



**YENEPOYA**

(DEEMED TO BE UNIVERSITY)

Recognized under Sec 3(A) of the UGC Act 1956

Accredited by NAAC with 'A' Grade

## **YENEPOYA (DEEMED TO BE UNIVERSITY)**

**Deralakatte, Mangaluru -575018**

**REGULATIONS AND CURRICULUM GOVERNING**

**UNDERGRADUATE PROGRAM**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**(AVIATION, TRAVEL AND TOURISM)**

**(CURRICULUM - EFFECTIVE FROM 2019-20)**

**ATTESTED**

**Dr.Gangadhara Somayaji K.S.**  
Registrar  
Yenepoya(Deemed to be University)  
University Road, Deralakatte  
Mangalore-575 018, Karnataka

**NOTIFICATION – 34-ACM/2019 dtd.01.06.2019**

Sub: Proposal for starting programmes and approval for the Regulations and Curriculum

- (1) BBA ( Aviation & Logistics)
- (2) BBA (Aviation, Travel & Tourism)
- (3) B.Com (Honors) (ACCA)
- (4) BCA (Big Data Analytics and Cloud Computing)
- (5) B.Sc. Hospital Science (Aviation, Travel and Tourism)
- (6) B.Sc. Food Science and Nutrition
- (7) Bachelor of Hotel Management

Ref: Resolution of the Academic Council at its 34<sup>th</sup> meeting held on  
08.02.2019, vide agenda 39

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The Academic Council at its 34<sup>th</sup> meeting held on 08.02.2019 & subsequently the Board of Management at its 45<sup>th</sup> meeting have resolved to approve the proposal to start following programmes.

- (1) BBA ( Aviation & Logistics)
- (2) BBA (Aviation, Travel & Tourism)
- (3) B.Com (Honors) (ACCA)
- (4) BCA (Big Data Analytics and Cloud Computing)
- (5) B.Sc. Hospital Science (Aviation, Travel and Tourism)
- (6) B.Sc. Food Science and Nutrition
- (7) Bachelor of Hotel Management

The Regulations and Curriculum of the above programmes have been approved.

This notification issued for implementation with effect from the academic year 2019-20.

  
**REGISTRAR**  
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To:

The Principal, Yenepoya Institute of Arts, Science, Commerce & Management

Copy to:

Controller of Examinations/File copy

## **BBA (Aviation, Travel and Tourism)**

The University Grants Commission, New Delhi in its tenth plan guidelines directed the Universities in the country to implement the credit based semester scheme in both undergraduate and post-graduate programmes. The Credit Based Semester Scheme makes the product of a University at par with the global practices in terms of academic standards and evaluation strategies. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities in India should follow this system so that the mobility of their products both within and across the geographical jurisdiction becomes possible. Hence the Yenepoya University is adopting the credit based semester scheme in its undergraduate degree programme of BBA(Aviation and Logistics) and BBA (Aviation, Travel and Tourism) effective from the academic year 2019-20.

Aviation, hospitality and travel industries are in for exponential growth. The aviation industry is expected to grow at a compounded annual growth rate of over 25%. Europe needs 400 airports and 300 aircraft in the next decade. Also, the hospitality industry is one of the fastest growing sectors in the whole world. According to the tourism ministry, hotels in Europe will have a shortfall of 150,000 rooms. This sector is expected to be the second largest employer in the world by 2019. No other industry offers career benefits and payment packages as lucrative as these industries. In fact, cabin crew hired by international airlines stand to earn salaries as high as EUR 6,000/- per month.

Bachelor of Business Administration is very popular academic degree in all over the world. A combination of Business Administration, Tourism, Aviation, Art, Science & Technology are taking place in the degrees that we propose to offer. This sector is predicted to become the world's largest industry by the year 2020, generating enormous opportunities for well qualified individuals armed with credentials from an elite institute like Yenepoya University. These Graduates will be in great demand to assume exciting and rewarding positions anywhere in the World.

BBA degree holders will stand to gain in pursuing MBA. The added specializations like Aviation as well as Travel and Tourism would provide the students of Dakshina Kannada district ample chances to work in the Industry. Being in a coastal town where the major revenue comes from exports, the students completing their degree programme would stand a better chance of getting employed in the shipping, aviation, exports and imports and other allied industries. Many foreign countries prefer hiring people from India to manage their most difficult asset – human resource. High earning jobs are spread in US, UK, Canada and Middle East markets, and our specializations would offer our students a better chance at gaining employment abroad. Seekers of all these programmes have the lowest injury rates while in employment.

### **Programme Outcomes**

Yenepoya University proposes to conduct BBA (Aviation and Logistics); BBA (Aviation, Travel and Tourism) course with the following Goals;

To provide a strong foundation and understanding of the functioning of commercial organisations in aviation, travel and tourism. Major job profiles are airline transport, cargo companies, travel agencies, ground staff, cabin crew, tour operators, traffic assistance, customer services, counter staff and in hospitality organisations also.

## **Programme Specific Outcomes**

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- 1) To develop competency in students to pursue higher level programmes such as MBA, PhD or other Master Programmes in Tourism, Travel and Aviation.
- 2) To enhance employability and to be able to take up challenging job assignments.
- 3) To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of Tourism, Aviation and Management.
- 4) To help understand methods and processes of hospitality, tourism and aviation in every area of activity.
- 5) To expose them to the areas of application of knowledge in business firms and service sector organizations.
- 6) To enable them to acquire complete basic and intermediary practical knowledge of various Travel, Tourism and Aviation subjects with the sole purpose of making them self-dependent and easily employable.

### **Duration of the Course**

The duration of the course shall be three years. Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year, the third and fourth semesters, and the third academic year as the fifth and sixth semesters.

### **Eligibility**

A candidate who has passed the two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto by University is eligible for admission to these programmes.

### **Selection Process**

Application forms will be available in the official website of Yenepoya University ([www.yenepoya.edu.in](http://www.yenepoya.edu.in)) and the college office for the applicants. A merit list will be prepared of selected candidates based on the 12<sup>th</sup> class marks /PUC marks. Reservation of seats will be followed as per the university bye laws.

### **Total Intake of Students**

150 students will be registered per year for the course.

### **Medium of Instruction**

The medium of instruction and examination shall be English.

### **Minimum Course Curriculum for Undergraduate Courses under Choice Based Credit System**

Ministry of Human Resource Development (HRD), Govt. of India, has already initiated the process for developing New Education Policy (NEP) in our country to bring out reforms in Indian education system. University Grants Commission (UGC) participates more actively in developing National Education Policy, its execution and promotion of higher education in our country. The UGC has already initiated several steps to bring equity, efficiency and academic excellence in National Higher Education System. The important ones include innovation and improvement in course- curricula, introduction of paradigm shift in learning and teaching pedagogy, examination and education system.

The education plays enormously significant role in building of a nation. There are quite a large number of educational institutions, engaged in imparting education in our country.

Majority of them have entered recently into semester system to match with international educational pattern. However, our present education system produces young minds lacking knowledge, confidence, values and skills. It could be because of complete lack of relationship between education, employment and skill development in conventional education system. The present alarming situation necessitates transformation and/or redesigning of education system, not only by introducing innovations but developing “learner-centric approach in the entire education delivery mechanism and globally followed evaluation system as well.

Majority of Indian higher education institutions have been following marks or percentage based evaluation system, which obstructs the flexibility for the students to study the subjects/courses of their choice and their mobility to different institutions. There is need to allow the flexibility in education system, so that students depending upon their interests and aims can choose inter-disciplinary, intra-disciplinary and skill-based courses. This can only be possible when choice based credit system (CBCS), an internationally acknowledged system, is adopted. The choice based credit system not only offers opportunities and avenues to learn core subjects but also exploring additional avenues of learning beyond the core subjects for holistic development of an individual. The CBCS will undoubtedly facilitate us bench mark our courses with best international academic practices. The CBCS has more advantages than disadvantages.

### **Advantages of the choice based credit system**

Shift in focus from the teacher-centric to student-centric education.

Student may undertake as many credits as they can cope with (without repeating all courses in a given semester if they fail in one/more courses).

CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and more flexibility for students).

CBCS makes education broad-based and at par with global standards. One can take credits by combining unique combinations. For example, Physics with Economics, Microbiology with Chemistry or Environment Science etc.

CBCS offers flexibility for students to study at different times and at different institutions to complete one course (ease mobility of students). Credits earned at one institution can be transferred.

### **Choice Based Credit System (CBCS)**

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student’s performance in examinations, the UGC has formulated the guidelines to be followed.

## **1. Outline of Choice Based Credit System**

**1.1 Core Course** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

**2. Elective Course** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

**2.1 Discipline Specific Elective (DSE) Course** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

**2.2 Dissertation/Project** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

**2.3 Generic Elective (GE) Course** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

**3. Ability Enhancement Compulsory Courses (AECC)** The Ability Enhancement (AE) Courses may be of two kinds Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

**3.1 Ability Enhancement Compulsory Courses (AECC)** Environmental Science, English Communication/MIL Communication.

**3.2 Skill Enhancement Courses (SEC)** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. Introducing Research Component in Under-Graduate Courses.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

#### **4. Implementation**

The CBCS may be implemented in Central/State Universities subject to the condition that all the stakeholders agree to common minimum syllabi of the core papers and at least follow common minimum curriculum as fixed by the UGC. The allowed deviation from the syllabi is 20 % at the maximum.

The universities may be allowed to finally design their own syllabi for the core and elective papers subject to point no. 1. UGC may prepare a list of elective papers but the universities may further add to the list of elective papers they want to offer as per the facilities available.

Number of Core papers for all Universities has to be same for both UG as well as UG Program.

Credit score earned by a student for any elective paper has to be included in the student's overall score tally irrespective of whether the paper is offered by the parent university (degree awarding university/institute) or not.

For the introduction of AE Courses, they may be divided into two categories

AE Compulsory Courses the universities participating in CBCS system may have common curriculum for these papers. There may be one paper each in the 1<sup>st</sup> two semesters viz. (i) English/MIL Communication, (ii) Environmental Science.

Skill Enhancement Courses The universities may decide the papers they may want to offer from a common pool of papers decided by UGC or the universities may choose such papers themselves in addition to the list suggested by UGC. The universities may offer one paper per semester for these courses. The university/Institute may plan the number of seats per elective paper as per the facility and infrastructure available.

An undergraduate degree with in a discipline may be awarded if a student completes 14 core papers in that discipline, 2 Ability Enhancement Compulsory Courses (AECC), minimum 2 Skill Enhancement Courses (SEC) and 4 papers each from a list of Discipline Specific Elective and Generic Elective papers respectively.

An undergraduate Program degree in Science disciplines may be awarded if a student completes 4 core papers each in three disciplines of choice, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC) and 2 papers each from a list of Discipline Specific Elective papers based on three disciplines of choice selected above, respectively.

An Undergraduate program degree in Humanities/ Social Sciences/ Commerce may be awarded if a student completes 4 core papers each in two disciplines of choice, 2 core papers each in English and MIL respectively, 2 Ability Enhancement Compulsory Courses (AECC), minimum 4 Skill Enhancement Courses (SEC), 2 papers each from a list of Discipline Specific Elective papers based on the two disciplines of choice selected above, respectively, and two papers from the list of Generic Electives papers.

The credit(s) for each theory paper/practical/tutorial/project/dissertation will be as per the details given in A, B, C, D for B.Sc., B.A./B.Com., B.Sc. Program and B.A./B.Com. Program, respectively.

Wherever a University requires that an applicant for a particular M.A./M.Sc./Technical/Professional course should have studied a specific discipline at the undergraduate level, it is suggested that obtaining 24 credits in the concerned discipline at the undergraduate level may be deemed sufficient to satisfy such a requirement for admission to the M.A./M.Sc./Technical/Professional course.

**Proposed Scheme for Choice Based Credit System**

	<b>CORE COURSE (14)</b>	<b>Ability Enhancement Compulsory Course (AECC) (2)</b>	<b>Skill Enhancement Course (SEC) (2)</b>	<b>Elective Discipline Specific DSE (4)</b>	<b>Elective Generic (GE) (4)</b>
I	C 1	(English/ MIL Communication)/ Environmental Science			GE-1
	C 2				
II	C 3	Environmental Science/(English/ MIL Communication)			GE-2
	C 4				
III	C 5		SEC -1		GE-3
	C 6				
	C 7				
IV	C 8		SEC -2		GE-4
	C 9				
	C 10				
V	C 11			DSE-1	
	C 12			DSE -2	
VI	C 13			DSE -3	
	C 14			DSE -4	



## Details of courses under BBA

Course	Theory + Tutorial	*Credits
<b>Theory+ Practical</b>		
<b>I. Core Course (14 Papers)</b>	14X4= 56	14X5=70
<b>Core Course Practical / Tutorial* (14 Papers)</b>	14X2=28	14X1=14
<b>II. Elective Course (8 Papers)</b>		
<b>A.1. Discipline Specific Elective (4 Papers)</b>	4X4=16	4X5=20
<b>A.2. Discipline Specific Elective Practical / Tutorials* (4 Papers)</b>	4 X 2=8	4X1=4
<b>B.1. Generic Elective/ Interdisciplinary (4 Papers)</b>	4X4=16	4X5=20
<b>B.2. Generic Elective Practical / Tutorials* 4X1=4 (4 Papers)</b>	4 X 2=8	
<b>*Optional Dissertation or project work in place of one Discipline Specific elective paper (6 credits) in 6th Semester</b>		
<b>III. Ability Enhancement Courses</b>		
<b>1. Ability Enhancement Compulsory Courses (AECC) (2 Papers of 4 credits each) Environmental Science English Communication/MIL</b>	2 X 2=4	2 X 2=4
<b>2. Skill Enhancement Courses (SEC) (Minimum 2, Max. 4) (2 Papers of 4 credits each)</b>	2 X 2=4	2 X 2=4
	<b>Total credit= 140</b>	<b>Total credit= 140</b>

Institute should evolve a system/policy about ECA

General Interest/Hobby/Sports/NCC/NSS/related courses on its own. \*wherever there is a practical there will be no tutorial and vice-versa.

## **5. Co-Curricular and Extra Curricular Activities**

A student shall opt for any one of the following activities in the first four semesters offered in the college

A) N.S.S.

B) Sports and Games

C) Other Co-Curricular and Extra-Curricular Activities as prescribed by the university  
Evaluation of Co-and Extra Curricular Activities is as per the procedure evolved by the university from time to time.

## **6. Attendance and Change of Subjects**

A candidate shall be considered to have satisfied the requirement of attendance for a semester if he/she attends not less than 75% of the number of classes held including EC & CC.

A candidate who does not satisfy the requirement of attendance even in one subject shall not be permitted to take the whole University examination of that semester and he/she shall seek re-admission to that Semester in a subsequent year.

Whenever a change in a subject is permitted the attendance in the changed subject shall be calculated by taking into consideration the attendance in the previous subject studied by the candidate.

If a candidate represents his/her Institution/University/ Karnataka State/ Nation in Sports/ NSS/ Cultural or any officially sponsored activities he/she may be permitted to claim attendance for actual number of days participated, based on the recommendation of the Head of the Institution concerned. If a candidate is selected to participate in national level events such as Republic Day Parade etc., he/she may be permitted to claim attendance for actual number of days participation based on the recommendation of the head of the Institution concerned.

## **7. Teaching Learning Methodology**

The instructors will choose the pedagogy according to the course content and its applications from the methods provided below.

Lectures, Class discussions, reading assignments, Discussion groups. Lecture-demonstration, Student Presentation, Panel discussion by student panels from the class. Student reports by individuals, Student-group reports. Debate (informal) on current issues by students Forums Bulletin boards, Small groups such as task oriented, discussion, Textbook assignment. Reading assignments in journals, monographs, Assignment to outline portions of the textbook, Assignment to outline certain supplementary readings, Debates (formal) . Crossword puzzles Maintaining Portfolios / Diaries. Reports on published research studies, Library research on topics or problems .Written book reports by students , Interviews, Audio-tutorial lessons , Open textbook study ,Committee projects--small groups ,Individual projects , Quiz, Use of dramatization, skits, plays(street plays) ,Student construction of diagrams, charts, or graphs, Making of posters by students , Problem solving or case studies. Use of flip chart board by instructor as aid in teaching, Use of diagrams, tables, graphs, and charts by instructor in teaching. Use of displays by instructor, Use of slides, Use of motion pictures, educational films, videotapes. Use of recordings (Ted Talks). Role playing, peer teaching. Coaching: special assistance provided for students having difficulty in the course. VIVA, filling out forms (income tax, checks). Visit an "ethnic" locations or commercial establishments or community. On the job training, specialize in other countries and in India

Visit an employment agency. Campaigning, Volunteering, Prepare mock newspaper on specific topic or era, an entrepreneurial activity. Writing reports or project proposals.

### 8. Examination Structure for Written exam

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### 9. Continuous Internal Assessment (CIA)

Internal Assessment for each course is continuous, and details for each test are notified well in advance. CIA consists of the following

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Attitude/Class Interaction	10
	Total	25

**10. The marks of the internal assessment** shall be published on the notice board of the college for information of the students.

### 11. Registration for Examinations

A candidate shall register for all the papers of a semester when he/she appears for the examination of that semester for the first time.

### 12. Conduct of Examinations

There shall be examinations at the end of each semester, ordinarily during November/December for odd semesters and during April/May for even semesters, as prescribed in the Scheme of Examinations.

**13. Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**14. Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

**15. Minimum for a Pass**

No candidate shall be declared to have passed the Semester Examination (except in Co-curricular and extracurricular activities) unless he/she obtains not less than 40% marks in the aggregate of written examination and internal assessment put together in each of the subjects. There is no minimum mark in Internal Assessment, but Candidate should get minimum 40% in external examination.

If a candidate fails in any subjects, he/she shall appear for that subject only at any subsequent regular examination, within the maximum 6 years from date of registration prescribed for completing the programme.

**16. Re-totalling**

All theory examination papers will be evaluated by two examiners (one internal and one external). There will not be any revaluation of the papers. However the students can apply for re-totalling after submitting the application and necessary fees.

**17. With Holding of Results**

Results will be withheld when a student has not paid his/her dues or there is a case of disciplinary action pending against him/her.

**18. Carry Over**

A candidate who fails in a lower semester examination may go to the higher semester and take the examination.

**19. Classification of Successful Candidates**

Grading System For Choice Based Credit System (CBCS) - The College adopts a ten point grading system.

Conversion of credit(s) into grade(s) the following illustrations could be taken as an example for computing SGPA and CGPA from credits for courses in all disciplines, degree Program courses in Science subjects and degree Program courses in Humanities, Social Sciences and Commerce subjects

## 20. Grades and Grade Points

<b>Letter Grade</b>	<b>Grade Point</b>
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B ( above average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

For non credit courses ‘Satisfactory’ or “Unsatisfactory’ shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.

The Universities can decide on the grade or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.

