, HEPATITIS, COVID-19 etc.
 13. Demonstration of medically important entomological specimens.
 14. Collection and interpretation of local data on disease prevalence.
 15. Field visits.
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TOUR GUIDING & INTERPRETATION (BVTMM 305-19)

Unit I

Tour Guiding: Concept-History-Dimensions and Present Status, Role and Responsibilities of Tour Guide, Code of Conduct for tour guides, Personal hygiene and grooming checklist for tour guides, Principles of Tour Guiding, Occupational Skill Standards -How to develop tour guiding skills.

Unit II

Dealing with tourist arrivals and departures, Communication for tour guiding-Language – Posture and Presentation, Roadblocks in Communication, Speaking faults, Body language.

Unit III

Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing, Linking commentary with what to be seen, Managing difficult situations, Handing Complaints, First Aid: Importance and General procedures.

Unit IV

Visitor interpretation: Concept-Principles and Types, How to develop good interpretation skills-Popular understanding of a place, Nature interpretation.

References

.Negi Jagmohan, *Tourist Guide and Tour Operations: Planning*

**TOUR GUIDING & INTERPRETATION - PRACTICAL
(BVTMM 306-19)**

- Grooming, personal hygiene and dressing
- Verbal and non verbal communication skills
- Body posture and presentation skills
- Handling of microphone and mike
- Knowledge of First aid box
- Handling questions and answers
- Handling difficult situations like medical, fire, accidents and other emergencies
- Skills for commentary
- Mock tour guiding with groups in destinations like nature based, architectural, heritage, religious and adventure destinations and feedback sessions

TOURISM LAWS

(BVTMM 307-19)

Unit I

- A. Indian Contract Act; 1972
- B. Partnership Act; 1932
- C. Companies Act; 1956
- D. Agencies

Unit II

- A. Consumer Protection Act & tourism
- B. MRTP Act, Applicable tourism as consumers
- C. FEMA - 1999
- D. Foreigner's Act

Unit III

- A. Passport Act
- B. Tourism bill of rights
- C. Travel insurance, passport, visa & health

Unit IV

- A. Custom & currency regulations
- B. World cultural & natural heritage, 1972 UNESCO
- C. Ethics in tourism, Bermuda Agreement

References

- The Business of Travel agency Operation & administration – D.L.Foster
- The Indian Travel agents – Malik, Harish & Chandra

BASIC OF ACCOUNTANCY (BVTMM 308-19)

Unit I

Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP). Recording of transactions: Voucher system; Accounting Process.

Unit II

Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.

Unit III

Final Accounts: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four): Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation.

Unit IV

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.

References:

- Sharma, R.K. and Shashi K. Gupta, Management Accounting, Kalyani Publisher, Ludhiana.
- Gupta, R.L., Booking keeping & Accounting, Sultan Chand, New Delhi
- Grewal T.S., Introduction to Accounting, S. Chand

Tourism Business Economics (BVTMM 309-19)

Unit-1

Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, Scope and Application of Managerial Economics. Economy and tourism economics, tourism economic functions.

Unit-2

Demand for tourism Concepts and definitions of demand for tourism Consumer behaviour and tourism demand, determinants Measuring the demand for tourism.

Unit-3

Economics of Production Analysis: Return to scale, Law of Returns and Production Function, Concept of Profit and Breakeven Analysis. Characteristics of the tourism supply Economic, Types and gauges of the tourism supply.

Unit-4

Concept of Price determination: Price determination under perfect, imperfect, monopoly & oligopoly.

References:

Chopra O.P., Managerial Economics, Tata MC Graw Hill. Mehta P.L., Managerial Economics, Sultan Chand New Delhi.

Aggarwal H.S., Micro Economics, Ane Books. Jeoldean, Managerial Economics: Prentice Hall of India.