**21. Illustration of Computation of SGPA and CGPA and Format for Transcripts Course**

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
<b>Semester I</b>					
C-1	06	A	8	48	
C-2	06	B+	7	42	
AECC-1	02	B	6	12	
GE-1	06	B	6	36	
<b>Total</b>	<b>20</b>			<b>138</b>	<b>6.9 (138/20)</b>
<b>Semester II</b>					
C-3	06	B	6	36	
C-4	06	C	5	30	
AECC -2	02	B+	7	14	
GE-2	06	A+	9	54	
<b>Total</b>	<b>20</b>			<b>134</b>	<b>6.7 (134/20)</b>
<b>Semester III</b>					
C-5	06	A+	9	54	
C-6	06	0	10	60	
C-7	06	A	8	48	
SEC -1	02	A	8	16	
GE-3	06	0	10	60	
<b>Total</b>	<b>26</b>			<b>238</b>	<b>9.15 (238/26)</b>
<b>Semester IV</b>					
C-8	06	B	6	36	
C-9	06	A+	9	54	

C-10	06	B	6	36	
SEC -2	02	A+	9	18	
GE-4	06	A	8	48	
<b>Total</b>	<b>26</b>			<b>192</b>	<b>7.38 (192/26)</b>
<b>Semester V</b>					
C-11	06	B	6	36	
C-12	06	B+	7	42	
DSE-1	06	0	10	60	
DSE-2	06	A	8	48	
<b>Total</b>	<b>24</b>			<b>186</b>	<b>7.75 (186/24)</b>

<b>Semester VI</b>					
C-13	06	A+	9	54	
C-14	06	A	8	48	
DSE-3	06	B+	7	42	
DSE-4	06	A	8	48	
<b>Total</b>	<b>24</b>			<b>192</b>	<b>8.0 (192/24)</b>
<b>CGPA</b>					
<b>Grand Total</b>	<b>140</b>			<b>1080</b>	<b>7.71 (1080/144)</b>

<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>	<b>Semester 4</b>
Credit: 20; SGPA: 6.9	Credit: 20; SGPA: 6.7	Credit: 26; SGPA: 9.15	Credit: 26; SGPA: 7.38

<b>Semester 5</b>	<b>Semester 6</b>
Credit: 24; SGPA: 7.75	Credit: 24; SGPA: 8.0

Thus, CGPA =  $(20 \times 6.9 + 20 \times 6.7 + 26 \times 9.15 + 26 \times 7.38 + 24 \times 7.75 + 24 \times 8.0) / 140 = 7.71$

## **22. Rejection of Results**

A candidate may be permitted to reject the result of the whole examination of any semester. Rejection of result paper-wise/subject-wise shall not be permitted. A candidate who has rejected the result shall appear for the immediately following regular examination.

The rejection shall be exercised only once in each semester and the rejection once exercised cannot be revoked.

Application for rejection along with the payment of the prescribed fee shall be submitted together to the controller of examination of university through the College with the original statement of marks within 30 days from the date of publication of the result.

A candidate who rejects the result is eligible for only class and not for ranking.

## **23. Transfer of Admission**

Transfer of admissions to other university is permissible only on mutual agreement with the other university. A candidate migrating from any other university may be permitted to join III/V Semester of the degree programme provided he/she has passed all the subjects of previous semesters/years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of Yenepoya University. Conditions for transfer of admission of students of other universities

He/she shall fulfil the attendance requirements as per the Yenepoya University Regulations.

His / Her transfer of admission shall be within the intake permitted to the college.

The candidate who is migrating from other universities is eligible for overall class and not for ranking. He / She shall complete the programme as per the regulation governing the maximum duration of completing the programme.



## 24. The Details of Course Structure and Assessment

Semester	Course Type	Course Name and Course Code	Total Credits	Marks		Total Marks
			Theory	Internal	External	
I	DC01BT-1C1	Principles of Management	6	25	75	100
	DC01BT-1C2	Marketing Management	6	25	75	100
	DC01BT-1L1.1	English-I	2	25	75	100
	DC01BT-1L1.2	Hindi-I				
	DC01BT-1L1.3	Kannada-I				
	DC01BT-1C3	Human Rights, Gender and Environmental Studies	2	25	75	100
	DC01BT-1C4	Managerial Economics	4	25	75	100
	DC01BT-1C5	Business Communication & Personal Development	4	25	75	100
<b>Total</b>			<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>
II	DC01BT-2C1	Management Accounting	6	25	75	100
	DC01BT-2C2	Human Resources Management	6	25	75	100
	DC01BT-2A1.1	English-II	2	25	75	100
	DC01BT-2A1.2	Hindi-II				
	DC01BT-2A1.3	Kannada-II				
	DC01BT-2S1	Computer Application in Business	4	25	75	100
	DC01BT-2A2	Constitution of India	2	25	75	100
	DC01BT-2C3	Business Law	4	25	75	100
<b>Total</b>			<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>
III	DC01BT-3C1	Aviation and Hospitality Management	6	25	75	100
	DC01BT-3C2	Introduction to Tourism and Travel Industry	6	25	75	100
	DC01BT-3C3	Airfare, Ticketing Practices and Commercial Geography	6	25	75	100
	DC01BT-3C4	Consumer Behaviour	2	25	75	100
	DC01BT-3C5	Research Methodology	2	25	75	100
	DC01BT-3D1.1	Enterprise Resource Planning	2	25	75	100
	DC01BT-3D1.2	Elements of Port and Shipping Management				
<b>Total</b>			<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>
IV	DC01BT-4C1	Regional Tourism in India	6	25	75	100
	DC01BT-4C2	Geography and International Heritage Tourism	6	25	75	100
	DC01BT-4C3	Innovative practices in Tourism	6	25	75	100
	DC01BT-4C4	Purchasing and Inventory Management	4	25	75	100
	DC01BT-4G1.1	Taxation Law & Practice	2	25	75	100
	DC01BT-4G1.2	Organizational Behaviour				
<b>Total</b>			<b>24</b>	<b>125</b>	<b>375</b>	<b>500</b>
<b>* Internship (6 weeks) refer syllabus in Sem V</b>						

V	DC01BT-5C1	Medical Tourism and Hospital Administration	6	25	75	100	
	DC01BT-5C2	Tour guiding and Interpretation	6	25	75	100	
	DC01BT-5C3	Introduction to Supply Chain Management	4	25	75	100	
	DC01BT-5C4	Corporate Governance and	2	25	75	100	
	DC01BT-5G1.1	Production & Operations Management	2	25	75	100	
	DC01BT-5G1.2	E Commerce					
	DC01BT-5S1	Internship Project	2			100	
	DC01BT-5S2	Evaluation & Viva *					
	<b>Total</b>		<b>22</b>	<b>125</b>	<b>375</b>	<b>600</b>	
VI	DC01BT-6C1	Creating tour packages and travel	6	25	75	100	
	DC01BT-6C2	Immigration and Customs Duty	6	25	75	100	
	DC01BT-6C3	Business Statistics	4	25	75	100	
	DC01BT-6C4	Digital Marketing	2	25	75	100	
	DC01BT-6C5	Entrepreneurship	2	25	75	100	
	DC01BT-6G1.1	Event Management	2	25	75	100	
	DC01BT-6G1.2	Total Quality Management					
		<b>Total</b>		<b>22</b>	<b>150</b>	<b>450</b>	<b>600</b>
	Grand total credits of (I,II,III,IV, V and VI Semester )			140	850	2550	3500

\*SWAYAM courses may be undertaken as choice for any of the four and two credit modules.

**25. SWAYAM COURSE GUIDELINES** (For Students) Minimum 8 credits and a maximum of 20 credits of MOOC credits is permitted.)

Guidelines for opting MOOC subjects as elective or open elective (Any of the 4 credit or 2 credit subjects) Core 6 credit courses are not electives.

1. At the time of selecting any Elective or Open Elective, student can opt for a MOOC subject of same credit or one credit less.

2. Process for opting MOOC subject by the student:

Student identifies a MOOC subject on SWAYAM portal (<https://swayam.gov.in>).

Student informs Departmental Swayam Coordinator (DSC) about it.

DSC gives the code of the subject to the student.

Students will apply online through SMS or mobile app.

After the process the student enrolls/registers in the subject on SWAYAM portal (<https://swayam.gov.in>).

Student will inform DSC after registering and enrolling on SWAYAM portal.

3. After the completion of the subject, a copy of the certificate of completion with the marks obtained is to be submitted to the DSC.

4. Credit Conversion:

If credit for MOOC subject taken by the student matches with the credit of Departmental elective or Open elective then no conversion is needed and same breakup for CA (online assignments) and ESE (Proctored exam) will be taken.

**Conversion of 3 credit MOOC subject to 4 credit subject or 2 credits MOOC subject to 3 credit subject:**

End Semester Exam (ESE) 50 Marks	Continuous Assessment (CA) 50 Marks			
	Proctored Exam (as per MOOC mark sheet scaled to 50)	Online Assignments (as per MOOC mark sheet)	Presentation 1 (to be conducted by departmental committee)	Presentation 2 (to be conducted by departmental committee)
Marks distribution	50	25	10	15
Marks required to Pass	ESE(out of 50) + Online assignment (out of 25 )=30 marks		P1+P2=11 marks	

## **DC01BT-1C1 Principles of Management**

**(Total Hours: 90)**

**Goals** Enabling the importance of planning and decision-making techniques to apply the same. Illustrating leadership & motivation theories for developing managerial skills. Analyzing the business environment and through effective communication skills. Understanding of Pro – Active and its' importance before the deviation through control mechanisms.

**Objectives** By the end of this course, a student will

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- Practice the process of management's four functions: planning, organizing, leading, and controlling.
- Evaluate leadership styles to anticipate the consequences of each leadership style.

### **Course Content**

#### **Unit 1 Functions of Management**

Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Managers Contemporary Issues and Challenges in Management of 21st Century.

#### **Unit 2 Planning & types of business organisation**

Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.

#### **Unit 3 Organizing**

Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and Decentralization; Departmentation; Organisation Structure- forms and contingency factors

#### **Unit 4 Leadership & Motivation**

Directing-Principles, Theory X & Y, Motivation and Behaviour, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control. Motivating and Leading people at work; Motivation concepts; Theories; - Maslow, Herzberg, McGregor, and Ouchi; Financial and Non-Financial incentives Concept and Leadership styles; Leadership Theories (Tannenbaum and Schmidt); Likert's System Management Communication- Nature, Process, Networks and Barriers, Effective Communication.

### **Unit 5 Analysis & Directing**

Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.

### **Unit 6 Controlling**

Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.

### **Unit 7 Management of Change**

Concept, nature, process of planned change; Resistance to Change; emerging horizons of management in a changing Environment.

### **Suggested Reading**

- Ansoff H.I: Corporate Strategy; Mc GrawHill, New York
- Drucker Peter F: Management Challenges for 21 st Century; Butterworth Heinemann, Oxford
- Fred Luthans: Organizational Behaviour; McGraw Hill, New York
- Hampton, David R: Modern Management; McGraw Hill, New York
- Hersey Paul and Blanchard Kenneth: Management of Organization Behaviour- Utilizing the Human Resources; Prentice Hall of India, New Delhi
- Louis A. Allen: Management and Organization; McGraw Hill, Tokyo
- Maslow Abraham: Motivation and Personality; Harper and Row
- Stoner and Freeman: Management; Prentice Hall, New Delhi
- Weihrich and Koontz,et al: Essentials of Management; Tata McGraw Hill, New Delhi

### **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### **Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction/ Attitude	10
	Total	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-1C2 Marketing Management

(Total Hours: 90)

**Goals** Marketing management exposes students to the fundamental concepts of marketing, thereby, enabling them to learn the language of marketing. It gives an understanding of the principles and concepts of marketing and explains how it is connected to the integrated management system. The areas covered are core concepts and philosophies of marketing, role of customer in business, marketing research, consumer behaviour, and major strategic and tactical marketing issues. Students will improve their ability to develop effective marketing strategies and assess market opportunities, as well as design strategy implementation programs.

**Objectives** By the end of this course, a student will

- Understand various concepts and theories of Marketing management to apply them in marketing context
- Demonstrate a sound knowledge of conventional and latest marketing ideas, and of the theories on which these ideas are based
- Able to understand and find the market segments
- Estimate the effectiveness of marketing-mix activities
- Predict the likely market share of a new product design
- Allocate resources optimally to multiple marketing activities
- Determine the value of attributes comprising a new product
- Assess the price of an attribute in existing products

### Course Content

#### Unit 1 Introduction to Marketing

Marketing concepts .meaning - importance, limitations. An effective marketing mix – meaning and essential. Meaning and definition of marketing management. Features and objectives of marketing management. Marketing philosophy. Development of a marketing strategy. Competitive marketing strategy.

#### Unit 2 Market Segmentation and Consumer Behaviour

(a)Market segmentation: Meaning and importance - basis for segmentation – target marketing strategies.

(b) Consumer behaviour: Meaning and definition - Importance of consumer behaviour analysis.

Buying motives .meaning and definition. Classification of buying motives - Rational, Inherent, Learned, Emotional and patronage. Factors influencing consumer behaviour - Buying decision process.

#### Unit 3 Product Strategy

Product concept - meaning and definition. Essential features of a product. Product mix – meaning and structure - Product mix decision strategies. Product Life Cycle (PLC) - meaning and definition. Stages of PLC.Factors affecting PLC. New product development: Meaning, stages in new product development. Reasons for the failure of new products. Branding - meaning. Branding and Trademarks. Functions of Branding, Branding strategies. National and International Quality standards: AGMARK and ISO-Features of ISO 9000 and ISO 14000 series. Bureau of Standards (BIS) Act 1986.

#### **Unit 4 Advertising and Sales Management**

Meaning of Advertising, advertising budget, factors influencing budget decisions. Media selection: Consideration in media selection, advertisement copy .meaning and essentials of a good advertisement copy .different types of copy. AIDA and DAGMAR .advertisement layout.

Sales management: selection and recruitment of salesmen. Training of salesmen. Methods of training salesman. Remuneration and compensation to salesmen. Motivation of salesmen. Control of salesmen.

#### **Unit 5: Emerging Trends in Marketing**

(a) Rural Marketing: Features of Rural Markets; causes for the changes in the volume and pattern of rural consumption. Problems and opportunities of rural marketing. Marketing mix for rural markets - Strategy for rural marketing.

(b) E- Marketing or web-marketing or online marketing: Introduction to E-marketing - meaning and definition. Benefits of E-Marketing to sellers and consumers. Limitations of E-Marketing. Problems of E-Marketing in India (Legal, Infrastructural, Commercial and others).

(c) Green marketing: Meaning .importance - fundamental requirement - problems of Green Marketing.

#### **Unit 6 Tourism Marketing**

Tourism marketing & management Need for marketing in tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process, marketing research, market segmentation, market targeting, tourism promotion, advertising, public relations, public relation technique

#### **Unit 7 Hospitality and Airline Marketing**

Introduction, basic concepts and market segmentation. Emerging trends and technology in hospitality industry. Marketing of food and beverage.

Airline Marketing: Marketing Strategy: PESTE analysis : political factors – economic factors – social factors – technological factors – environmental factors – introduction of Airline Business and Marketing Strategies – Porters Five Forces and their application to the Airline Industry – strategic families –differentiation airlines – the future – focus strategies – Airline Business and marketing strategies – common mistakes. Stages in application of marketing principles to airline management.

#### **Suggested Reading**

- R. S. N. Pillai and Bhagavathi ; 4<sup>th</sup> Rev edn, Reprint ; *Modern Marketing* (Principles and Practices), New Delhi, S Chand & Company Pvt Ltd ; 2015
- T. N. Chabra and S.K. Grover : *Marketing Management* ; New Delhi, DhanpatRai& Co ; 2004
- Michael J Etzel, Bruce J Walker, William J Stanton, Ajay Pandit, *Marketing Management* ; 14<sup>th</sup>edn, ; New Delhi, Mc Grow Hill Education India Pvt Ltd ; 2014
- Philip Kotler, Kevin Keller 15<sup>th</sup>edn, *Marketing Management*; Pearson Education Ltd.
- B. S. Raman. 1<sup>st</sup>edn :*Modern Marketing*; New United Publishers, Mangaluru.



## Teaching Learning Methodology

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The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

## Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

## Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Interaction /Attitude	10
	Total	25

## Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

## Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-1L1.1- English-I

(Total hours 30)

**Goals** This course is to sharpen the comprehension skills and analytical capacities of students by developing communicative competence and skills of expression in the English language. To develop the skills of students in public speaking, leadership and journalism. To develop the reading habits of the students and turn them into well informed individuals. To train the students for careers in academics, the media, the corporate world and administrative services, at the local, national and global level.

**Objectives** By the end of this course, a student will

- Master communication skills in English and speak the language with fluency and accuracy.
- Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.
- Make academic presentations precisely, logically and effectively and master the skills of academic writing.
- Acquire the ability to understand social issues and concerns.
- Undertake journalistic activities like writing, editing and designing newspapers, video-graphing and anchoring news bulletins and television programmes, producing corporate films and documentaries.

### Course content

#### Unit 1

1. The open window- Saki
2. My Financial Career – Stephen Leacock
3. On Saying Please- A G Gardiner

#### Unit 2

1. Ozymandias – P B Shelley
2. Golden boat- Rabindranath Tagore
3. Sonnet 29- William Shakespeare

#### Unit 3

1. Articles, Prepositions, question tags, Pronoun, Direct and indirect sentences, Active and passive voice, conjunctions, verb
2. Precise writing
3. Correction of errors
4. Email correspondence
5. Memorandum, Agendas, Minutes of the meeting

#### Suggested Reading

- A.K.Mehrotra, A Concise History of Indian New Delhi, Permanent Literature in English Black; 2008.
- Abrahms, M. H, A Glossary of Literary Terms. Prism books Bangalore 2 Modernism Peter Childs London Rutledge, 2008.
- B. Prasad, A Background to the Study of English Literature, Rev edn, New Delhi Macmillan, 2008.

- David Green, Contemporary English Grammar Structures and Composition, Macmillan 2000.
- John Peck and Martin Coyle, A Brief History of English, Basingstoke Literature. Palgrave ; 2002.
- K.R.Sreenivasa Iyengar, Indian Writing in English New Delhi, Sterling; 1984.
- Lawrence Venuti Translation Studies A Reader New York Routledge, 2000.
- M.K.Naik, A History of Indian English New Delhi, Sahitya Literature Academi; 1982.
- N Krishnaswamy .Modern English A Book of Grammar, Usage and composition ; Laxmi Publications New Delhi ; 2016
- W H Hudson, An Outline History of English Literature G Bell & Sons Ltd ; 2012

### Teaching Learning Methodology

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### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/ Class Participation /Attitude	10
	Total	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

उद्देश

साहित्य से उभरने वाला चिंतन हमें उन्नत स्तर पर ले जाता है जहाँ मनुष्य का कल्याण एवं समृद्धि मात्र भौतिक न रहकर उससे बड़े परिपेक्ष्य की ओर अग्रसर रहता है। इस उद्देश्य से गद्य और काव्य का रचना किया गया है। कोई भी मौलिक काव्य कवि – मानस का प्रतिरूप होता है, उसकी रचना चाहे जितनी अकस्मिकता के साथ हुई हो, वह अपने भीतर कवि के अन्तर्जगत की पूरी झलक सँजोये रहता है, कवि ने शम्बूक को 'हरिजन' की अपेक्षा 'भूमि – पुत्र' के रूप में शम्बूक ही नहीं सारे मनुष्य भूमि- पुत्र कहलाकर नयी सार्थकता पाने के अधिकारी हैं, इस काव्य में यह भाव कई स्थलों पर व्यक्त हुआ है। कुछ कहानियों के द्वारा विद्यार्थियों की कल्पनाशीलता, कियाशीलता को भी विकसित करने प्रयास किया गया है,

सीखने का परिणाम

जीवन के लिए भाषा और भाषा के लिए व्याकरण महत्वपूर्ण है, इसमें व्याकरण भाग भी सम्मिलित किया गया है। जिससे विद्यार्थियों के व्याकरण संबंधी ज्ञान देने के लिए प्रयास किया गया है।

भोधना विधान काव्य भाग को गाकर और कहानी भाग को कुछ रोचक बनाकर विद्यार्थियों के ज्ञान बढ़ाने कि प्रयास किया जाता है।

इब्बल्ल च्चफळज्फळ

रफ्तळ १	-	लघु काव्य	
		१. शम्बूक	- जगदीश गुप्त
रफ्तळ २	-	कहानी	
		१. छोटा जादूगर	- जयशंकर प्रसाद
		२. ईद का त्योहार	- प्रेमचन्द
		३. भोलाराम का जीव	- हरिशंकर परसाई
		४. गैंग्रीन	- अज्ञेय
रफ्तळ ३	-	व्याकरण	
		१. संज्ञा	- भेद
		२. सर्वनाम	- भेद
		३. शब्द	- विकारी – अविकारी
		४. लिंग	- (अन्य लिंग रूप लिखना)
		५. वचन	- (वचन बदलना)
रफ्तळ ४	-	व्याकरण	
		१. किया	- भेद

२. किया विशेषण - भेद  
 ३. मुहावरे  
 ४. पारिभाषिक शब्दावली - (फज्जफत्त्न ष्छल)हिन्दी रूप लिखना  
 ५. हिन्दी में अनुवाद

#### संदर्भ ग्रथ

1. कन्नड भाषा के आधुनिक कवि कुर्वेपु के 'शूद्र- तपस्वी लेखक जगदीश गुप्त;
2. शम्बूक , लोक भारती प्रकाशन - इलाहाबाद ०१
3. हिन्दी कहानी का इतिहास - डा. लालचन्द्र गुप्त मंगल, राधाकृष्ण प्रकाशन
4. शैक्षणिक व्याकरण - कृष्णाकुमार गोस्वामी, आलेख प्रकाशन, दिल्ली; १९८१ ग्फछ २००२
5. उपन्यासकार प्रेमचंद - महेश भटनगर, नेशनल पब्लिशिंग हाउस, दिल्ली; २०१६

#### Teaching Learning Methodology

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<b>Total</b>	<b>100</b>

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	Total	25

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Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-1L1.3 Kannada I

(Total hours 30)

### ಪಠ್ಯಭಾಗದ ಉದ್ದೇಶ

ಕನ್ನಡ ಕಾವ್ಯ ಪಠ್ಯಪರಂಪರೆಯ ವಿವಿಧ ಮಜಲುಗಳನ್ನು ಪರಿಚಯಿಸುವ ರೀತಿಯಲ್ಲಿ ಪಠ್ಯಗಳನ್ನು ಸಿದ್ಧಗೊಳಿಸಲಾಗಿದೆ. ಗದ್ಯ ಮತ್ತು ಕ್ರಿಯಾತ್ಮಕ ಕನ್ನಡವನ್ನು ಒಳಗೊಂಡಿದೆ. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿದ್ಯಾರ್ಥಿಗಳು ಜೀವನಕ್ಕೆ ಪೂರಕವಾದ ಹೊಸ ಹೊಸ ಪಠ್ಯಗಳನ್ನು ಅಧ್ಯಯನ ಮಾಡುವುದರೊಂದಿಗೆ, ಆಧುನಿಕ ಆಗು ಹೋಗುಗಳ ಅನುಭವಗಳಿಗೆ ತಮ್ಮ ಮನಸ್ಸನ್ನು ತೆರೆದುಕೊಳ್ಳುವಂತಾಗಬೇಕು ಎಂಬುವುದು ಇಲ್ಲಿಯ ಉದ್ದೇಶ.

### ಬೋಧನಾ ವಿಧಾನ

ಕಾವ್ಯಭಾಗವನ್ನು ಹಾಡುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆಸಕ್ತಿ ಉಂಟು ಮಾಡುವುದು. ಹಾಗೆಯೇ ಗದ್ಯ ಮತ್ತು ಕಾವ್ಯಭಾಗವನ್ನು ವಿಮರ್ಶಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆಸಕ್ತಿಯನ್ನು ಉಂಟು ಮಾಡಿಸಿ ಅರ್ಥಮಾಡಿಸುವುದು. ಸೆಮಿನಾರ್, ಕೆಲವೊಂದು ವಿಷಯವನ್ನು ಪ್ರೊಜೆಕ್ಟ್ ಮೂಲಕ ಇನ್ನೂ ಸಮರ್ಪಕವಾಗಿ ತಿಳಿಸಿಕೊಡುವುದು, ಪ್ರಶ್ನೆ ಕೇಳುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ಜ್ಞಾನವನ್ನು ಪರೀಕ್ಷಿಸಿಕೊಳ್ಳುವುದು.

### ಕಲಿಕೆಯ ಉಪಯೋಗ

ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಯನ್ನು ಎದುರಿಸುವುದಕ್ಕೆ ಸಹಾಯಕವಾಗುತ್ತದೆ. ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಎಲ್ಲಾ ಸರ್ಕಾರಿ ಕಚೇರಿಗಳಲ್ಲಿ ಕನ್ನಡ ಕಡ್ಡಾಯವಾಗಿದ್ದು ವ್ಯವಹಾರಕ್ಕೆ ಉಪಯುಕ್ತವಾಗುತ್ತದೆ.

### ಗದ್ಯ ಭಾಗ

- ಜಪಾನೀಯರ ಬಿಸಿನೆಸ್ ಸ್ಟೈಲ್ - ಜಯದೇವ ಪ್ರಸಾದ್ ಮೊಳೆಯಾರ್
- ಕಿವುಡ ನಾಯಿಯಾದ ಪ್ರಸಂಗ - ಕುಂ ವೀರಭದ್ರಪ್ಪ
- ಅಕ್ಷರಸಂತ ಹರೇಕಳ ಹಾಜಬ್ಬ - ಇಸ್ಮತ್ ಫಜೀರ್
- ಹಸಿರು-ಉಸಿರು - ಮುಚ್ಚುವ ತೆರೆಯುವ ಹಸುರೊಳಗಡೆ ರೈತ ಮನಸ್ಸು - ನರೇಂದ್ರ ರೈ ದೇಲರ್
- ಪ್ರಕೃತಿಯೊಂದಿಗೆ ಅನುಸಂಧಾನ - ನಾ.ಡಿಸೋಜ
- ಕ್ರಿಯಾತ್ಮಕ ಕನ್ನಡ - ವ್ಯಾವಹಾರಿಕ ಕನ್ನಡ

### ಕಾವ್ಯ ಭಾಗ

- ವಚನಗಳು-ಬಸವಣ್ಣ
- ಧರ್ಮಯುದ್ಧ - ರತ್ನಾಕರವರ್ಣಿ
- ಅವ್ವ - ಪಿ. ಲಂಕೇಶ್
- ತವರೂರ ಮನಿ ನೋಡ ಬಂದೆ - ಜನಪದ ಗೀತೆ
- ಮಾನವನಾಸೆಗೆ ಕೊನೆ ಎಲ್ಲಿ? - ಚಿ.ಉದಯಶಂಕರ್
- ಸಂತೆ - ಸಿದ್ಧಲಿಂಗಯ್ಯ

### ಗದ್ಯ ಭಾಗ

#### ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು

- ಜಯದೇವ ಪ್ರಸಾದ್ ಮೊಳೆಯಾರ್, ಜಪಾನೀಯರ ಬಿಸಿನೆಸ್ ಸ್ಟೈಲ್ ಪತ್ರಿಕೋದ್ಯಮ' ಕರ್ನಾಟಕ ಸರ್ಕಾರ ; ೨೦೦೭.
- ಕುಂ. ವೀರಭದ್ರಪ್ಪ, ಕಿವುಡ ನಾಯಿಯಾದ ಪ್ರಸಂಗ ಕುಂ. ವೀರಭದ್ರಪ್ಪರ ಜನಪ್ರಿಯ ಕಥೆಗಳು ಸಂವಹನ ಪ್ರಕಾಶನ ; ೧೯೯೩.
- ಇಸ್ಮತ್ ಫಜೀರ್, ಅಕ್ಷರಸಂತ ಹರೇಕಳ ಹಾಜಬ್ಬ ಅಪರೂಪದ ಸಮಾಜ ಸೇವಕ ಹರೇಕಳ ಹಾಜಬ್ಬ; ೨೦೧೧.
- ನರೇಂದ್ರ ರೈ ದೇಲರ್, ಹಸಿರು-ಉಸಿರು - ಮುಚ್ಚುವ ತೆರೆಯುವ ಹಸುರೊಳಗಡೆ ರೈತ ಮನಸ್ಸು ಕನಸು ಪ್ರಕಾಶನ ; ೨೦೧೫.



- ನಾ.ಡಿಸೋಜ, ಪ್ರಕೃತಿಯೊಂದಿಗೆ ಅನುಸಂಧಾನ ಹುತ್ತರಿ ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ; ೨೦೧೩
- ಕ್ರಿಯಾತ್ಮಕ ಕನ್ನಡ - ವ್ಯಾವಹಾರಿಕ ಕನ್ನಡ - ಕನ್ನಡ ಪತ್ರ ವ್ಯವಹಾರ ; ೨೦೧೦.

#### ಪದ್ಯ ಭಾಗ

- ಬಸವಣ್ಣ, ವಚನಗಳು - ಬಸವಣ್ಣನ ವಚನಗಳ ಗಣೇಶ ಪ್ರಕಾಶನ ಗದಗ ; ೨೦೦೪.
- ಸಿ.ಆರ್.ಕಮಲಮ್ಮ, ಧರ್ಮಯುದ್ಧ, ರತ್ನಾಕರವರ್ಣಿ, ಭರತೇಶ ಪೈಭವ, ಹಂಪನಾ, ಅತ್ತಿಮಚ್ಚಿ ಪ್ರಕಾಶನ ಬೆಂಗಳೂರು ; ೧೯೬೭.
- ಪಿ. ಲಂಕೇಶ್ ,ಅವ್ವ ಪ್ರಕಟಣೆಯ ವರ್ಷ ; ೨೦೦೨.
- ಜನಪದ ಗೀತೆ , ತವರೂರ ಮನಿ ನೋಡ ಬಂದೆ ಮೇವಿ ಪ್ರಕಾಶನ ; ೧೯೮೮.
- ಚಿ.ಉದಯಶಂಕರ್, ಮಾನವನಾಸೆಗೆ ಕೊನೆ ಎಲ್ಲಿ? 'ಗಿರಿಕನ್ನೆ' ಚಲನಚಿತ್ರ ; ೧೯೭೭.
- ಸಿದ್ದಲಿಂಗಯ್ಯ, ಸಂತೆ ಶತಮಾನದ ಕಾವ್ಯ ಕರ್ನಾಟಕ ಸಾಹಿತ್ಯ ಅಕಾಡೆಮಿ, ಬೆಂಗಳೂರು ; ೨೦೧೧.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	Total	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-1C3 Human Rights, Gender and Environmental Studies

(Total hours 30)

**Goals** This course is to familiarize the students with the key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. The course familiarises the students with the rights of citizens in general and the marginalized groups in particular, and assess the institutional and policy measures which have been taken in response to the demands of various movements. Conceptual dimensions, international trends and the Indian experience form the contents of the course.

**Objectives** By the end of this course, a student will

- Explain the rights of a citizen and various policies of gender equality
- Define and state the importance of the concepts of Environmental Studies to address complex environmental issues from a problem-oriented, interdisciplinary perspective.

### Course content

#### Unit 1 Understanding Social Inequality

Caste, Gender, Ethnicity and Class as distinct categories and their interconnection.  
Globalisation and its impact on workers, peasants, dalits, adivasis and women.

#### Unit 2 Human Rights

Human Rights: Various Meanings

UN Declarations and Covenants

Human Rights and Citizenship Rights

Human Rights and the Indian Constitution

Human Rights, Laws and Institutions in India; the role of the National Human Rights Commission.

Human Rights of Marginalized Groups: Dalits, Adivasis, Women, Minorities and Unorganized Workers.

Consumer Rights: The Consumer Protection Act and grievance redressal mechanisms. □

Human Rights Movement in India.

#### Unit 3 Gender

Analysing Structures of Patriarchy

Gender, Culture and History

Economic Development and The issue of Women's Political Participation and Representation in India

Laws, Institutions and Women's Rights in India

Women's Movements in India.

#### Unit 4 Environment

Environmental and Sustainable Development

UN Environment Programme: Rio, Johannesburg and after.

Issues of Industrial Pollution, Global Warming and threats to Bio – diversity

Environment Policy in India

Environmental Movement in India

## **Unit 5 Human Communities and the Environment**

Human population growth Impacts on environment, human health and welfare.

Resettlement and rehabilitation of project affected persons; case studies.

Disaster management floods, earthquake, cyclones and landslides.

Environmental movements Chipko, Silent valley, Bishnois of Rajasthan.

Environmental ethics Role of Indian and other religions and cultures in environmental conservation.

Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

### **Suggested Reading**

- 'Indian Polity' by Laxmikanth
- 'Indian Administration' by Subhash Kashyap
- 'Indian Constitution' by D.D. Basu
- 'Indian Administration' by Avasti and Avasti
- Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R.1993. This Fissured Land An Ecological History of India. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999.Global Ethics and Environment, London, Routledge.
- Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll.Principles of Conservation Biology. Sunderland Sinauer Associates, 2006.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339 36-37.
- McCully, P. 1996. Rivers no more the environmental effects of dams (pp. 29-64). Zed Books.
- McNeill, John R. 2000. Something New Under the Sun An Environmental History of the Twentieth Century.
- Odum, E.P., Odum, H.T. & Andrews, J. 1971.Fundamentals of Ecology. Philadelphia Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
- Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.

### **Teaching learning Methodology**

Lectures, PPT, videos, websites study of Government bodies regulating human rights and environmental policies, case studies, role play , street plays ,group discussions , presentations, debates , expert talks and online resources .

Visit to an area to document environmental assets river/ forest/ flora/fauna, etc.

Visit to a local polluted site--Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems--pond, river etc.

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

**Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

<b>SN</b>	<b>Internal Assessment for 25 marks</b>	<b>Weightage</b>
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	50 questions x 1 mark each	50 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	75 questions x 1 mark each	75 Marks
	Total		75 Marks

## DC01BT-1C4 Managerial Economics

(Total hours 60)

**Goals** This course is to familiarize the students with the approach, concepts and advanced techniques of managerial economics that are applied in business decision making.

**Objectives** By the end of this course, a student will

- Develop the conceptual foundations and analytical methods used in micro economics
- Be familiar with the basic consumer behavior, behavior of firms, and market equilibrium.

### Course content

#### Unit 1 Introduction to Managerial Economics

Meaning, nature and scope of managerial economics- Basic Economics tools in Managerial Economics -Role and Responsibility of managerial Economist- Importance of Managerial Economics.

#### Unit 2 Theory of Consumption

Utility-Meaning & feature, Cardinal approach- law of diminishing Marginal utility-Law of demand-Determinants of demand- movement vs shift in demand curve, Elasticity of demand. Ordinal utility- Indifference curve- Properties of Indifference curve – Budget line, consumers equilibrium, Income and substitution effect.

#### Unit 3 Theory of Production and Cost

Meaning of production-Production function; supply -meaning and law of supply – Law of variable proportions; Law of returns, Gross profit and net profit- Profit maximization vs sales maximisation, Baumols sales maximisation model, capital Budgeting- Importance.

#### Unit 4 Market structures

Price and output determination under different forms of market- Perfect competition, Monopoly-Monopolistic Competition – Price discrimination – Monopsony, Oligopoly, Oligopsony.

#### Unit 5 Demand Forecasting

Factors involved – Goals of short run and Long run Demand Forecasting-Determinants of demand – forecasting of demand for new products- Overseas demand analysis -criteria of good forecasting method- techniques of demand forecasting.

#### Unit 6 Government and Business

Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act.

#### Suggested Reading

- ACCA Study Material, Latest Edition, London BPP ; 2016
- ACCA Study Material, Latest Edition, London Kaplan Publishers Ltd; 2016
- D M Mithan, Managerial Economics Theory and Practice, Himalaya Publication, New Delhi ; 2005

- K K Dewett, Modern Economic Theory, Chand Publication, New Delhi ; 1999
- Peterson, Lewis and Jain, Managerial Economics Pearson Publication, New Delhi ; 2001

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## **DC01BT-1C5 Business Communication and Personal Development**

**(Total Hours 60)**

**Goals** This Course integrates spoken, written, visual and verbal communication situations and strategies - the way communication actually occurs in a dynamic workplace. To increase students confidence and ability to communicate orally while using technology and to improve collaboration and communication skills of students. To enhance multimedia literacy skills of students. To build relationships and establish their online social presence.

**Objectives** By the end of this course, a student will

- Engage in activities related to verbal and written communication that are required in a professional business environment.
- Participate in critical conversations and prepare, organize, and deliver their work to the public.

### **Course content**

#### **Unit 1 Introduction**

Theory of Communication, Types and modes of Communication Verbal and Non-verbal (Spoken and Written) Personal, Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group communication.

#### **Unit 2 Speaking Skills**

Monologue, Dialogue, Group Discussion, Effective Communication/ Mis- Communication, Interview, Public Speech

#### **Unit 3 Reading and Understanding**

Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts, Writing Skills Documenting Report Writing Making notes Letter writing,

#### **Unit 4 Individual Speeches (Impact/ Oratory) and Presentations**

- (a) Individual Speeches - Pathos / Logos / Ethos / Overcoming Fear / Formulae for Speeches/ People (Body Language) / Voice Skills / Audience
- (b) Creating and Making Individual Presentations - Using Software like PowerPoint / Prezi / On-line Zooming Editor / Mind-Mapping Software.
- (c) Using social media for communication. Conducting effective meetings.

#### **Unit 5 Personnel Letters and Interviews**

- (a) Interview Skills, Job Applications and Creating Online and Offline CVs, Using Job Boards, Web Researching,
- (b) References and Testimonials, Appointment, Promotion and Resignation letters, Office Orders and Notices, Memorandums.



### Suggested Reading

- Business Correspondence and Report Writing, R C Sharma, Krishna Mohan, Tata
- Business English, Pearson, 2008.
- Business Letters for Busy People, 4th Edition, John A Carey, Barnes and Noble
- Fluency in English - Part II, Oxford University Press, 2006.
- How to Write Reports and Proposals, 2nd Edition, Viva Books Pvt Ltd, 2010.
- Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas
- Language, Literature and Creativity, Orient Blackswan, 2013.
- Mastering Communication, 5th Edition, Nicky Stanton, Palgrave Macmillan, 2009.
- McGraw-Hill Education, 2010.
- Right Information Act, 2005 A Primer , Tata McGraw Hill, 2006
- [www.ebooks-share.net/business-letters-for-busy-people](http://www.ebooks-share.net/business-letters-for-busy-people) [www.rti.gov.in](http://www.rti.gov.in)

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-2C1 Management Accounting

(Total Hours 90)

**Goals** This course is to help students to acquire conceptual knowledge of the Management accounting and to impart skills for recording various kinds of business transactions. The objective of this course is to equip the students with skills to evaluate organisation performance spot Inefficiencies. areas for Improvement and opportunity all provide them with decision making skills to recommend and use the best possible course of action while taking Into account both long-term and short-term Implication of decisions. To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

**Objectives** By the end of this course, a student will

- Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
- Develop the ability to use accounting information to solve a variety of business problems.
- Develop the ability to interact well with team members.

### Course content

#### Unit 1: Introduction

Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.

#### Unit 2: Budgetary Control

Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting.

#### Unit 3: Standard Costing

Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. Disposition of Variances, Control Ratios.

#### Unit 4: Marginal Costing

Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.

#### Unit 5: Decision Making

Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Pricing Decisions: Major factors influencing pricing decisions, various methods of pricing.

#### Unit 6: Analysis & Interpretation of Financial Statements:

Meaning, Definition, importance, steps, procedure of analysis and Interpretation, trend

analysis & Ratio Analysis. **Financial Analysis and Forecasting.** Funds Flow and Cash Flow Analysis, other financial forecasting tools.

### **Unit 7: Contemporary Issues**

Responsibility Accounting: Concept, Significance, Different Responsibility Centres, Divisional Performance Measurement: Financial and Non-Financial measures. Transfer Pricing.