MENTORING AND PROFESSIONAL DEVELOPMENT BMPD 302-18 -

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A

(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B

(Outdoor Activities)

7. Sports/NSS/NCC
8. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors / Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department

SEMESTER 4

Industrial Training

SEMESTER 5

FRONT OFFICE MANAGEMENT (BVTMM 501-19)

Unit – 1

Tariff structure

Tariff Structure, Rack Rate, Discounted rates, Tariff card and its use, Hotel Day rate, Basis of Charging Room Rent, Various factors affecting Room rent, Fixing Room Tariffs through Cost based pricing & Market based pricing, Rule of Thumb, Hubbart formula

Front Office Coordination, Meal Plans, and Type of Guests

Role of Tour operators and Travel agents in hotel business, Meal Plans –Type, needs and use of such plans, Type of Guests – FIT, VIP, CIP, GIT, Business travellers, Special interest tours, domestic, foreigner etc, Front Office coordination with different departments in hotels.

Unit – 2

Guest cycle and reservations

Introduction to guest cycle – Pre arrival, Arrival, During guest stay, Departure and After departure, Reservation and its importance, Basic tools of reservation – Room Status Board, ALC, DCC with formats, Handling reservation and reservation form with formats, Modes of Payment while reservation - an introduction, Sources of Reservation, Systems of Reservation, Types of Reservations, Cancellations and Amendments, , Reservation reports and statistics Overbooking, Upselling, No show, Walk-in guest, scanty baggage, stay over, over stay, under stay, early arrival, turn away, time limit, overstay etc.

Unit – 3

Registration

Registration and its importance, Types of registration records – Bound book register, loose leaf register and Guest Registration Card (GRC) and their formats

Guest handling

Pre-registration activities, Procedure of Guest Handling – Pre arrival, On Arrival and Post Arrival procedures, Handling reserved guests, Procedure for Handling Free Individual Traveller (FIT), Chance guests, VIP, Group arrival, Foreigner guest (C-forms, Foreign currency exchange), Single Lady guest, Corporate guest, Layover passenger, Check-in for guest holding Discount voucher, Turn-away guest

Unit-4

Front desk functions

Procedure for Room Assignment, Room not clear, Wash and Change Room, Complimentary stay, Suite Check-in, Upgrading a guest, Downgrading a guest, Handling request for Late Check-out, Precautions for Scanty Baggage guest, Guest Stationery, Handling request for Rental Equipment, Up selling, Material Requisition, Shift Briefing, Morning and Afternoon Shift Handover, Night Shift Handover, Guest Relations, Courtesy Calls, Room amenities for Corporate/VVIP/CIP guest, Handling Awkward guests, Room Change Procedure, Handling Mails, Message and Paging, Key control procedures.

References

- Front Office training manual- Sudhir Andrews
- Front office operations and management– Jatashankar R. Tewari
- Front Office Operations – Colin Dix, Chris Baird
- Professional Hotel Front Office Management– Anutosh Bhakta
- Hotel Front Office Management – James. A. Bardi
- Front Office Operations and Management – Ahmed Ismail(Thompson Delmar)
- Front Office Operation Management – S. K. Bhatnagar
- Managing Front Office Operations – Micheal Kasavana and brooks

- Principles of Front Office Operations – Sue Baker & Jermy Huyton
- Check-in check-out – Jerome Valley
- A Manual of Hotel Reception – J. R. S. Beavis, S. Medlik & Heinemann Professional