### **Suggested Reading**

- I Wisniewski, M I. K Quantitative Methods for Decision Makers
- Ahmad Nisar Management Accounting
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. Management Accounting. Dorling Kindersley (India) Pvt. Ltd.
- Anthony Management Accounting
- Arora, M.N. Management Accounting. Vikas Publishing House, New Delhi.
- Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg. Introduction to Management Accounting, Pearson Education.
- Garrison H., Ray and Eric W. Noreen. Managerial Accounting. McGraw Hill.
- Goel, Rajiv, Management Accounting. International Book House,
- H.V. Jhamb, Fundamentals of Management Accounting, Ane Books Pvt. Ltd.
- Harold Koontz Essential of Management
- Kassouf. S Normative Decision Making
- Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education
- Maheshwari, S.N. and S.N. Mittal. Management Accounting. Shree Mahavir Book Depot, New Delhi.
- Pandey, I M Management Accounting
- Radford, K.J Modern Managerial Decision Making
- Shull. F A Origination Decision Making
- Simon Herbert The New Science Management Decisions
- Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. Pinnacle Publishing House.
- Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.
- Srivastava, UK. Quantitative Techniques for Managerial Decision Making

### **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### **Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	20 questions x 1 mark each	20 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	3 Questions x 5 marks each	15 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	1 Question x 15 marks	15 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	4 Questions x 05 marks each	20 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	2 Questions x 15 marks each	30 Marks
	Total		75 Marks

## **DC01BT-2C2 Human Resource Management**

**(Total Hours 90)**

**Goals** This course is to enable students to comprehend theories and practices applied in managing Human Resources in an organization. The concepts and practices like Employee Empowerment, potential Appraisal, strategic Human Resource Management, HRM in changing Environment will be covered.

**Objectives** By the end of this course, a student will

- Identify the key skills that are required by HR Professionals to effectively contribute towards managing employees in dynamic organization.
- Analyze current issues, trends, practices and process in HRM

### **Course content**

#### **Unit 1: Introduction**

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System

#### **Unit 2: Acquisition of Human Resource**

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources, recruitment process, Methods of recruitment, Recruitment practice in India ; Selection – Concept and process; test and interview; placement and induction

#### **Unit 3: Training and Development**

Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

#### **Unit 4: Performance Appraisal**

Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counselling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

#### **Unit 5: Maintenance**

Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery

#### **Human Resource Control**

Human resource record, Scope of Human resource Audit, Goals Human resource Audit, Approaches to Human resource audit. HRIS (Human Resource Information System)- Concept, need, Computerized HRIS, Designing Human Resource Information System

## **Unit 6 Industrial Relation**

Definition - Nature – Industrial disputes-causes for disputes ways of settling disputes-Labour legislations-laws relating to social security and working conditions.

### **Suggested Reading**

- Ashwathappa, Human Resource Management text and cases M C Grow Hill Education, New Delhi ; 2015
- Ayer, “Critique of Ethics and Theology” Harman, “What is Moral Relativism?” Shafer-Landau, Whatever Happened to Good and Evil?, selections
- Biswajeet Pattanayak, Human Resource Management, PHI Learning
- Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning
- DeCenzo, D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education.
- Dr.C B Gupta, Human Resource Management text and cases Sulthan Chand & Sons, New Delhi ; 2015
- Dr.S S Kanka, Human Resource Management text and cases S Chand & Sons, New Delhi ; 2014
- Gary Dessler. A Framework for Human Resource Management. Pearson Education.
- Ivancevich, John M. Human Resource Management. McGraw Hill.
- Kant, Groundwork of the Metaphysics of Morals, selections Nagel, “War and Massacre”
- Michael Armstrong - Hand book of Human Resource Management Practice,Kogan Pate ; 2012
- Neeru Kapoor, Human Resource Management, Taxmann Publication
- P SuBBTRao, Essentials of Human Resource Management & Industrial Relations, Himalaya Publishing house; Mumbai , 2015
- Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
- T N Chhabra, Human Resource Management concepts and issuesDhanpatRai&Co ; New Delhi.
- TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
- Wreather and Davis. Human Resource Management. Pearson Education.

### **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

**Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

<b>SN</b>	<b>Internal Assessment for 25 marks</b>	<b>Weightage</b>
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks



## DC01BT-2A1.1 - English-II

(Total Hours 30)

**Goals** This course is to provide the comprehension skills and analytical capacities of the students by developing communicative competence and skills of expression in the English language. To develop the skills of students in public speaking, leadership and journalism. To shape the reading habits of the students and turn them into well informed individuals. To train the students for careers in academics, the media, the corporate world and administrative services, at the local, national and global level.

**Objectives** By the end of this course, a student will

- Master communication skills in English and speak the language with fluency and accuracy.
- Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.
- Make academic presentations precisely, logically and effectively and master the skills of academic writing.
- Acquire the ability to understand social issues and concerns.
- Undertake journalistic activities like writing, editing and designing newspapers, video-graphing and anchoring news bulletins and television programmes, , producing corporate films and documentaries.

### Course content

#### Unit 1

1. The Golden Frame – R K Laxman
2. The tiger in the tunnel - Ruskin Bond
3. Stigma, Shame and Silence - Kalpana Jain

#### Unit 2

1. Ballad of Father Gilligan –W B Yeats
2. Punishment in the Kindergarten – Kamala Das
3. No men are foreign- James Kirkup

#### Unit 3

1. Transformation of sentences Simple, compound, complex, assertive, interrogative
2. Essay
3. Creative Writing
4. Note Making
5. Interview
6. Letter- Application with CV

### Suggested Reading

- A.K.Mehrotra. A Concise History of Indian Delhi, Permanent Literature in English Black, 2008.
- Abrahms, M. H, A Glossary of Literary Terms. Bangalore Prism 2 Modernism Peter Childs London Rutledge ; 2008.
- B. Prasad, A Background to the Study of English Literature, rev. ed. 3. Delhi Macmillan, 2008.

- David Green, Contemporary English Grammar Structures and Composition, Macmillan
- John Peck and Martin Coyle, A Brief History of English. Basingstoke Literature. Palgrave, 2002
- K.R.Sreenivasa Iyengar, Indian Writing in English Delhi, Sterling; 1984.
- Lawrence Venuti Translation Studies A Reader New York Routledge, 2000.
- M.K.Naik, A History of Indian English, New Delhi, Sahitya Literature Academi, 1982.
- N Krishnaswamy, Modern English (Published by Macmillan).
- Satyanarain Singh, Selected one act plays complied Laxmi Publications Pvt Ltd, New Delhi ; 2008
- W H Hudson, An Outline History of English Literature

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks



संदर्भ ग्रंथ

१. कथाकार प्रेमचंद – रामदरस मिश्र और ‘ज्ञानचक्र गुप्त, नेशनल पब्लिशिंग
२. शैक्षणिक व्याकरण – कृष्णाकुमार गोस्वामी, आलेख प्रकाशन, दिल्ली.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-2A1.3 Kannada-II

### ಪಠ್ಯಭಾಗದ ಉದ್ದೇಶ

ನೈತಿಕ ನಿಯಮಕ್ಕೆ ಸಂಬಂಧಪಟ್ಟಂತೆ ವಚನಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳಲಾಗಿದೆ. ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಹೆಚ್ಚಿಸುವುದು. ಆರೋಗ್ಯಕ್ಕೆ ಸಂಬಂಧಪಟ್ಟಂತಹ ಗದ್ಯಭಾಗಗಳು. ಕ್ರಿಯಾತ್ಮಕ ಕನ್ನಡದಲ್ಲಿ ಜಾಹೀರಾತಿನ ಬಗ್ಗೆ ಉಲ್ಲೇಖಿಸಿದೆ.

### ಬೋಧನಾ ವಿಧಾನ

ಕಾವ್ಯಭಾಗವನ್ನು ಹಾಡುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆಸಕ್ತಿ ಉಂಟು ಮಾಡುವುದು. ಹಾಗೆಯೇ ಗದ್ಯ ಮತ್ತು ಕಾವ್ಯಭಾಗವನ್ನು ವಿಮರ್ಶಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆಸಕ್ತಿಯನ್ನು ಉಂಟು ಮಾಡಿಸಿ ಅರ್ಥಮಾಡಿಸುವುದು. ಸೆಮಿನಾರ್, ಕೆಲವೊಂದು ವಿಷಯವನ್ನು ಪ್ರೊಜೆಕ್ಟ್ ಮೂಲಕ ಇನ್ನೂ ಸಮರ್ಪಕವಾಗಿ ತಿಳಿಸಿಕೊಡುವುದು, ಪ್ರಶ್ನೆ ಕೇಳುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಗಳ ಜ್ಞಾನವನ್ನು ಪರೀಕ್ಷಿಸಿಕೊಳ್ಳುವುದು.

### ಕಲಿಕೆಯ ಉಪಯೋಗ

ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಯನ್ನು ಎದುರಿಸುವುದಕ್ಕೆ ಸಹಾಯಕವಾಗುತ್ತದೆ. ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಎಲ್ಲಾ ಸರ್ಕಾರಿ ಕಚೇರಿಗಳಲ್ಲಿ ಕನ್ನಡ ಕಡ್ಡಾಯವಾಗಿದ್ದು ವ್ಯವಹಾರಕ್ಕೆ ಉಪಯುಕ್ತವಾಗುತ್ತದೆ.

### ಗದ್ಯ ಭಾಗ

೧. ನೋಂಬು - ಫಕೀರ್ ಮುಹಮ್ಮದ್ ಕಟ್ಟಾಡಿ
೨. ಮುದ್ದು ಬೆಕ್ಕುಗಳ ಮೋಹಕ ಲೋಕ - ನಾಗೇಶ ಹೆಗಡೆ
೩. ಕಷ್ಟಗಳ ದೀವಾರ್ ಕೆಡವಿ ಸುಖದ ಸೌಧ ಕಟ್ಟಿದ ದತ್ತಾ - ಎ.ಆರ್. ಮಣಿಕಾಂತ್
೪. ಕ್ಯಾನ್ಸರ್ (ಅರ್ಬುದ ರೋಗ) ನಿವಾರಕಗಳಾಗಿ ನೈಸರ್ಗಿಕ ರಾಸಾಯನಿಕಗಳು - ಪ್ರೊ. ಬಿ.ಕೆ. ಸರೋಜಿನಿ
೫. ಪ್ರತೀಕಾರ - ಪ್ರಹ್ಲಾದ್ ಅಗಸನಕಟ್ಟೆ
೬. ಕ್ರಿಯಾತ್ಮಕ ಕನ್ನಡ - ಮಾರುಕಟ್ಟೆ ನಿರ್ವಹಣೆಯಲ್ಲಿ ಜಾಹೀರಾತುಗಳ ಪಾತ್ರ

### ಕಾವ್ಯ ಭಾಗ

- ಚಂದ್ರಹಾಸನ ಪ್ರಸಂಗ - ಲಕ್ಕೀಶ
- ವಚನಗಳು - ಅಕ್ಕಮಹಾದೇವಿ
- ಅಡುಗೆ ಮನೆಯ ಹುಡುಗಿ - ವೈದೇಹಿ
- ಆರು ಹಿತವರು ನಿನಗೆ - ಪ್ರರಂದರದಾಸ
- ಮಾಸ್ತಿ - ಕೆ.ಎಸ್. ನಿಸಾರ್ ಅಹಮದ್
- ಕಾವೇರಿ ಸ್ನಾನ - ಕೆ.ಎಸ್. ನರಸಿಂಹಸ್ವಾಮಿ

### ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು

- ನೋಂಬು - ಫಕೀರ್ ಮುಹಮ್ಮದ್ ಕಟ್ಟಾಡಿ - ನೋಂಬು ಕಥಾ ಸಂಕಲನ - ೨೦೧೩, ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.
- ಮುದ್ದು ಬೆಕ್ಕುಗಳ ಮೋಹಕ ಲೋಕ - ನಾಗೇಶ ಹೆಗಡೆ - ನಮ್ಮೊಳಗಿನ ಬ್ರಹ್ಮಾಂಡ - ೨೦೧೩ - ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.
- ಕಷ್ಟಗಳ ದೀವಾರ್ ಕೆಡವಿ ಸುಖದ ಸೌಧ ಕಟ್ಟಿದ ದತ್ತಾ - ಎ.ಆರ್. ಮಣಿಕಾಂತ್ - ೨೦೧೩ - ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.
- ಕ್ಯಾನ್ಸರ್ (ಅರ್ಬುದ ರೋಗ) ನಿವಾರಕಗಳಾಗಿ ನೈಸರ್ಗಿಕ ರಾಸಾಯನಿಕಗಳು - ಪ್ರೊ. ಬಿ.ಕೆ. ಸರೋಜಿನಿ - ೨೦೧೬.
- ಪ್ರತೀಕಾರ - ಪ್ರಹ್ಲಾದ್ ಅಗಸನಕಟ್ಟೆ - ನುಡಿವಣಿ - ೨೦೧೩.
- ಕ್ರಿಯಾತ್ಮಕ ಕನ್ನಡ - ಮಾರುಕಟ್ಟೆ ನಿರ್ವಹಣೆಯಲ್ಲಿ ಜಾಹೀರಾತುಗಳ ಪಾತ್ರ - ಹುತ್ತರಿ - ೨೦೧೩ - ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.

- ಚಂದ್ರಹಾಸನ ಪ್ರಸಂಗ - ಲಕ್ಷ್ಮೀಶ - ಜೈಮಿನಿ ಭಾರತ - ೧೯೯೯ - ಚೇತನ ಬುಕ್ ಹೌಸ್, ಮೈಸೂರು.
- ವಚನಗಳು - ಅಕ್ಕಮಹಾದೇವಿ - ಅಕ್ಕಮಹಾದೇವಿಯ ವಚನಗಳು - ಐಕ್ಯಗಾನ - ೨೦೧೩ - ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ.
- ಅಡುಗೆ ಮನೆಯ ಹುಡುಗಿ - ವೈದೇಹಿ - 'ಬಿಂದಿಗೆ' ಕವನ ಸಂಕಲನ - ೧೯೯೦ - ಅಕ್ಷರ ಪ್ರಕಾಶನ.
- ಆರು ಹಿತವರು ನಿನಗೆ - ಪುರಂದರದಾಸ - ಕೀರ್ತನೆಕಾರರ ಕೃತಿಗಳು - ಕರ್ನಾಟಕ ಸರಕಾರದ ಕನ್ನಡ ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ - ೧೯೯೯.
- ಮಾಸ್ತಿ - ಕೆ.ಎಸ್. ನಿಸಾರ್ ಅಹಮದ್ - ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ - ಗಿಳಿವಿಂಡು - ೨೦೧೩.
- ಕಾವೇರಿ ಸ್ನಾನ - ಕೆ.ಎಸ್. ನರಸಿಂಹಸ್ವಾಮಿ - ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ - ಗಿಳಿವಿಂಡು - ೨೦೧೩.

## Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

## Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

## Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

## Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks



	Total		50 Marks
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**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-2S1 Computer Applications in Business

(Total Hours 60)

**Goals** This course is to provide computer skills and knowledge to the students and to enhance their understanding of the usefulness of information technology tools for business operations and decisions. To familiarize the approaches of information management and its use in Business Informatics.

**Objectives** By the end of this course, a student will

- Illustrate the principles of good spreadsheet design.
- Demonstrate proficiency the acquisition and analysis of organizational data from a variety of data sources common in the business environment
- Exhibit proficiency in the creation of analyses to aid in data-centric decision making
- Establish proficiency in multimedia tools for effective presentation and creating analysis reports.

### Course content

#### Unit 1: Word Processing

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents Creating Business Documents using the above facilities.

#### Unit 2: Preparing Presentations:

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.

#### Unit 3: Spreadsheet and its Business Applications:

Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs Generally used Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions.

#### Unit 4: Creating Business Spreadsheet:

Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression.

### Suggested Reading

- Cloud Computing,
- Computer fundamentals fourth edition by Pradeep K. Sinha and Priti Sinha BPB
- E-Commerce, Kenneth C. Laudon and Carlo Guercio Traver, Pearson Education.
- E-commerce: Strategy, Technology and Applications ,David Whiteley, , McGraw Hill

### Education

- Frontiers of Electronic Commerce Ravi Kalakota & Andrew B Whinston, Pearson Education
- <http://www.dialogic.com/~media/products/docs/whitepapers/12023-cloudcomputing-wp.pdf>
- Information Technology -The breaking wave by Dennis Curtin Tata McGraw-hill edition
- Introduction to Information Technology – ITL Education Solutions Limited –Pearson Education.
- Multimedia in practice, technology & applications, Judith Jeff Coate, PHI  
Multimedia making it work, Tay Vaughan, 3rd edition, Tata McGraw-Hill Publications
- Multimedia: Computing, Communications Applications, Ralf Steinmetz and Klara Naharstedt, Pearson.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-2A2 Constitution of India

(Total hours 30)

**Goals** This course is to keep the students abreast with the knowledge of the Constitution of India. To make the students understand the importance of human rights as citizens of India.

**Objectives** By the end of this course, a student will

- State and explain the constitution of India and its Constituent Assembly
- Explain fundamental rights and duties of citizen
- Identify union, state and federalism of India
- Knowledge of electoral process in India.
- State the basic concepts of Human Rights and its functions and authorities in society.

### Course content

#### Unit 1 Indian Constitution

Unit 1 Meaning and Importance of Constitution

Unit 2 The Constituent Assembly

Unit 3 The Preamble

Unit 4 Salient Features

#### Unit 2 Fundamental Rights and Directive Principles

Unit 5 Meaning and Differences between Fundamental Rights and Directive Principles

Unit 6 Fundamental Rights

Unit 7 Rights Information Act Meaning, importance of RTI 2005

#### Unit 3 Union Government

Unit 8 President of India- Election, Powers and Position

Unit 9 Prime Minister and council of Ministers

Unit 10 Parliament – Lok Sabha, Rajya Sabha- Organisations and Powers

#### Unit 4 State Government

Unit 11 The Governor

Unit 12 Chief Minister and Council of Ministers

Unit 13 State Legislature Vidhana Sabha, Vidhana Parishad – organization and Powers

#### Unit 5 Federalism In India

Unit 14 Meaning Federal and Unitary Features

#### Unit 6 The Judiciary

Unit 15 The Supreme Court – Organization, Jurisdiction and Role

Unit 16 The High Court – Organization Jurisdiction and Role

#### Unit 7 Electoral Process In India

Unit 17 Election Commission – Organization, Functions

#### Unit 8 Local Governments

Unit 18 Rural and Urban – Organisation, Powers and Functions

## **Unit 9 Human Rights**

- 1.1 Human rights – Meaning
- 1.2 Universal Declaration of Human Rights

## **Unit 10 Human Rights Advocacy**

- 1.1 Global Advocacy of Human Rights Amnesty International and other Organizations.
- 1.2 People’s Union for Civil Liberty (PUCL)
- 1.3 Human Rights Commission in India
- 1.4 Minority Commission in India
- 1.5 Remedies against Violation of Human Rights in India

### **Suggested Reading**

- Basu, D.D , Constitution of India, New Delhi Himalaya Publication ; 2001
- Dinesh Shelton, David P Stuart, International Human Rights in Nutshell. Thomas Burgenthel, West Nutshell Publisher; London; 2005.
- Parvathy Appaiah, Constitution of India, Mangalore Divya Deepa Publication ; 2005
- Parvathy Appaiah, Human Rights. Divya Deepa Publication Mangalore ; 2016
- RajRam. M, Constitution of India Himalaya Publication, New Delhi ; 1999

### **Teaching learning Methodology**

Lectures, PPT, videos, websites study of Government bodies regulating human rights and environmental policies, case studies, role play , street plays ,group discussions , presentations, debates , expert talks and online resources .

Visit to an area to document environmental assets river/ forest/ flora/fauna, etc.

Visit to a local polluted site--Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems--pond, river etc.

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### **Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	50 questions x 1 mark each	50 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	75 questions x 1 mark each	75 Marks
	Total		75 Marks

## DC01BT-2C3 Business Law

(Total hours 60)

**Goals** The goal of this course is to impart basic knowledge of the important business laws along with relevant case law.

**Objectives** By the end of the course, a student will

- Impart essential knowledge about relevant laws concerning and effecting business organizations in operation.
- Familiarize the student with certain statutes that may apply in business context.

### Course Content

#### Unit 1: The Indian Contract Act 1872: General principle of law of Contract

- Contract- meaning, characteristics and kinds
- Essentials of a valid contract-Offer and Acceptance
- Offer :legal rules as to offer
- Acceptance: legal rules as to

#### Unit 2: Consideration, contractual capacity, free consent:

Lawful consideration-Meaning, legal rules, privity of contract (stranger to contract) with exceptions. Exceptions to the rule 'no consideration no contract', Capacity to contract-Persons Disqualified from contracting, Effects of Minor's agreement Free Consent-Meaning and essentials of coercion, Undue influence, Fraud and misrepresentation, Mistake- Mistake of Law, Mistake of fact, Bilateral and Unilateral Mistake (meaning).

#### Unit 3 : Lawful Object, Contingent Contract and Quasi Contract:

Lawful Object- Meaning, Agreements Opposed to Public Policy, Wagering Agreements Contingent Contract- meaning and Rules, Distinction between Wager and Contingent Contract.

Quasi Contract- Meaning and Circumstances, Discharge of Contract- meaning and various modes of Discharge, Remedies for the Breach of Contract.

#### Unit 4: The Indian Contract Act, 1872: Special Contract

- Contract of Indemnity and Guarantee difference between a contract of indemnity and contract of guarantee,
- Contract of Bailment and Pledge- duties and rights of Bailor and Bailee
- Finder of goods
- Contract of Agency meaning, mode, duties and rights of agent and principal, personal liability of agent, termination of agency.

#### Unit 5 : The Sale of Goods Act ,1930

- Contract of sale, meaning and difference between sale and agreement to sell
- Conditions and Warranties
- Transfer of ownership in goods including sale by non- owners
- Performance of contract of sale
- Unpaid seller- meaning and rights of an unpaid seller against the goods and the buyer
- Auction sale



## Unit 6: The Information Technology Act 2000

- Definitions under the Act
- Digital signature
- Electronic governance
- Attribution , Acknowledgment and Dispatch of electronic records
- Regulation of certifying authorities
- Digital signatures certificates
- Duties of subscribers
- Appellate Tribunal
- Offences

### Suggested Reading

- Avatar singh. The principles of Mercantile Law: Eastern Book Co; Lucknow
- Information Technology Rules 3000 with information technology Act 3000, New Delhi, Taxmann Publications Pvt.
- Kapoor N.D, (2015), Elements of Mercantile Law, Delhi, Sultan Chand & Sons.
- M.C Shukla. Mercantile Law: S Chand & Co; 2010.
- SN Maheshwari and SK Maheshwari. Business Law: National Publishing House, New Delhi

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## **DC01BT-3C1 Aviation and Hospitality Management**

**(Total hours 90)**

**Goals** The Students were able to understand about the Aviation's History, its major players and its current trends and challenges.

**Objectives** By the end of this course, a student will

- Perform operations involved in the Airport.
- Know and interpret the Meteorological data's and to calculate the Airport fees, Rates and Charges.
- Understand and adhere to the various Regulations involved Aviation Industry.
- Define Navigational and ATC control process.

### **Course Content**

#### **Unit 1 Principles of Aviation**

The evolution of aviation growth Drivers, Issues and challenges. IATA, ICAO, National Aviation Authorities and Role of state and central government. Aviation law, freedoms of air & Civil Aviation conventions. Importance of personality development. Functional layout of an Airport, Ground handling & types of Airports. Airports –Civil, Military, Training, Domestic International, passengers/cargo terminals. IATA Airline and Airport codes, Aviation abbreviations, National and International Airlines, types of Aircrafts.

#### **Unit 2 Airport Operations**

Airline terminal Management- Flight Information counter reservation and ticketing, checking issue of boarding pass customs, security hold area and immigration formalities-Coordination-security clearance. Baggage and Handling of expectant mother, unaccompanied minors and disabled passengers- handling of stretcher passengers and human remains. Airport and aircraft security.

#### **Unit 3 Hospitality**

Introduction of hospitality, industry and organisation structure. Accommodations operations, front office and Guest rooms, collection and study of hotel brochures and tariff. Classification of Hotels, Hotel Chains Associations & Types of Rooms. Airline Catering and various bodies.

#### **Unit 4 Accommodation Operations**

Introduction to the accommodation operations, front office and guest rooms. Introduction to housekeeping, cleaning agents and equipments. Use of cleaning equipments, agents, dusting, cleaning methods in housekeeping, bed making, cleaning guest rooms, bathrooms, arranging maids trolley, room supplies, room linen and linen room. Flower arrangement and pest control.

## **Unit 5 Aviation Travel Geography**

IATA Areas of the World , TC1, TC2 and TC3, Global Indicators , IATA Codes - Airline, Airport, City and Country ,Countries and Capitals around the world ,World Time Zones and GMT Calculations, Currencies around the world - Codes, Types and Convertors, Airline abbreviations and terminologies.

## **Unit 6 Cabin Crew Duties and Responsibilities**

Documentation, Pre-flight check of safety equipments, Pre boarding duties, Post boarding duties, Briefing for special handling passengers, Before Takeoff duties, After Takeoff duties, In flight service, Before Landing Duties, Post landing duties. Food and Beverage Service-practices and principles.

## **Unit 7 Cabin Crew - In flight Safety and Security**

Introduction of in-flight safety and security; crew duties on board, documentation used by cabin crew, departments in an airline/ CC Protocol, embarkation and disembarkation. Procedures for passenger, special handling of passenger regulatory requirements. In flight and ground announcements- regional language, English and Hindi. Emergencies on board, safety equipment, fire and depressurization, evacuation on land and water/ brace positions/ jungle and sea survival and doors. Anti terrorism and bomb scare, hijack and its history. The role of crew resources management and trouble with culture. List of Emergency Equipment , Pre-flight check list ,List of emergency situations , Emergency Response System, SEPM and QRH (Safety and Emergency Procedures Manual and Quick Reference Hand Book) , Rapid Review, Brace Positions, Evacuations - Land and Water.

## **Suggested Reading**

- Academic Dictionary of Civil Aviation – by R K C Shekar – 2005
- Airport Management – World Class & beyond Paperback – 2010 by P .C.K. Ravindran
- Aviation Hospitality Management (English)(Paperback)) – by Ravi Sharma
- Aviation Hospitality Management Handcover -2012- by Ravi Sharma
- Aviation Internet Directory; A Guide to the 500 Best Web Sites (Aviation Week Book Pperback – Impot, 1 Sep 2001 – by John Allen Merry
- Aviation, Hospitality and Tourism Management Handcover -2012- by L. K. Sharma
- Civil Aircraft: 300 of the World’s Greatest Civil Aircraft (Expert Guide Series)
- Civil Aviation and Tourism Management Handcover – 18 Dec 2012 – by Singh G. Soft Skills – Third Edition – by Dr. Alex
- Corporate Grooming and Etiquette Paperback – 1 Jun 2010 by Sarvesh Gulati
- Dangerous Goods (English) (Paperback) – 2013 December by Sean Hill
- Front Office Operations Fourth Edition – 2007 – by Colin Dix & Chris Baird
- Global Aviation & Hospitality Management 01 Edition (Paperback) – 2008 by Gagandeep Singh
- Handcover – Import. 1 Jul 2001
- Hotel Front Office – Operations and Management – 2010 – by Jatashankar R. Tewari
- Hotel Housekeeping – A Training Manual – Second Edition - 2011- by Sudhir Andrews
- Hotel Housekeeping – Operations and Management – second edition – 2011- by G. Raghubalan & Smritee Raghubalan

- Hotel Housekeeping & Management and Operations- 2010- by Sudhir Andrews
- Introduction to Tourism & Hotel Industry - Front Office Management – 2010 – Mohammed Zulfikar Management
- Soft Skills Enhancing Employability – 2010- by M.S. Roa
- Text Book Of Hospitality Tourism And Aviation Handcover – 9 Mar 2011 – by P.K. Bal
- The Principles and Practice of International Aviation Law (English)(Paperback)-2014 Gabriel S. Sanchez Brian F. Havel

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-3C2 Introductions to Tourism and Travel Industry

(Total Hours 90)

**Goals** This course is to enable the students to define the basic concepts of Marketing in the Tourism industry. State the ability to understand the recruitment process in the Tourism industry. To provide competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions in the Travel and Tourism Industry. An overview of tourism industry and various organisations associated with air travel and operations will be provided.

**Objectives** By the end of this course, a student will

- Define travel and tourism products
- Explain various transportation modes in the tourism network
- Identify methods of tourism marketing
- State the role of national and international travel agencies
- Describe the role of travel agents and approved travel agencies in managing tourists experiences.
- Differentiate between domestic international tourists need in expectation in providing services.

### Course content

#### Unit 1 Introduction

The Travel and Tourism Industry and the working environment for travel professionals. Introduction to Tourism. Domestic and International Tourism. Discover India-Government Regulations on Tourism Management. Tourism motivation and tourism demand .Exploring new Destinations-Foreign Currency Earner.

#### Unit 2 Tourism Impacts

Definitions and historical development of tourism .Types of tourist-Visitor-Excursionist. Types and Forms of Tourism. Tourism system Nature, characteristic .Tourism Components and Characteristics. Positive and Negative Impacts of Tourism; Economic, Socio-Cultural, and Environmental Impact.

#### Unit 3 Types of travel and tourism products

Travel for pleasure, A peace time activity, Paid holiday concept in Europe, Changing travel attitudes, Technological change & their effects, Defining tourism & foreign tourists, Tourism Products: Definition, Concept and classification

#### Unit 4 Transportation in Tourism

Passenger transport Prime force in expansion of tourism, High speed trains, Cruise liners, Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India, Indrail Pass, Special schemes & packages available, Palace on Wheels, Royal Orient, fairy queen and toy trains. Rail, Hotel, Car Rental, Cruise and Tour Products .Customer Service principles – Airfares and Ticketing.

## **Unit 5 Travel Agencies**

Travel agency operations Thomas cook, American express, Cox & Kings / TCI, Scope & role of retailers, modern travel agencies, travel organization, handling a client -WATA guidelines, your relation with service suppliers

## **Unit 6 International Travel Agencies**

Travel agency appointments International air transport association (IATA), Trade association activities, Traffic conferences & activities, IATA allied services, IATA accreditation for travel agency, IATA controlled approval, International regulations, Indian association of tour operator, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI) TTM – 203

## **Unit 7 Travel Management**

Travel Agent Management- Travel Partners. IATA Approved Travel Agency Appointment and Control. Bank guarantee.-IATA Billing and Settlement Plan. Credit Period - Customer Service-Service Provider. Training and Development of Travel agent-GDS.

## **Suggested Reading**

- A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers PvtLtd, New Delhi, 2003
- Contemporary tourism: an international approach-Chris Cooper&C.Michael Hail
- Delhi, 1998
- <https://www.youtube.com/watch?v=RSswjv3cUNc>
- Human Resource Management for Tourism ,Hospitality and Leisure Industries: An International Perspective by Tom Baum
- IATA book on Foundation in Travel and Tourism with GDS
- IATA Manual on Diploma in Travel & Tourism Management
- ICAO Manuals
- International cases in Tourism Management-Susan Horner John Susan Brooke
- International Tourism by H.L.Bhattia
- Ministry of Tourist/Railways/Civil Aviation : Annual Report
- Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000
- PranNath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd,
- R.K. Sinha – Growth and Development of Modern Tourism, Dominant Publishers, New Delhi, 2003
- Successful Tourism Management : P.N. Seth
- The International Marketing of Travel and Tourism: A Strategic approach by Francois Vellas & Lionel Becherel
- Tourism System : Mill, R.C. and Morrison
- Transport for Tourism : Stephen Page
- Travel Industry : Chunk Y. Gee

## **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

**Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

<b>SN</b>	<b>Internal Assessment for 25 marks</b>	<b>Weightage</b>
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks



## **DC01BT-3C3 Airfare, Ticketing Practices and Commercial Geography**

**(Total Hours 90)**

**Goals** This course is to familiarize the students with the methods of ticketing in airlines and enable them to identify different modes of transportation and fare calculations.

**Objectives** By the end of this course, a student will

- Construct fares to various traffic conferences
- Demonstrate the ability to issue tickets
- Apply the practical knowledge in the travel agency

### **Course content**

#### **Unit 1 International Transport Associations**

IATA, UFTAA, ICAO, Conventions - Chicago and Warsaw convention, Freedoms of Air, Bilateral agreements. IATA Areas of the world, IATA global Indicators, Anatomy of Journey. Concept of pricing per ticket.

#### **Unit 2 Fares and Ticketing Terminologies**

Local Currency Fares Ticketing terminology- maximum Permitted Mileage, MPM , ticketed Point Miles TPM , Extra Mileage Allowance EMA Extra Mileage Surcharge EMS , Higher Intermediate Point HIP.

#### **Unit 3 Types of Journeys and Fare Calculations**

Types of journey, Round Trip, Circle Trip, The RT and CT Fare Construction Formula,, Tax References, Children and Infant and Minor Passengers, Unaccompanied passenger UM . Fare calculation Rules, Fare construction terminology, Fare Construction with IATA /UFTAA Formula Normal fares, Net Fares , BSP Billing and Settlement Plan.

#### **Unit 4 Role of GDS and types of CRS**

Introduction to Global Distributions System and Computerized Reservation System Types of CRS- Amadeus- Galileo Sabre and World Span. Encoding and Decoding , Neutral availability. Return Availability, Waitlisted and ARNK Segments, Ticketing Element, Building a PNR. Building a PNR-supplementary Data-Optional Service Information-Special Service Request-Retrieving and Displaying a PNR-Cancelling PNR Elements-Modifying PNR elements-Changing Segment Status-Splitting a PNR.

#### **Unit – 5 Airline Terminology**

Airports and offline stations served by airlines – Abbreviations used in airlines- Freedom of Air – Types of journeys (OW, CT, RT, OJ, RTW) – Global indicators.

#### **Passenger ticket**

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

#### **Unit -6 Air fares**

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

Internal fare constructions based on IATA & UFTAA – FBP – NUC – MPM – TPM – EMA –HIP – BHC – ROE – LSF – RWM. Point to point one way routing – Specified routing – Round the world Minimum (RWM) – Circle Trip Minimum (CTM).

### Unit 7 Introduction to Aviation Geography

IATA areas; sub-areas; sub-regions. Freedoms of Air. Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time. Familiarisation with OAG: 3 letters city code; airport code; airline designated code; country and currency codes; global indicators; TIM; Hubs and Gateways; Flight and Routing Terms. Aircraft types.

### Suggested Reading

- Aggarwal, Surinder Travel Agency Management, Communication India, New Delhi.
- Bradnock, Robert & Rama India Handbook 2000, Passport Publishers, UK, 1995.
- International Air fare & Ticketing By SK Gupta UDH Publication Delhi
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonic era, McMillan, Bristol.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## **DC01BT-3C4 Consumer Behaviour**

**(Total Hours 30)**

**Goals** This course will enable the students to familiarize themselves with the processes of opinion leadership, adoption and levels, models of consumer decision making. Discuss difficulties, challenges of consumer behaviour in Indian context and issues emerging.

**Objectives** By the end of this course, a student will

- Understand concepts, models and applications of consumers.
- Describe consumer perception, its elements and study about learning theories, attitudes and motivation.
- Illustrate the influence of culture, subculture and cross culture on consumer behavior .

### **Course Content**

#### **Unit 1 Consumer Behaviour**

Definition of Consumer behaviour, Consumer and Customer, Buyers and Users, Development of consumer behaviour field, development of marketing concept, disciplines involved in the study of consumer behaviour.

#### **Unit 2 Consumer an Individual**

Consumer Motivation, Personality, Perception, Learning, Attitude, attitude change.

#### **Unit 3 Consumer in their Social and Cultural setting**

Consumer and cultural influences, Social class influence and consumer behavior, group influences and consumer behaviour, family influences.

#### **Unit 4 Consumer decision making process**

Consumer decision making, problem recognition, information search, evaluation of alternatives and selection, purchase, post-purchase behaviour.

#### **Unit 5 Organizational buyer behaviour**

Introduction to organizational buyers' behaviour, Factors influencing organizational buying behaviour.

### **Suggested Reading**

- Consumer Behaviour – Text and cases- by Satish K Batra and S H H Kazmi-IEdition, Excel Books.
- Consumer Behaviour-Ramanuj Majumdar
- Consumer Behaviour-Suja Nair, Himalaya Publishing House.

### **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

**Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

<b>SN</b>	<b>Internal Assessment for 25 marks</b>	<b>Weightage</b>
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-3C5 Research Methodology

(Total Hours 30)

**Goals** This course provides the students the knowledge which are essential for gathering, analyzing and interpretation of the problems confronted by humanity. This paper introduces the nature of Social and Business research, and provides the techniques of research, identification of problem, research design, data collection, sampling, hypothesis, processing, and interpretation of data and preparation of reports. As a prerequisite, students should be having a basic knowledge about concepts relating to research, basic statistics and business.

**Objectives** By the end of this course, a student will

- Provide an overview of the research process
- Identify the methods and techniques of research
- State clearly their research problem and associated research questions arising, including both descriptive and either explanatory or exploratory questions.
- Conduct a literature review of the concepts comprising the research questions
- Define the main elements of a potential research instrument for testing the hypotheses
- Distinguish between quantitative and qualitative approaches and methods

### Course content

#### Unit 1 Nature of Social and Business Research

Meaning and definition of research, Criteria of good research, social research-Goals, assumptions, deductive and inductive methods, significance and difficulties of Social research. Business research- Research and business decisions.

#### Unit 2 Methods and Techniques of Research.

Classification of research-According to the intent- Pure Research, Applied Research, Exploratory Research, Descriptive Study, Diagnostic Study, Evaluation Studies, and Action Research. According to the method- Experimental Research, Analytical Study, and Historical Research. Inter Disciplinary Research and its essentials.

#### Unit 3 Research Problem and Research Design.

Research Problem Steps involved for selection of a topic for research study, components of research problem, Definition of Problem, Evaluation of Problem, review of relevant literature, sources of literature Note Taking. Testing of Hypothesis, Errors in Hypothesis.

Research Design - Meaning, definition, Classification of Research Designs. Importance of Research Plan, Contents of a Research Plan.

#### Unit 4 Sampling and Sample Design

Meaning of Sample, purpose of Sampling, Sampling Technique – Random Sampling and Non-random sampling, Errors in Sample Surveys – Sampling Errors and Non Sampling Errors.

### Unit 5 Methods and Tools for Data collection.

Methods of Data Collection Meaning and Importance of data, Sources of data – Primary Sources and Secondary Sources, Methods of collection of Primary and Secondary data. Tools or instruments of data collection Observation schedule, Interview guide, Interview schedule, Mailed questionnaire, Rating scale, Check list, Opinionated, Document Schedule. Types of Questions–open ended/close ended, Measurement scale–Meaning and types. Analysing and interpretation of data and Report Writing.

### Suggested Reading

- Bhandarkar, W. T. (2006).Methodology and Techniques of Social Research. Mumbai Himalaya Publishing House.
- C.N Kothari. Research Methodology/3rdedn New Age International Pvt Ltd; New Delhi
- Krishna swami, O. (2012).Research Methodology. Mumbai Himalaya publishing House.
- Krishnaswami, O.R (2012).Research Methodology. Mumbai Himalaya publishing House.
- Pannier selvam.R. (2006).Research Methodology. New Delhi Prentice Hall of India.
- Trochim, M.K. (2009).Research Methods. New Delhi Sultan Chand.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks



## DC01BT-3D1.1 Enterprise Resource Planning

(Total Hours 30)

**Goals** This course is to enable students to describe the role of an ERP in carrying out business processes in a company and explain how ‘best business practices’ are incorporated in an ERP.

**Objectives** By the end of this course, a student will

- Make basic use of Enterprise software, and its role in integrating business functions
- Analyse the strategic options for ERP identification and adoption.
- Design the ERP implementation strategies.
- Create reengineered business processes for successful ERP implementation.