**FRONT OFFICE MANAGEMENT - PRACTICAL
(BVTMM 502-19)**

Task .No.	Topic
1.	<ul style="list-style-type: none"> • Review of Semester one
2.	<ul style="list-style-type: none"> • Welcoming/Greeting of guest • Providing Information to the Guest • Telephone handling, How to handle enquiries • Suggestive selling
3.	<ul style="list-style-type: none"> • Filling up of various Forms and Formats
4.	<ul style="list-style-type: none"> • Registrations: FIT, VIP, Corporate, Groups/Crew • Security Deposit Box Handling • Credit Card Handling Procedure • Foreign Currency Exchange Procedure
5	<p>Introduction to PMS</p> <ul style="list-style-type: none"> • Hot function keys • Create and update guest profiles • Make FIT reservation • Send confirmation letters • Printing registration cards • Make an Add-on reservation • Amend a reservation • Cancel a reservation-with deposit and without deposit • Log onto cashier code • Process a reservation deposit • Pre-register a guest • Put message and locator for a guest • Put trace for guest • Check in a reserved guest • Check in day use • Check -in a walk-in guest • Maintain guest history • Issue a new key • Verify a key • Cancel a key • Issue a duplicate key • Extend a key • Programme keys continuously • Re-programme keys • Programme one key for two rooms

**CUSTOMER RELATIONSHIP MANAGEMENT
(BVTMM 503-19)**

Unit - I	CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs
Unit - II	CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behavior Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement
Unit - III	Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).
Unit - IV	Analytical CRM - Managing and sharing customer data - Customer information 2 databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering. Unit - V CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement
References	<ul style="list-style-type: none"> • Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi. 2011 • S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008 • Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008 • Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT • V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, Willey India

**CUSTOMER RELATIONSHIP MANAGEMENT - PRACTICAL
(BVTTM 504-19)**

- Cases of Customer Satisfaction from tourism and hospitality industry
- Customer Satisfaction Practices
- Customer Satisfaction Models
- Service Quality Gaps and Service Quality measurement Scales
- e-CRM in business: technology dimensions and solutions
- Virtual Customer Representative
- CRM Software packages
- Customer Relationship Portals
- Voice Portals
- Call Center
- Multimedia Contact Center

AIRLINE TICKETING AND FARE CONSTRUCTION (BVTMM 505-19)

Unit I

The Airline Industry: Trends, Challenges and Strategies. Past, present and future trends, Regional Analysis of trends. Airlines Types: Scheduled and non scheduled, Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew.

Unit II

In-flight services – types of class-up grading and down grading. Introduction to civil aviation hospitality. The Cabin Crew profession: Origin, Duties and responsibilities, Benefits and challenges of the profession, Cabin Crew Basic Service, Business Class Service, First Class Service. Organization of the air transport industry in the international context. Scheduled and non scheduled airline services.

Unit III

IATA city code and airport code, airline designation code, minimum connecting time, global indicator, familiarization with Air tariff : currency regulation, NUC conversion factors, general rules. Familiarization with TIM: passport, visa, currency regulation, custom regulation, health regulation and airport tax. Passenger needing special attention, Credit Cards: concepts, benefits, eligibility criteria, validity, insurance cover, different types of credit card.

Unit IV

Introduction to air fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), Practices of Passenger Ticket (issuance of ticket with itineraries) One Way (OW) and Return (RT) on EMA, EMS, HIP, CTM, BHC, mixed class, BSP procedures

References

- ABC (red and blue) by IATA Travel Information Manual (TIM) by IATA
- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall
- D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.
- Fay Betsy, Essentials of Tour Management New Jersey: Prentice Hall.

AIRLINE TICKETING AND FARE CONSTRUCTION-PRACTICAL (BVTMM 506-19)

- Different types of tickets
- Airlines codes, City codes
- Round trip, routing, segment stopover, Booking code
- Classes of seats, types of flights
- Air fare construction techniques - Add-ons, Class, Marketing Decisions, Maximum Permitted Mileage (MPM), Route Assignment, Stopovers, The Actual Cost of Service
- Airfare Based on Type's Class, Economy Class Codes
- APEX fares are discounted international fares, Discount Fares
- One Way and Return Trip, Circle Trip Journey, Open Jaw Fare
- Fare Calculation, Higher Intermediate Points (HIP), Circle Trip Minimum Check (CTM), Round the World Minimum Check (RWM)
- Fare Calculation and Booking Classes
- Surcharges on Selected Flights and Routes
- Special Fares Class code Day of the week code, Fare and passenger type code, Fare level identifier, Maximum stay, Miscellaneous code, Seasonal code, Time of the day code
- Published and unpublished fare, Bereavement fares , Open ticket , Round trip journey
Double open jaw, Surcharge , Directional minimum check

TOURISM PLANNING (BVTMM 507-19)

Unit I

Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels. Involvement of local community in tourism development.

Unit II

An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest policy document on tourism.

Unit III

Tourism Planning at International, national, regional, state and local level. Tourism and Five-Year Plans in India with special reference to 11th Five-Year Plan.

Unit IV

Background & process of tourism planning. Techniques of plan formulation. Planning for tourism destinations - objectives, methods and factors influencing planning. Destination life cycle concept. Incentives & concessions extended for tourism projects and sources of funding

References:

- Chib, Som Nath, Essays on Tourism, New Delhi: Cross Section Publication.
- Gee, Chuck Y., James C. & Dexter J.L. Choy, Travel Industry: New York: Van Nostrand Reinhold.
- Peter E. Murphy, Tourism: A Community Approach, New York: Methuen.
- Inskip E., Tourism Planning: An integrated and Sustainable Approach. London: Routledge
- Inskip E., National & Regional Tourism Planning :
London: Routledge

HUMAN RESOURCE MANAGEMENT (BVTMM 508-19)

Unit I

Meaning, nature and scope of HRM; Nature, Functions, Importance and Limitations of HRM; Challenges faced by Modern HR Managers; The Evolving Role of HRM in the tourism industry: the Changing Emphasis.

Unit II

Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning; Objectives, Process, Factors affecting HR planning; Types, Benefits, Problems in HR planning and Suggestions for making HR Planning Effective; Succession planning.

Unit III

Job Analysis, Job Design & Compensation management: Introduction, Objectives, Benefits, Process, Techniques and Problems in Job Analysis. Job Design-Meaning, Objectives and Techniques of Job Design. Compensation Management: Concept, policies and Administration, Methods of Wage payments and incentive plans, Fringe Benefits.

Unit IV

Recruitment and Selection: Meaning and Definitions, Importance and Purpose, Process, Factors affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in recruitment. Selection: Meaning and definition, procedure, selection Process.

References:

- Pramod Verma, Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
- Venkata Ratnam CS & Srivatsava B K, Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.
- S. K. Chakravarthy, Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
- Robert L. Mathis & John. H. Jackson, HRM, South Western Pub. Saiyadain S.Mirza, HRM, TMH, New Delhi.
- Dessler, A Framework for HR Management, Pearson Edn India.

FINANCIAL MANAGEMENT (BVTMM 509-19)

Unit I

Financial Management: Finance goals, profit vs. Wealth maximization; Financial functions – Investment, financing and dividend decision, Financial Planning

Unit II

Capital Structure: Meaning and determinants. Operating and financial leverage: Their measure; effects on profit, analyzing alternate financial plans, combines financial and operating leverage

Unit III

Cost of capital: Significance of cost of capital; Calculating cost of debt, Preference shares, equity capital, and retained earnings, Weighted Average cost of capital. Dividend Policies: forms of dividends and stability in dividends, determinants, issues in dividend policies, Walter's mode, Gordon's Model, M. Hypothesis.

Unit IV

Management of working capital: Nature types and importance of working capital, operating cycle and factors determining working capital requirement, Management of working capital – Cash, receivables and inventories (Concept and Control Techniques Only)

References

- Pandey, I.M., Financial Management, Vikas Publishing, New Delhi.
- Khan, M.Y., Financial Management , Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi.
- Financial Management -V.K.Bhalla
- Financial Management – M.Y.Khan & P.K.Jain
- Financial management – John Wiley

MENTORING AND PROFESSIONAL DEVELOPMENT BMPD 502-18 -

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A

(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B

(Outdoor Activities)

7. Sports/NSS/NCC
8. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors / Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department

SEMESTER 6

Industrial Training