### Course content

#### Unit 1 Introduction to Information System

Business Functions and Business Processes, importance of Information Characteristics of information; Types of information, Information System Components of an information system; Different types of information systems; Management information system, Enterprise Resource Planning Business modelling; Integrated data model.

#### Unit 2 Introduction to ERP

Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation Roadmap for successful ERP implementation.

#### Unit 3 Business Process Re-engineering

Business Process Re-engineering, Management Information systems, Decision Support Systems, Executive Information Systems- Advantages of EIS; Disadvantages of EIS, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security.

#### Unit 4 ERP Tools and Software

ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Vendor Selection, ERP Implementation Lifecycle, Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation.

### Suggested Reading

- Concepts in Enterprise Resource Planning, latest Editions By Ellen Monk and Bret Wagner, Thomson Course Technology
- Enterprise Systems For Management, by Motiwalla and Thompson, Pearson/Prentice Hall 2011
- Essentials of Business Processes and Information Systems Simha Magal and Jeffrey Word. ISBN-13: 978-0-470-23059-6
- <https://saadajaved.wordpress.com/management/>
- Simha R. Magal and Jeffrey Word (2009). Integrated Business Processes with ERP Systems, Wiley.
- Simha R. Magal and Jeffrey Word (2010). Essentials of Business Processes and Information Systems. Wiley.

## Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-3D1.2 Elements of Port and Shipping Management

(Total Hours 30)

**Goals** To familiarize the fundamental functions, operations, ownership and management structure of the ports and terminals. This course is designed as an introduction to the world of shipping (a) Dealing with ships themselves (b) Shipping markets (c) Will explore the geography of maritime and commercial world (d) Legal aspects of shipping business (e) Commerce concerned with money (f) Basic accounting & corporate structures.

**Objectives** By the end of this course, a student will

- Get knowledge in Shipping Markets and its legal aspects.
- Know about the basic shipping operations
- Describe the various shipping accounting concepts which enables them to fetch global placements.

### Course Content

#### Unit 1 Port Structure and Functions

Definition - Types and Layout of the Ports – Organisational structure-Fundamental observations. Main functions and features of ports: Infrastructure and connectivity - Administrative functions - Operational functions. Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service- Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA.

#### Unit 2 Port Operations

Berths and Terminals - Berth Facilities and Equipment - ship Operation - Pre- shipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal - Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

#### Unit 3 Port Development

Phases of port development - Growth in world trade - Changes in growth - Development in terminal operation. Shipping technology and port: Ship knowledge - Ship development and port development - Port time and ship speed - Other technical development affecting port.

#### Unit 4 Sea Transport

Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades - Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification. Maritime Geography – Introduction – Ocean & Seas – Ports –Geography of trade. Ship Sale & Purchase.

#### Suggested Reading

- Dr.Mueller Ag & Co Ka.
- International Ltd, 2nd revised edition, 2009.
- Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) Vdm Verlag Robert Moran, Sir George Renick, 1st Baronet, Llc Book, 1994.

- Shipping Biography Introduction: Jacob Kamm, Sean Connaught on, Gustaf Erikson,

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## **DC01BT-4C1 Regional Tourism in India**

**(Total Hours 90)**

**Goals** The course will provide information on the regional tourism of India of national and international importance. The historical evolution and background elements of the regional tourism will be discussed. The student will be competent in identifying tourism activities related to natural resources, cities, monuments, pilgrim destinations, fares and festivals, art, architecture and craft.

**Objectives** By the end of this course, a student will

To enable the students to identify the importance of the background elements of tourism resources of India and how they are promoted regionally.

### **Course Content**

#### **Unit 1 Concepts and Significance of Tourism**

Definitions, Tourist, Tourism, Leisure, Recreation, Definitions and Terminology, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel.

#### **Unit 2 Historical Background of Tourism**

Historical Development of Tourism, A historical perspective of travel, The antiquity of travel, Famous travellers, The Industrial revolution and travel, History of transport and its impact on tourism development, History and development of hotels and travel accommodations, travel and tourism through ages, early travels, Renaissance and age of grand tours.

#### **Unit 3 Tourism Systems, Types and Scope**

Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Ideals of Responsible Tourism, Alternate Tourism, International Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory, Tourism System, Mathieson and Wall Model & Leiper's Model, Stanley Plog's Model of Destination Preferences, major types and forms of tourism-list/definitions

#### **Unit 4 Tourism Organizations and Associations**

Role and Functions of International Organizations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), National Tourism Organizations Ministry of Tourism, Govt. of India, ITDC, State Tourism Departments of Tourism, FHRAI, IH & RA, IATA, TAAI, IATO, UFTAA

#### **Unit 5 Geo-Physical Resources of India**

Geographical Background of India, Different Physical Features of Region, Tourism resources of India, Diversities in Landform & Landscape, Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism Providers and Facilitators; Regions of India.

## **Unit 6 Historical & Cultural Resources of India**

Regional History of India, History, Culture and Heritage, Monuments (With Spatio-Temporal and Architectural Significance), Religions, Customs, Traditions, Pilgrimage Destinations, Fairs and Festivals, Handicrafts and Handlooms, Dance Styles, Music, Dargahs and Samadhies, Caves, Temples, Other Religious Monuments, Museums, Archives, Transportation, Communication and Tourist Accommodations, Regional and Ethnic Cuisines; Destinations based on the Historical and Cultural background of India

### **Suggested Reading**

- Approach, Van Nostrand Reinhold, New York
- Basham, A. L (1988), The Wonder that was India, Rupa and Com, Delhi
- Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.
- Boniface, B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism, Oxford Butterworth Heinemann.
- Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York
- Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.
- Gupta, S.P. (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- Hussain, A.K (1987), The National Culture of India, National Book Trust, New Delhi.
- Lonely Planet Publications – Asian Countries.
- Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow.
- Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
- Michael M. Coltman (1989), Introduction to Travel and Tourism- An International
- Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
- Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd.
- Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
- Stephen Ball (2007), Encyclopedia of Tourism Resources in India.
- Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.
- Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
- The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.
- Travel Information Manual, IATA, Netherlands, 2009.
- Websites of National & International Tourism Authorities / Departments, and Hotel Websites
- Websites of Tourism Authorities / Departments and Hotels from different nations of India
- World Atlas.

### **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

**Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

<b>SN</b>	<b>Internal Assessment for 25 marks</b>	<b>Weightage</b>
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## **DC01BT-4C2 Geography and International Heritage Tourism**

**(Total Hours 90)**

**Goals** This course is designed to examine Tourism as a global, national and local phenomenon, with economic, social, cultural, political, and environmental impacts. Also, within the framework of a geographical analysis of the modern tourism phenomenon, this course explores the capitalistic nature of most travel and tourism production and consumption as well as the contribution of tourism to the analysis of territorial competition and economic restructuring. It will provide students with the nature of tourism around the world, defining characteristics, emphasizing personal experience, and understanding of World Tourism.

**Objectives** By the end of this course, a student will

- Identify tourist flows and movements, types and forms of tourist areas and destinations, traditional and recent destinations, Tourism demand & supply, tourist motivations.
- Study about major and minor tourism generating countries, and their tourism policies, tourism development.
- Explore tourism opportunities
- Examine the impacts of tourism on economies, societies, and environments; and, planning and management issues associated with tourism.

### **Course Content**

#### **Unit 1 Introduction**

Introduction, Meaning, Scope and contents of Geography. Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & latitude, international date line, Standard time and Day light saving time.

#### **Geography and Human Society**

Physical Geography, Physical problems and issues of lithosphere, hydrosphere, atmosphere, pedosphere, and global flora and fauna patterns (biosphere); Human Geography pattern and processes that shape the human society ; Regional Geography regions of all sizes across the earth, characteristics of a particular region that consists of natural as well as human elements.

#### **Unit 2 Tourism Geography**

Tourism Geography, Location, place, space, human and cultural characteristics, and the movement of people; flows of tourism from generating countries to the destinations; influences of the economic and political factors with the flows of tourism from traditionally from developed countries to the less developed countries.

#### **Rural and Urban Tourism**

Scope of Tourism Geography Importance of Rural tourism, Urban tourism, Spa tourism, Sport tourism, Eco tourism, Heritage tourism, and the important destinations in each.

#### **Unit 3 Heritage Tourism**

Heritage of India Cultural heritage of India stages of evolution, continuity. Meaning, types, heritage sites of India. Historic monuments of tourist significance forts, palaces, museums, art galleries, heritage management organisations UNESCO, ASI, ICO, MOS, INTACH.

#### **Brief Account of history and culture:**

Indus Valley civilization, Heritage of India .Medieval Period, Indo- Islamic Architecture, Case Study of Red Fort.



Dynasties: Mauryan Empire, Marathas, Guptas, Western and Southern, British Period, Temple Architecture; Hindu, Christian, Islamic, Jain and Sikh temples.

#### **Unit 4– International Travel Regulations**

International Business Environment: Economic, Political, Legal and Technological Environment - Global economic institutions: IMF, World Bank, WTO; Regulatory aspects of the international travel & tourism, Barriers to travel, tourism investment & business, regulations, international organizations dealing with Tourism: UNWTO, IATA, PATA; Need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management.

#### **Unit 5 – International Tourism Sales and Marketing**

Inbound and Outbound tourism trends in Asia, Europe, America and Africa. East Asia Pacific (China, Fiji, Indonesia, Korea, Malaysia, Philippines, Solomon Islands, Thailand, and Vietnam), Middle East (Iran, Iraq, Turkey, UAE, Sudan and Egypt) and South Asia (Afghanistan, Bangladesh, Bhutan, India Maldives, Nepal, Pakistan, Sri Lanka)

#### **Unit 6 – Global Challenges and Tourism**

Cultural change: Planned and unplanned cultural change; Cultural adaptation; Global competition & the future; Long-term tourism growth trends, tourism growth in major regions, Problems and challenges before international tourism like climate change, terrorism and Ethical issues.

#### **Unit 7 Tourism Products of India**

India's Performing and Creative Art -paintings and Handicraft, Indian Sculptures, Indian Cuisines, Indian Fairs and Festivals, Museums of India. Buddhist Tourism, Adventure Tourism, Wild life Tourism, Beach Tourism, Health Tourism, Ayurveda Yoga and Meditation Tourism, Policy issues and culture -Government, Trade, Media.

#### **Suggested Reading**

- Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, Butterworth-Heinemann
- Ashworth, G. J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- Babu P George, Alexendru Nedelea- International Tourism World Geography & Development Perspectives, Abhijeet Publications
- Batra, G.S., & Chandra A.S. “ Tourism Management: A Global Perspective”, Deep & Deep Publishing Pvt. Ltd., 2001
- Bhushan Kumar Ravi “ Coastal Tourism and Environment”, APH, Publicating Corporation New Delhi, 1995
- Colin Michael Hall, Stephen J. Page - The Geography of Tourism And Recreation
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Dixit, M. Tourism Geography and Trends, Royal Publication Environment, Place and Space, Routledge
- Franklin, A and Crang, M (2001) "The trouble with tourism and travel theory?" in Tourist Studies 1(5) p.5-22
- General Studies Manual For the UPSC Civil Services Preliminary Examination, Tata Mc Graw Hills Publication, 2001 New Delhi
- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.

- International Atlas, Penguin Publication and DK Publications
- Khan, Nafeez A “ Development of Tourism in India”, Anmol Publication., 2001
- Larsen, J, Urry, J and Axhausen, K (2006) Mobilities, Networks, Geographies AldershotAshgate
- Lloyd Goodman and Richard Jackson: (1999) Geography of Travel and Tourism – Delmar Lonely Planet
- New Inskeep, Edward, and Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Premnath Dhar, International Tourism Emerging Challenges & Future prospects, Kanishka Publishers Distributors
- Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.
- Sharma, Sunil, (2007) Emerging International Tourism Markets, Rajat Publications
- Sinha, P.C. Tourism Geography, Anmol Publication
- Travel Magazines: Traveller (Outlook), Incredible India, Tour Plus, Go Now ,2004
- Williams, Stephen. (1988). Tourism Geography. Rutledge.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

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### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-4C3 Innovative Practices in Tourism

(Total Hours 90)

**Goals** This course is designed to familiarize the students with the importance, international conventions, incentive travel, other tourism intermediaries, tourist shipping companies, health tourism, systems of medicine.

**Objectives** By the end of this course, a student will

- Define Mice tourism, voyage tourism, health tourism.
- Identify global tourism fairs, intercontinental sea tour and space tourism.
- Analyse the impact of globalization on tourism and travel
- Describe rules and regulations, benchmarking standards in tourist services.

### Course Content

#### Unit 1 Introduction

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

#### Unit 2 Voyage tourism

Tourist ships or cruise liners-package tour for continental and intercontinental sea tour – facilities offered – travel booking formalities-Important tourist shipping companies. Space tourism – travel to outer space.

#### Unit 3 Health Tourism

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

#### Unit 4 Advancements in Medical Tourism

General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation. Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism; Sidha & Unani – cost effectiveness in India.

#### Unit 5 Adventure Tourism

Professionalization of tourism – strategic management in tourism –impact of globalisation on tourism & travel – tourism education and training –world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism – cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism. A study website of the ministry of tourism [www.incredibleindia.org](http://www.incredibleindia.org) for medical tourism publicity information.

#### Unit 6 Responsible Tourism

Introduction– Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations –benchmarking – standards in tourist services –

Public awareness – role of the govt – tourist Guides – tourist Police other emerging trends.

### **Suggested Reading**

- Tourism Development Revisited. Edited by Suteeshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
- Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59.
- Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.
- Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R Johns. Houghton Mifflin, Boston.
- Managing Tourist Destinations – Krishnan K. Kamra, Kanishka Publishers, and New Delhi.
- Strategic Management in Tourism – Mountinho L. Cabi Publishing Company, UK.
- Tourism Management – Principles and Practice – Dr. P.O. George (In press).
- [www.incredibleindia.org](http://www.incredibleindia.org)
- [www.keralatourism.org](http://www.keralatourism.org)

### **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### **Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### **Continuous Internal Assessment (CIA)**

<b>SN</b>	<b>Internal Assessment for 25 marks</b>	<b>Weightage</b>
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-4C5 Purchasing and Inventory Management

(Total Hours 60)

**Goals** This course is to enable the students to acquire knowledge and skills related to the practices of purchasing and inventory management in the industry.

**Objectives** By the end of this course, a student will

- Explain the important theories of purchasing in manufacturing and service sector.
- Define what purchasing and vendor management is.
- Describe the purchasing process.
- Describe vendor relationship management.
- Identify alternate purchasing methods.
- Describe the processes for continuous improvement in purchasing and vendor management.
- Identify the best practices and quality control in inventory management

### Course content

#### Unit 1 Introduction to Purchasing

Purchasing Process. Purchasing and Supplier Management: Sourcing and Supplies Management, Outsourcing –Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management.

#### Unit 2 The Vendor

Introduction to Vendor Management, Vendor Relationship Management and Capital Purchases, Purchase Methods, Alternate Purchasing Methods, Continuous Improvement in Purchasing and Vendor Management

#### Unit 3 Inventory

Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management. **Selective Inventory Control** Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin.

#### Unit 4 Manufacturing Planning

Just in Time (JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency.

#### Unit 5 Materials Handling

Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles– work measurement.

#### Purpose of Inventory

Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks \_ Types of Stocks – Tracking the Paper Life.

### Suggested Reading

- Banga and Sharma : Production Management
- Bose & D Chandra. Inventory Management. 1st Edition.
- Bose & D Chandra. Inventory Management. 1st Edition.
- M.V. Varma : Materials Management
- Martin Christopher. Logistics and Supply Chain Management. Pearson
- O.P. Khanna : Industrial Engineering and Management
- Raghuram G. Logistics and Supply Chain Management. Mac Millan
- Sridhar Bhat. Inventory Management. 2nd Edition.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks



**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-4G1.1 Taxation, Law and Practice

(Total Hours 30)

**Goals** This course is to provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

**Objectives** By the end of this course, a student will

- Distinguish sources of income
- Distinguish between deductible and non-deductible expenses
- Apply the tax code provisions
- Calculate tax for natural and legal persons
- Complete printed matter tax declarations

### Course content

#### Unit 1 Introduction to Basic concepts

Income, agricultural income, person, assesses, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10

#### Unit 2 Computation of Income under different heads-1

Income from Salaries - Income from house property

#### Unit 3 Computation of Income under different heads-2

Profits and gains of business or profession - Capital gains - Income from other sources

#### Unit 4 Computation of Total Income and Tax Liability

Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs. Computation of total income of individuals and firms; Tax liability of an individual and a firm; five leading cases decided by the Supreme Court.

#### Unit 5 Introduction to GST

Evolution, Meaning and salient Features of GST. Goals, basic schemes and Benefits of GST.

#### Suggested Reading

- Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
- Current Tax Reporter. Current Tax Reporter, Jodhpur.
- Gaurav Gupta, Hand book of GST – Law and Practice
- Ghousia Khatoon, Naveen Kumar C.M, Venkatesh S N, Goods and Services Tax Himalaya Publishing House.
- Glimpse of Goods and Service Tax.
- Hand book of GST in India Rakesh Garg and Sandeep Garg.
- Income Tax Reports. Company Law Institute of India Pvt. Ltd., Chennai
- India GST for beginners Jayaram Hiregange and Deepak Rao
- Mehrotra H.C. and Goyal S.P, Income Tax Law and Accounts, Sahitya Bhawan Publications. 4. Bangar's Comprehensive Guide to Direct Tax Laws.
- Pullani and Maniyar, Goods and Service Tax.

- Rajat Mohan, Goods and Services Tax
- S S Gupta, GST Law and Practice
- Singhanian, Vinod K. and Monica Singhanian. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
- Taxman. Taxman Allied Services Pvt. Ltd., New Delhi.
- V.S Datey, , Goods & Service Tax ; Taxman
- www.gst.gov.in, ctax.kar.nic.in

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	20 questions x 1 mark each	20 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	3 Questions x 5 marks each	15 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	1 Question x 15 marks	15 Marks
	<b>Total</b>		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	4 Questions x 05 marks each	20 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	2 Questions x 15 marks each	30 Marks
	Total		75 Marks

## DC01BT-4G1.2 Organizational Behaviour

(Total Hours 30)

**Goals** This course is to prepare students for advanced leadership roles in modern organizations and to become a successful manager. By taking the course students will be able to apply concepts of team work to create effective work groups to be successful in life.

**Objectives** By the end of this course, a student will

- Analyse individual human behaviour in the workplace as influenced by personality, values, perceptions, and motivations.
- Outline the elements of group behaviour including group dynamics, communication, leadership, power & politics and conflict & negotiation.
- Identify your own management style as it relates to influencing and managing behaviour in the organization systems.
- Enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.

### Course content

#### Unit 1 Introduction to Organization Behaviour

Introduction to organization, organization and managers, manager' roles and skills, behaviour at work, introduction to organization behaviour, major behavioural science disciplines contributing to OB, challenges and opportunities managers have in applying OB concepts, OB model (including motivation models) and levels of OB model. Foundations of organization structure, organization design, organization culture, organization change, managing across cultures, human resource management policies and practices, diversity at work.

#### Unit 2 Individual behaviour

Introduction to individual behaviour, values, attitudes, job satisfaction, personality, perception and individual decision making, learning, motivation at work, managing emotions and stress (Meaning-Definition Stress and job performance relationship Approaches to stress management (Coping with stress)

#### Unit 3 Interpersonal behaviour

Interpersonal Behaviour, Johari Window, Transactional Analysis – ego states, types of transactions, life positions, applications of T.A., managerial interpersonal styles.

#### Unit 4 - Group behaviour

Introduction to group behaviour, foundations of group behaviour, concept of group and group dynamics, types of groups, formal and informal groups, theories of group formation, group norms, group cohesiveness, group decision making, inter group behaviour, concept of team vs. group, types of teams, building and managing effective teams, leadership theories and styles, power and politics, conflict and negotiation.

#### Suggested Reading

- Aswathappa, K., Organisational Behaviour– Text and Problem, Himalaya Publication
- Luthans, F (2004). Organisational Behaviour. McGraw Hill, International Edition.
- Pardeshi, P. C., Organizational Behaviour & Principles & Practice Of Management

Nirali publication

- Pareek, U (2004). Understanding Organisational Behaviour. Oxford University Press.
- Pettinger, R (2002). Introduction to Management. Palgrave McMillan.
- Robbins, S. P/ Judge, T. A/ Sanghi, S., Organizational Behavior, Pearson Publication
- Robbins, S.P. & Decenzo, D (2002). Fundamental of Management. Pearson Education.
- Stoner, et.al. (2002). Management. Prentice Hall of India.
- Weiss, J.W. (reprint of 2002). Organizational Behavior & Change. Managing Diversity, Cross-cultural Dynamics & Ethics. Vikas Publishing House Pvt. Ltd.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## **DC01BT-5C1 Medical Tourism and Hospital Administration**

**(Total hours 90)**

**Goals** This course is to enable the students to familiarize themselves with the concepts of medical tourism in India and the theories related to the administration of hospitals. This course is designed to help students understand the growing importance of medical tourism in contemporary world. This course will also help students to analyze and understand push pull factors as motivators for medical tourists throwing some light on AYUSH, India as medical tourism destination and its contribution to Indian tourism.

**Objectives** By the end of this course, a student will

- Identify the concepts of medical tourism.
- Define hospital planning and health entrepreneurship
- State concepts like health, society and ethics
- Explain the technical concepts of health laws and health economics.

### **Course content**

#### **Unit 1 Medical tourism –An Introduction**

Concepts of Medical tourism in India and around the world. The future of Medical Tourism in India. History of Medical Tourism; Legal Issues, Ethical Issues, World Medical Tourism Countries. Effects of Globalization in Healthcare. Concepts of Corporate Hospitals in developing countries. Infrastructure and lay out of an ideal corporate hospital.

#### **Unit 2 Introduction to Health Tourism**

Origin and development over ages - health as a motivator to travel, - Ancient centres of healing, Quality of Life (QOL)- Concept. Scope of Health Measures. Health: Concept, Definitions and Importance of health to People, Business and Government.

#### **Unit 3 Medical tourism**

Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business-Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

#### **Unit 4 Medical tourism product and package**

Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance

#### **Unit 5 Legal Aspects of Medical Tourism**

Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

#### **Unit 6 Medical tourism in India**

Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.



## Unit 7 Concepts of Modern Hospital

Concepts of Modern Hospital & Privatization in Health Sector, Public Sector. Levels of care facilities offered in various categories of Hospitals. Functioning of modern hospitals & changing need of patients Hospitality in Hospital Care. Invasive and non-invasive diagnostic facilities in modern hospitals. Care offered in Specialty and Super specialty Hospitals.

### Suggested Reading

- Hospital Administration – G. D. Kunders
- Hospital Administration – Tabish
- Hospital Management module II- NIHFW, New Delhi
- Medical Tourism in India, Kunal Books- Manatosh Sadhu and Tushar Kanta Pany
- Medical Tourism, Centrum Press-Mahesh Chandra Singh
- M. Smith and L. Puczko(2009),
- Health and wellness tourism, B. Heinemann Sonali Kulkarni(2008),
- Spa and Health Tourism, Book Enclave, Jaipur. Raj Pruthi(2006),
- Medical Tourism in India, New Delhi: Arise Pub.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-5C2 Tour Guiding and Interpretation

(Total Hours 90)

**Goals** This course is to acquire an in-depth knowledge about the profession of tour guiding and interpretation and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.

**Objectives** By the end of this course, a student will

- Explain tour guiding concepts, conduct, rules for personnel hygiene and tour guiding skills.
- Enact simulated commentary in use of micro phones.
- Demonstrate sense of humour in tour guiding role plays.
- Interpret and explain geography and heritage of tourist destinations.
- State the rules of accidents, law and order, and first aid procedures.

### Course content

#### Unit 1 Tour Guiding Concept

History-Dimensions and present status, Role and Responsibilities of Tour Guide. Tour Guide Meaning, Code of Conduct, Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide-How to develop tour guiding skill.

#### Unit 2 Communication or Tour Guiding

Language-Posture and Presentation, Roadblocks in Communication Speaking faults-body language for speaking, Tour commentary-Composition and Contains Microphones Technique-Sense of Humour-How to deals with awkward questions Timing and indications-Apology and Pausing. Linking commentary with what to be seen. The guiding techniques-leadership and social skills, presentation and speaking skills.

#### Unit 3 Visitor interpretation Concept

Principles and types, How to develop good interpretation skill-Popular understanding of a place, Principles of good interpretive practice. Re constructive and Re creative Interpretation-Personal stereo type.

#### Unit 4 Nature interpretation

Concept-perspective-Approach-Principles of nature interpretation. Intrinsic quality of a Resource Hierarchy of interpretation. Heritage interpretation.

#### Unit 5 Dealing with Emergencies

Accidents, Law and Order, Theft, Loss of documents. First Aid Importance-General Procedures-Evaluation of Situation. First aid Procedure-Artificial ventilation-Bleeding Control-Treating Wounds. Principles of bandaging- Treating Burns-Treating Snake Bite-Dealing with Fractures.

Complaint Handling.

#### Unit 6 Conducting tours

Pre tour planning, modes of transportation, types of tours, traveller with special needs, guidelines for working with disabled people, relationship with fellow guides, Motor / car operators and companies. (15 Hrs)

## Unit 7 Dealing with emergencies

Accidents, Law and order, Theft, Loss of documents; First Aid importance, general procedures, evaluation of situation; Complaint handling.

### Suggested Reading

- Conducting Tours, Dellers
- Dennis L Foster – Introduction to Travel Agency Management
- Jagmohan Negi – Travel Agency and Tour Operations.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
- Tour Operations and Tour Guiding, J.N. Negi
- Travel Agency & Tour Operations, Foster D
- Travel Agency and Tour Operator TT-311ion, J M Negi
- Travel Agency Management, M.N. Chand
- What time is this place, David Hetchenberg.
- Pat Yale – Business of Tour Operations

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## **DC01BT-5C3 Introduction to Supply Chain Management**

**(Total Hours 60)**

**Goals** This course is to impart to the students an understanding of management concepts with a view to prepare them to face emerging challenge of managing business supply chain. Familiarize them with modern business practices, forms, procedures and functioning of commercial organizations. To know the essential elements in designing a formal supply chain organization system with an objective of effectiveness and efficiency. The students will also learn the major technology interfaces applied in Supply Chain Management.

**Objectives** By the end of this course, a student will

- Describe the processes of SCM
- Identify the key supply chain business processes
- Discuss the forecasting systems design
- Describe the technology integrated in supply chain coordination.

### **Course content**

#### **Unit 1 Supply Chain Management**

An Introduction — Concept – Evolution and Development – Difference – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices in the light of Globalized Economy – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains and examples – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

#### **Unit 2 Key Supply Chain Business Processes**

Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

#### **Unit 3 Forecasting Systems Design**

Customer Service Management and Measurements – CRM – Manufacturing Logistics – Pricing Strategies – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities.

#### **Unit 4 Supply Chain Coordination and Integration**

Role of IT, Impact of Internet and E-Business – IT enabled SCM, Future of SCM.

### **Suggested Reading**

- Donald F. Wood et.al., International Logistics
- Donald J. Bowersox and David J. Closs. Integrated Logistics Management
- Douglas Lambert and James R. Stock, Strategic Logistics Management.
- James F. Robbison & William C. Capaciono (editors), The Logistics Handbook
- Martin Christopher. Logistics and Supply Chain Management
- N. Chandrasekharan, Supply Chain Management
- Sunil Chopra and Peter Meindal. Supply Chain Management

## Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-5C4 Corporate Governance and Ethics

(Total Hours 30)

**Goals** This course will provide basic ethical principles in business; ethics in the market place; ethics in the external exchanges of business ethics and the environment.

**Objective: By the end of this course, a student will**

- Define ethical concepts that are relevant to resolving moral issues in business
- Identify the moral issues involved in the management of specific problem areas in business
- Examine the social and natural environments within which moral issues in business arise.
- Help them develop the reasoning and analytical skills needed to apply ethical concepts to business decisions

### Course Content

#### Unit 1 Ethics in Business

Concept of Business Ethics. Corporate Code of Ethics: Environment, Accountability, Responsibility, Leadership, Diversity, Discrimination. Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organisation, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics.

#### Unit 2 Corporate Governance

Conceptual framework of Corporate Governance, Insider Trading, Rating Agencies, Whistle Blowing, Corporate Governance Reforms, Initiatives in India including clause 49.

**Major Corporate Scandals:** Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Tyco (USA), Andersen Worldwide (USA), Kirch Media (Germany), Vivendi (France), Parmalat (Italy) and Satyam Computer Services Ltd (India).

#### Unit 3 Corporate Social Responsibility

Arguments for and Against; Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models, Drivers of CSR, ISO 26000.

#### Unit 4 Social Work

Concept, Definition, Objectives and Functions of Social Work, and Methods of Social Work. Values and Principles: Religious, Political and Utilitarian values, Code of professional ethics, Generic principles of social work.

**Social Work Practice in India:** Concepts: Social work, Social welfare, Social service, Social services, Social development, Social change, Social action, Human rights, Social exclusion (marginalization, exploitation, oppression), Empowerment.



## Unit 5 Social Movements

Dalit movements, Tribal movements, Peasants movements, Working class movements, Naxalite movements, Women's movements, Environment and Ecological movements, Movements of project affected persons.

### Suggested Reading

- Batra, Nitin (2004) Dynamics of Social Work in India, Jaipur: Raj Publishing House.
- Bob Tricker, Corporate Governance - Principles, Policies, and Practice, OUP, New Delhi.
- Bradford, W. Sheafor, Charles, R. Horejsi, Gloria A.; (Fourth Edition: 1997); Techniques and Guidelines for Social Work, London; Allyn and Bacon, A Viacom Company
- Chakra borty, S.K; "Ethics in Management"; Oxford India Paperback; Latest Edition
- Chakra borty, S.K; "Ethics in Management"; Oxford India Paperback; Latest Edition
- Daniel Albuquerque, Business Ethics, Principles and Practices (Indian Edition), OUP.
- Edition.
- J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
- Peter, Pratley; "The Essence of Business Ethics"; Prentice Hall of India Pvt. Ltd.; Latest Edition.
- Peter, Pratley; "The Essence of Business Ethics"; Prentice Hall of India Pvt. Ltd.; Latest
- Velasquez, Manuel G.; "Business Ethics"; Pearson Education Asia; Latest Edition.
- Velasquez, Manuel G.; "Business Ethics"; Pearson Education Asia; Latest Edition.
- Wadia, A. R. (Ed.) (1961) History and Philosophy of Social Work in India; Bombay; Allied Publishers Private Ltd.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-5G1.1 Productions and Operations Management

(Total Hours 30)

**Goals** This course is to enable students to identify and learn the processes which transform the inputs/resources of an organization into final goods (or services) through a set of defined, controlled and repeatable policies. The students will also learn the rules that add value to the final output.

**Objectives** By the end of this course, a student will

- Define 'operations' and 'operations management'
- Identify the roles and responsibilities of operations managers in different organisational contexts
- Identify operational and administrative processes
- Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.

### Course content

#### Unit 1 Production Management

Meaning of production, production management and operations management. Importance of production function. Production planning and control – meaning and scope.

#### Unit 2 Plant Layout

Plant layout – features, principles of a good plant layout. Importance of layout. Types of layout product layout, process layout, group technology/combined layout. Service facility layout – design of services and service processes. Special arrangements for particular types of plants. Arrangements of other facilities – location of receiving and shipping departments, storage, inspection, maintenance, employee facilities.

#### Unit 3 Operations Management

Operations Management Introduction, Operations Management, system and Strategy, Tools for Implementation of Operations, Industry Best Practices, Principles and practices of Warehouse management.

#### Unit 4 Value Analysis

Meaning of Value, Value analysis. Steps in value analysis programme – selection of products for value analysis, identifying the functions, evaluation of function by comparison, developing alternatives. Fundamental tools of value analysis programme. Design analysis and cost analysis. Advantages and limitations of value analysis.

### Suggested Reading

- Aggarwal L.N, Parag Diwan (1997), Management of Production Systems, Global Business Press.
- Alan Muhlemann, John Oakland, Keith Lockyer (1978), Production and Operations Management, Mac Milan, India, IV Edition.
- Artiba and S.E Elmaghaby (1997), The Planning and scheduling of production Systems methodologies and Applications, Chapman & Hall.
- Ashwathappa & Bhat Production and Operations Management. Himalaya Publishing House.

- Atul Sharma, Neetu Sharma Production Management. Vayu Education of India.
- Barry Render, Jay Heizer (1997), Principles of Operations Management with tutorials, Prentice Hall, Inc. II Edition.
- Bedi Kanishka Production and Operations Management. Oxford Higher Education.
- Chary SN (2004), Production and Operations Management, Tata Mc Graw Hill III Edition.
- Chary, S. N. Production and Operations Management. Tata McGraw Hill.
- Everett E. Adam, Jr. Ronald J. Ebert Production and Operations Management. Prentice Hall India.
- Kothari, C. R. An Introduction to Operational Research. Vikas Publishing House.
- Rao Thukarm M. E. Production and Operations Management. New Age International Publishers.
- Singh, S. P. Production and Operations Management. S. Chand.
- Singhal, R. K. Production Management. Katson Books.
- Starr Martin. K. Production and Operations Management. Cengage Learning India.
- Telsang, M. T. Production Management. S. Chand.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-5G1.2 E Commerce

(Total Hours 30)

**Goals** The course will provide students an overview of E Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce – Communication, Process of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used; E-Commerce Systems; Pre-requisites of E-Commerce; Scope of E-Commerce; E-Business Models.

**Objectives** By the end of this course, a student will

- Define principles of e-commerce from a business perspective providing an overview of business and technology topics.
- Identify business models, virtual value chains and social innovation and marketing strategies.
- Explain some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored.
- Build their own web presence and market it using an online platform.

### Course Content

#### Unit 1 E-Business

Meaning, features, e-commerce & e – markets, e-marketing techniques, e-advertising, models of e- advertising, e market research, e-business models – B2B, B2C&C2C, digital commerce, mobile commerce, emergence of e-governance in India, e-business applications.

#### Unit 2 E-Customer Relationship Management

Meaning of E-CRM, Analysis of E-Commerce customer needs, Satisfaction of E-Customer in E-World, Application of CRM in E-Commerce. Environment of Tourism, Internet Marketing.

#### Unit 3 Telecommunication revolution

Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B\_B, B\_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

#### Unit 4 Applications of E-tourism

Business models - Business to Business (B2B) - Business to Consumer (B2C) – Mobile Applications- Online Travel Portals

### Suggested Reading

- Buhalis D. (2004), E tourism: Information Technology for Strategic Tourism
- Computer applications in business – Subramanian K
- Inkpen G.(2000), Information technology for Travel and Tourism, Addison Wesley
- Malvino A.P (1995), Electronic Principles, McGraw-Hill.
- Management Information System - Gordon B Davis
- Management Information System - James O Brien
- Management Information System - Murdick and Ross

- Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
- Management, Prentice Hall India.
- Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- Rayport J.F. & Jaworski B.J.(2002), Introduction to Ecommerce, McGraw-Hill.
- Sampad Kumar Swain & Jitendra Mohan Mishra (2012), Tourism Principles Practices, Oxford University Press.
- Sheldon P. (2002), Tourism Information Technology, CABI.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-5S1 INTERNSHIP

(Total Hours 30)

**Goals** The internship involves students in common learning tasks, networking and the organisation of the workplace as well as specially focused learning tasks, which are connected to their personal professional development. The learning that takes place during the internship periods is an important factor in the student's professional growth. Students cooperate with own faculty, as well as with a training co-ordinator from the industry, a pedagogical supervisor from the university and a supervisor assigned to them at the workplace. The faculty usually has the role of professional supervisor in the student's professional development as a whole. The face-to-face sessions between students and the professionals is seen as connecting professionalism with personality, and those connections need strong reflective procedures. The co-ordinator is responsible for handling internship-related issues, for informing, guiding and advising students about the internships, and for developing internship practices. The faculty will provide customised learning Goals to suit the student's individual professional growth and monitors how the internship is implemented. This course is intended to develop the knowledge of the student in the management of project report writing. Special emphasis provided on project formulation and techniques for report writing. So, that they are able to draft project report in any area of their course and to evaluate a project. To provide the students with an opportunity to apply theoretical knowledge in real work situation

**Objectives** By the end of this course, a student will

- Present a written report that defines the basic concepts classification, characteristics, processes, of the organisation in which the training was undertaken.
- Explain the detail tools technology and systems, structures, environmental aspects of the organisation where the internship was undertaken.
- Apply theoretical practice been taught in the previous semesters. thereby closing the gap between academic work and the actual practice
- Define the role of professionals in specific industries and companies they are interested in, project their self-potentials, abilities and shortcoming.
- Network and connect with professional and transit to full-time position

### Course content

The report should be consist of

- Introduction
- Profile and background of the organisation
- Terms of reference
- Mission, Goals and purpose
- Duties, roles and responsibilities, and schedules, learning from the organisation
- Application of the theory to the real life situation.
- Lessons learnt, challenges
- Conclusion, recommendation
- Appendix.



Students will be provided 270 hours during the close of the IV semester to undertake an internship in the aviation, travel and tourism sector and submit a project report based on their learning in contest to the subject thought during the previous four semesters. The project title will be chosen in consultations with the faculty who will provide a prescribed format. The project will be submitted in the V semester. The evaluation of the project work will done by a board consisting of the HOD concerned faculty and a nominated expert if required.

### **Teaching Learning Methodology**

Internships integrate accredited academic coursework with periods of supervised, relevant experiences in the workplace. Internships not only provide students with an opportunity to practice and apply knowledge in a field of study but also provide a learning scaffold for real-world workplace issues such as morality and ethics, spirituality, diversity, values-based leadership, managing conflict, change management and leadership. The teaching occurs as supervised learning in the real world environment.

### **Examination Scheme/Assessment**

Sl. No.	Details	Hours
1.	Working on an Internship	270
2.	Report, Presentation, Viva	90
	Total	360

### **Marks for Internship**

Sl. No.		Marks
1.	Working on a project / Industry feedback	50
2.	Report, Presentation, Viva	50
	Total	100

## **DC01BT-6C1 Creating Tour Packages and Travel Documentation**

**Total Hours 90**

**Goals** This course is to enable students to describe the approaches for Itinerary preparation. The unit also discusses constraints and grey areas involved in preparation of innovative tour Itineraries. This course is to enable students to familiarize with concepts related to travel and tourism related documentation required to undertake travel either domestic or international.

**Objectives** By the end of this course, a student will

- Describe the tour itinerary concept.
- Discuss various types of itineraries and Explain the scope of tour itinerary
- Discuss the significance of tour itinerary, Information and research input required in Preparation of Tour Itineraries.
- Describe Systematic Approach for Itinerary preparation
- Explains constraints and Grey areas involved in preparation of innovative Itineraries
- Explain the main components of tour itinerary and elements of effective tour itinerary
- Describe the basic elements of a travel document.
- Identify the different types of fraud.
- Examine a travel document manually and visually to detect whether it is fraudulent or not.
- Examine a travel document using an electronic document reader to detect whether it is fraudulent or not.

### **Course content**

#### **Unit 1 Introduction**

Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business.

Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market).

#### **Unit 2 Itinerary Development**

Introduction- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist.

Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies.

#### **Unit 3 Tour packaging in Indian context – case examples**

Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage-Prepare package based on these activities.

Land Based Adventure Tourism Packages - Trekking, Mountaineering, Skiing and Wildlife Watching, 'Aero-sports' and 'Water-sports' Based Packages .Cultural Tourism Packages – Pilgrimage, Festivities and, 'Monuments and Museum Visits' .Special Interest Tour Packages - Ethnic, Eco, Medical and Health and Holiday Packages.

Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas Cook, SOTC, Inter sight. IRCTC and its Tour Packages.

#### **Unit 4 Travel Documentation**

Introduction to Travel Documentation and Formalities – Major Documents for International Travel and Domestic Travel - Cargo Documentation – Travel Advisories – Travel Regulations – Emigration and Immigration.

#### **Unit 5 Understanding VISA and Permits**

Passport -Types of Passports - Rules and Regulations – Formalities involved in obtaining the Passports – Travel certificates –Alternative travel documents for cruise staff and others.  
Visa - Types of Visas – Embassies and Consulates – Formalities for applying for Visas – Supporting documents – Rules governing the issuance of Visas.

#### **Unit 6 – International travel documentation & product analysis**

Passport – VISAs - Airlines Ticket or Authorization - Health Documents - Michel Porter's Five Factors and their Application to Airline – Cost leadership –Focus strategies- Airline Business and Market Strategies – Common Mistake-Concept of Product and Relation to Airline – Fleet and schedules. Related Product Features-Customer Service and Controlling Product Quality-Air Freight Product.

#### **Unit 7 Health and Currency Regulations**

Health Regulations – Quarantine norms for preventing the spread of infection of A H1N1, Yellow Fever, HIV, ZIKA, Plague, Ebola, Swine Flu, etc. – Medical certificates.  
Currency Regulations - RBI rules pertaining to FOREX – FERA & FEMA - Customs Regulations, Baggage rules, Lost Luggage, TBRE - Travel Insurance. Emerging trends in cargo and cargo carriers.

#### **Suggested Reading**

- A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
- Camille Allaz (2004). History of Air Cargo and Airmails from the 18th century, Christopher Foyle Publishing, Paris.
- Dangerous goods regulations – Manual (IATA)
- Dynamics of Tourism by R.N. Kaul.
- Foreign Trade Policy 2008, India
- Foster .D.L. The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
- Foster D.L. The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
- Franklin, A and Crang, M (2001) 'The trouble with tourism and travel theory?' in Tourist Studies 1(5) p.5-22
- Frenmount P., How to open and Run a Money Making Travel Agency, John Wileyand Sons, New York. 1994.
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt. York, 1990.
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, New York, 1990.

- Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley & Sons, London.
- Gregory A., *The Travel Agent: Dealer in Dreams*, Prentice Hall, London, 1990
- Holloway, J. c., *The Business of Tourism* (1983), Mac Donald and Evans,
- Holloway, J.C. and Taylor, N. (2006) *the Business of Tourism*, Prentice Hall, Harlow.
- Hollway, *the Business of Tourism*, pitman, 1999.
- IATA Training Manual.
- International Encyclopedia of Tourism Management by P.C. Sinha.
- Julie F. Rodwell (2010) *Essentials of Aviation Management: A Guide for Aviation*
- Kamara, K.K and Mohinder C. *Basics of Tourism- theory and operation*. Kanishka publications, New Delhi, 2000.
- Larsen, J, Urry, J and Axhausen, K (2006) *Mobilities, Networks, Geographies* Aldershot Ashgate
- Leask, A. (2008) 'The nature and role of visitor attractions', pp. 3 –15, in Fyall, A., Garrod, B.,
- Leask, A. and Wanhill, S. (eds), *Managing Visitor Attractions. New Directions*, Butterworth Heinemann, Oxford.
- Live Animal Regulations – Manual (IATA)
- Marketing of Travel & Tourism by Middle tom.
- Ministry of Central Excise & Customs, Govt. of India.
- Mohinder Chand, *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Mohinder Chand, *Travel Agency Management: An Introductory Text*, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Mohinder Chand, *Travel Agency Management-an introductory Test*, 2nd. (Ed.), Anmol Publications pvt. Ltd., New Delhi, 2006.
- Negi J.M. *Travel agency and tour operator- concepts and principles*, kanishka publications, New Delhi, 2001.
- Negi. J (2005), *Travel Agency Operations: Concepts and Principles*, Kanishka, New Delhi.
- Page, S. and Connell, J. (2009) *Tourism: A Modern Synthesis*, Cengage Learning, Andover.
- Poynter, *Tour Design, development and marketing*,
- Prem Nath Dhar (2008) *Global Cargo Management –Concepts, Typology, law and policy*, Kanishka Publishers, New Delhi.
- Publishers Inc., New York. 1990
- Roday. S, Biwal. A & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi, pp-164-296.
- S.P. Tewari , *Tourism Dimensions*,
- Service Businesses, Kendall Hunt Publishing Company.
- Stevens Laurence, *Guide to Starting and Operating Successful Travel Agency*, Delmar
- Stevens, T. (2000) 'The future of visitor attractions', *Travel and Tourism Analyst* 1, 61–85.
- Syratt Gwenda, *Manual of Travel Agency Practice*, Butterworth Heinemann, London, 1995
- *Tourism, Security and Safety (The Management of Hospitality and Tourism Enterprises)* - Yoel Mansfield & Abraham Pizam
- Williams, Stephen. (1988). *Tourism Geography*. Rutledge.

## Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-6C2 Immigration and Customs Duty Regulations

(Total Hours 90)

**Goals** This course is to familiarize the students with the Legal Provisions and Practical aspects of Customs Duty. Hence, this subject will be taught with reference to the relevant amendments made to the custom law as notified by authorities from time to time. In the course of basic customs or the role being played by Customs is vital under specialized & mandatory circumstances & within the legal framework to facilitate easy clearance of goods by following appropriate procedures and methods as per their recognized customs procedures.

**Objectives** By the end of this course, a student will

- Exhibit knowledge and terms of reference related to custom duty.
- Identify, define and resolve tax issues through their understanding and knowledge.
- State the custom duty laws, regulations and procedures.
- gain an in-depth knowledge about various customs procedures pertaining to imports and exports.
- Familiarize with the various legal proceedings in the Customs Process along with the Port Formalities.

### Course content

#### Unit 1 Introduction to Immigration

Immigration on arrival, immigration checks procedures to Indians or foreigners, arrival and departures. The passport regulations for Indians and foreigners. Regulations for immigration stamping. FRRO- FRO-SSP for passport regulations.

#### Unit 2 Bureau of Immigration

Immigration laws and regulations (Please visit [www.boi.gov.in](http://www.boi.gov.in)). Regulations for E-Tourist visa facility and process. Unit 3 Immigration laws in India Visa Passport PIO Citizenship. Visa policy of India, laws governing and roles of the immigration officer at Indian Airports. Travelling into India immigration clearance to India and out of India. Immigration and Customs, Immigration advisory, Quarantine.

#### Unit 3 Introduction to custom duty

Definition, Meaning-features objectives, importance and types. Customs law and Rules. Restrictions on import-export. Detection of illegally imported goods and Prevention of the disposal there of - Definitions -Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use

#### Unit 4 Customs Law and Regulations.

Customs Law: Meaning - Goals-Scope- Types of Customs Duty-Levy and collection of customs duty. Duty Draw Back- Warehousing-Confiscation of goods. Imposition of Penalties: Search, Seizure and Arrest- Offences and Prosecution Provisions Adjudication Appeal and Revision- Principles and Applicability with reference to Indirect Taxes. Customs

Regulation- Custom clearance of Incoming Passenger, Outgoing Passenger Regulation. Dangerous goods.

#### **Unit 5 Procedure for import and export and clearance.**

Prohibited goods, notified goods, and specified goods. Restricted imports. Provisions relating to Baggage. Export promotion schemes. Appointments, Function and powers of customs officers.

#### **Unit-6 Levy of and exemption from Customs Duties**

Dutiable goods-Duty on Pilfered goods assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases , Indicating Amount of Duty in Price of Goods, For purpose of Refund-Price of goods to indicate amount of duty paid thereon. Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority.

#### **Unit-7 Provision relating to Import and Exports**

Provisions relating to Conveyances Carrying Imported or Exported Goods. Power to board Conveyances-Delivery of export manifest or export report. No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

#### **Unit 8 Current Affairs**

#### **Suggested Reading**

- Awadhi's Singh GST Made Simple
- Customs Act with rules and regulations Amended by finance Act 2018.
- Customs Law Practice and Procedures. S. Datey, Taxman Allied Services Pvt. Ltd., 7<sup>th</sup> Edition 2010.
- Customs tariff of India 2018-19 (Customs Duty Rates & Exemptions & IGST, Cesses Anti-dumping, and Safeguard Additional Duties & Commodity Index) (in 2 Vols.) Paperback – 2018 by R.K.Jain Assisted by Kirti Jain
- Guide to Customs Procedures 2009:10, Guru raj Bn, Centax Publications Pvt Ltd
- India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications, USA, Fourth Edition, 2009.

#### **Teaching Learning Methodology**

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

**Examination Scheme/Assessment (Written)**

	<b>Marks</b>
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

**Continuous Internal Assessment (CIA)**

<b>SN</b>	<b>Internal Assessment for 25 marks</b>	<b>Weightage</b>
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment Question Pattern for the internal exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment Question Pattern for the end semester exam will be as below**

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks



## DC01BT-6C3 Business Statistics

(Total Hours 60)

**Goals** This course is to facilitate the students to understand the fundamentals of Statistics and to enable students to apply statistical methods in business contexts and interpret and analyse data for decision making.

**Objectives** By the end of this course the student will

- Define various statistical tools
- Explain the role of statistical tools in decision making
- Apply the concepts of statistics in business decision making.

### Course Content

#### Unit 1 Introduction:

Meaning and definition-functions-scope-structure of statistics classification of data, tabulation of data.

#### Unit 2 Measures of Central Tendency and Dispersion:

Mean Median, Mode, Harmonic mean, Geometric mean Standard Deviation and Coefficient of variation.

#### Unit 3 Correlation & Regression:

Karl Pearson's co-efficient of correlation & Spearman's correlation coefficient. Regression, Lines and equation, properties of regression co-efficient.

#### Unit 4 Index Numbers:

Meaning & definition, classification of index numbers. Simple index number using Arithmetic mean. Weighted indices: Laspayre's method, Paasche's method and Fisher's method, consumer price index.

#### Unit 5 Time Series-Components of Time Series:

Trend analysis by moving Averages and fitting a straight line Trend using least square method.

### Suggested Reading

- B.N.Gupta, (2017) Business Statistics & Elementary Mathematics, 19<sup>th</sup> edn ; Agra ;
- B.V. Raghunandan-(2014) Business Statistics and Mathematics: Vol I, Vol II, B C Road, Vyshanvi Books.
- Budnick, P. Applied Mathematics. McGraw Hill Publishing Co.
- J. K. Sharma, Business Statistics, Pearson Education.
- J. K. Singh, Business Mathematics, Himalaya Publishing House.
- J.K. Thukral, Mathematics for Business Studies, Mayur Publications
- M Ragavachary 2017: Mathematics for Management; M C Graw Hill education.
- M.R. Spiegel, Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing
- Mizrahi and John Sullivan. Mathematics for Business and Social Sciences. Wiley and Sons.

- N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
- P R Vittal ; 2001 Business Statistics; Margham Publications
- Rajmohan (2014) Business Statistics and Mathematics, Udupi; Benak Books.
- Richard Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, New Delhi.
- S.C. Gupta, Fundamentals of Statistics, Himalaya Publishing House.
- S.P Gupta (2014) Business Mathematics : 40<sup>th</sup> edn, Sultan Chand & Sons ; New Delhi
- S.P. Gupta and Archana Gupta, Elementary Statistics, Sultan Chand and Sons, New Delhi.
- Sancheti & Kapoor 2014 Business Mathematics: New Delhi ; Sultan Chand & Sons. SBPD Publication.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits. The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	20 questions x 1 mark each	20 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	3 Questions x 5 marks each	15 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	1 Question x 15 marks	15 Marks
	<b>Total</b>		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	4 Questions x 05 marks each	20 Marks
Section C	Analytical Questions/Illustrations/ case studies/essay type questions	2 Questions x 15 marks each	30 Marks
	Total		75 Marks

## **DC01BT-6C4 Digital Marketing**

**(Total Hours 30)**

**Goals** this course will provide the students the knowledge about how digital has revolutionized the interactions between firms and consumers along this journey. Students will also familiarize with the digital offers powerful tools to reach consumers along the funnel: online display ads raise awareness, search listings reach consumers with intent, e-commerce facilitate conversion, and social medial both energizes and retains customers. Digital marketing is distinguished by the 3 “I”s that firms must master: immediacy, incrementality, and intimacy.

**Objectives** By the end of this course, a student will

- Define the concepts of Digital marketing
- Identify market offerings on digital channel.
- Create and build brands online.

### **Course Content**

#### **Unit 1 Introduction**

Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing platforms.

#### **Unit 2 Online Marketing**

Online marketing strategies for customer acquisition, conversion and retention, On-page and Off-page Optimization, Google Analytics, Website Monetization.

#### **Unit 3 Digital Communication Environment**

Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization Emerging digital channels (SEO, SEM and SMM) Key analytics and consumer browsing behaviour.

#### **Unit 4 Social Media**

Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video and TV Advertising ,email marketing, mobile marketing, lead generation, crowd-sourcing, Website as a form of advertisement and their types.

#### **Unit 5 Social Media and Networking**

Social Media Consumer, Social Media marketing, Blogging and Video Marketing.

#### **Unit 6 Ethical Issues**

Ethical Issues in Digital Marketing. The digital Divide, social Exclusion, Intrusion and Marketing to Children.

### Suggested Reading

- Principles and Practice of Marketing, David Jobber and Fiona Ellis-Chadwick Mc Graw, 7th Edition
- Bird, D. (2007) Commonsense, direct and digital marketing. 5th edition. London, Kogan Page.
- Dann, S. & Dann, S. (2011) E-Marketing: Theory and Application. Palgrave, Macmillan

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

### Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-6C5 Entrepreneurship

(Total Hours 30)

**Goals** This course is to enable students to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities. To develop the ability of analysing and understanding business situations in which entrepreneurs act and master the knowledge necessary to plan entrepreneurial activities.

**Objectives** By the end of this course, a student will

- Demonstrate the ability to communicate effectively both orally and in writing.
- Explain the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.
- State the importance of the impact of globalization and diversity in modern organizations.
- Engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
- Analyze the current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting, Finance, Information Technologies, Management, Marketing, and Quantitative Reports.

### Course content

#### Unit 1 Introduction

Meaning, elements, determinants and importance of entrepreneurship and creative behaviour; Entrepreneurship and creative response to the society's problems and at work; Dimensions of entrepreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, ecopreneurship and social entrepreneurship

#### Unit 2 Entrepreneurship and Micro, Small and Medium Enterprises

Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business their values, business philosophy and behavioural orientations; Conflict in family business and its resolution

#### Unit 3 Introduction to Investors

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

#### Unit 4 Sources of business ideas and tests of feasibility

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

## Unit 5 Mobilising Resources

Mobilising resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management Basic start-up problems.

### Suggested Reading

- Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
- Dollinger, Mare J. Entrepreneurship Strategies and Resources. Illinois, Irwin.
- Dr. G.K. Varshney, Fundamentals of Entrepreneurship, Sahitya Bhawan Publications.
- Holt, David H. Entrepreneurship New Venture Creation. Prentice-Hall of India, New Delhi.
- K Ramachandran, Entrepreneurship Development, McGraw-Hill Education
- Kuratko and Rao, Entrepreneurship A South Asian Perspective, Cengage Learning.
- Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi Prentice-Hall of India. ISBN-81-203-1690-8.
- Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
- S.S Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
- SIDBI Reports on Small Scale Industries Sector.
- Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi ASEED.

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	<b>100</b>

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	<b>25</b>

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks



## **DC01BT-6G1.1 Event Management**

**(Total Hours 30)**

**Goals** This course will enable the students to understand the essentials of planning an event and to acquaint students with practical aspects of organizing events of various forms.. To provide formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

**Objectives** By the end of this course, a student will

- Explain the basic concepts of marketing, various orientations that guide marketing and its key concepts.
- Able to organize events and manage teams
- Gain the knowledge of legal and ethical issues involved in event management

### **Course Content**

#### **Unit 1 Principles of Event Management**

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics. Principles of event Management, concept & designing. Feasibility, Keys to success, SWOT Analysis. Organization of Events, Values & Ethics of Event Industry. Code of ethics, professional association Concept, theme, Fabrication, light & sound, handling vendors.

#### **Unit 2 Event Planning & Team Management**

Aim of event, Develop a mission, Establish Objectives. Preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing. Leadership, Traits and characteristics.

#### **Unit 3 Event Marketing and Advertising**

Nature of Marketing, Process of marketing Marketing mix, Sponsorship. Image, Branding, Advertising, Publicity and Public relations.

#### **Unit 4 Event Leadership & Communication**

Leadership skills, managing team, Group development, managing meetings.

Event Safety and Security: Security, Occupational safety, Crowded management. Major risks and emergency planning, Incident reporting, emergency procedures.

### **Suggested Reading**

- Amarchand D “Government and Business” Tata McGraw Hill, New Delhi, 1991.
- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Event management, a professional approach By Ashutosh Chaturvedi
- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Francis Cherunilam “Business Environment

- Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand & sons
- Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand & sons
- Rai, S.m. & Urmila “Business communication” HPH
- Rai, S.m. & Urmila “Business communication” HPH
- Ray S. K. “Indian Economy”, Prentice Hall, New Delhi 1987.
- Sinha, k.k. “Business communication”.
- Sinha, k.k. “Business communication”.
- Successful Event Management By Anton Shone & Bryn Parry
- Successful Event Management By Anton Shone & Bryn Parry

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

### Examination Scheme / Assessment Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

## DC01BT-6G1.2 Total Quality Management

(Total Hours 30)

**Goals** The purpose of this course to provide the knowledge of quality in a particular system.

**Objectives** By the end of this course, a student will

- Understand quality concepts and philosophies of TQM
- Apply TQM principles and concepts of continuous improvement
- Apply and analyze the quality tools, management tools and statistical fundamentals to improve quality
- Understand the TQM tools as a means to improve quality
- Remember and understand the quality systems and procedures adopted
- Know prerequisites of evolution of total quality management and significance of quality gurus' works to the management of modern organizations.

### Course Content

#### Unit-1 Introduction to TQM

Introduction, Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM.

#### Unit-2 TQM thinkers and Thought

Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.

#### Unit-3 TQM tools

Benchmarking: Definition, concepts, benefits, and elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need. The seven tools of quality, new seven management tools.

#### Unit-4 Six Sigma

Introduction, Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation.

#### Unit-5 Quality Systems

Introduction, Need for ISO 9000, ISO 9000:2000, ISO 14000, other quality systems, ISO 9001:2008. Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004

### Suggested Reading

- Dale H.Besterfield, "Total Quality Management", 3rd edition 2011 Pearson Education
- Feigenbaum.A.V. —Total Quality Management; 4 edition (August 1, 1991, McGraw-Hill Professional
- <https://open.library.ubc.ca/cIRcle/collections>
- James R.Evans & William M.Lindsay, —"The Management and Control of Quality", 9th Edition South-Western (Thomson Learning),

- Oakland.J.S. —Total Quality Managementll, 3rd Edition, 2003. Butterworth – HcinemannltdOxford

### Teaching Learning Methodology

Instructional methods and teaching methodology will be diverse and have a combination of lectures, active problem solving, demonstrations, group discussions and field visits.

The exhaustive list of methodologies is listed in point no.7. The instructor would provide a scheme of work that details specific teaching and learning strategies for each unit of the course.

### Examination Scheme/Assessment (Written)

	Marks
Internal Assessment	25
Final Examination	75
<b>Total</b>	100

### Continuous Internal Assessment (CIA)

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/Class Participation/Attitude	10
	<b>Total</b>	25

**Examination Scheme / Assessment** Question Pattern for the internal exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case study or report	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

**Examination Scheme / Assessment** Question Pattern for the end semester exam will be as below

Section A	MCQ & Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks