

**NOTIFICATION – 39-ACM/2020 dtd. 09.09.2020**

Sub: Introducing the subject 'Social Responsibility and Community Engagement' in the curriculum of BCA, BBA, B.Com and B.Sc. courses

Ref: Resolution of the Academic council at its 39<sup>th</sup> meeting held on 27.08.2020, vide agenda - 13

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The Academic Council at its 39<sup>th</sup> meeting held on 27.08.2020 & subsequently the Board of Management at its 50<sup>th</sup> meeting held on 28.08.2020 have resolved to accept the proposal to introduce the subject 'Social Responsibility and Community Engagement' and to increase the total credits by two credit points, in the following BCA, BBA, B.Com and B.Sc. courses:-

1. BCA (Big Data Analytics and Computing)
2. B.Sc. (Hons) Forensic Science
3. BBA (Logistics & Port Management)
4. BBA (Aviation, Travel & tourism)
5. BBA (Entrepreneurship, International Business Analytics)
6. BBA (Aviation & Logistics)
7. BBA (Journalism, Event, Media & Communication)
8. B.Com (Hons) (International Accounting and Finance)
9. B.Com (International Management Accounting)
10. B.Com (Hons) (Aviation & Logistics)
11. B.Com (Finance, Taxation and Auditing)
12. B.Sc. (HS) (Aviation, Travel and Tourism)
13. B.Sc. (Food Science & Nutrition)

  
**REGISTRAR**

To,

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

Copy to: Controller of Examinations/File copy

**ATTESTED**

**Dr.Gangadhara Somayaji K.S.**  
Registrar  
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University Road, Deralakatte  
Mangalore- 575 018, Karnataka

**NOTIFICATION – 26/32-ACM/2018 dtd. 03.09.2018**

Sub: Amendment in B.Sc. Hospitality Science (HS) syllabus


Ref: Resolution of the Academic Council at its meeting held on 11.08.2018 vide agenda – 28

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The Academic Council at its 32nd meeting held on 11.08.2018, vide agenda – 28 has approved the recommendation of the Yenepoya Institute of Arts, Science, Commerce & Management to amend the syllabus of B.Sc. Hospitality Science (HS). The amendment as approved is hereby notified as follows: -

**1 SEMESTER**

Existing	Now Amended
<p align="center"><b><u>1 SEMESTER- B.Sc (HS)</u></b></p> <p align="center"><b><u>FRENCH – I</u></b></p> <p><b>Objectives:</b> To make the student conversant with French terms especially in Hospitality sectors.</p> <p><b>Pedagogy:</b> Lectures aided by PPT presentations, assignments, class tests and homework and practicing conversational skills.</p> <p><b>Expected outcome:</b> On completion of these courses, a student should be able to:</p> <ul style="list-style-type: none"> <li>• Understand familiar words and common expressions in French.</li> <li>• To be able to write a formal and informal letter and also reply to the same.</li> <li>• To be able to communicate with familiar expression and words to describe ones whereabouts and needs.</li> <li>• Acquire an aptitude to understand and read french language &amp; culture.</li> </ul> <p><b>Structure:</b></p> <ul style="list-style-type: none"> <li>• <u>Introduction to French (Greetings &amp; Courtesies):</u></li> <li>• Origin and the basics of the language, French-speaking countries, Importance of learning French language, Usage of French language in the hotel industry, Introduction to the syllabus. French accents and its pronunciation. Different greetings of the day. Formal and</li> </ul>	<p align="center"><b><u>1 SEMESTER- B.Sc (HS)</u></b></p> <p align="center"><b><u>TRAVEL &amp; TOURISM-I</u></b></p> <p><b>Objective:</b> This will be an introductory module providing the foundation of tourism studies. This provides an overview of concepts and principles of tourism and the basis of the industry.</p> <p><b>STRUCTURE:</b></p> <ol style="list-style-type: none"> <li><b>1. INTRODUCTION</b> Tourism: Definitions and Concepts; Definition and differentiation of Travel and tourism, Visitor, Traveler, Excursionist, Picnic; Inter relationship between tourism, recreation and leisure.</li> <li><b>2. ELEMENTS, NATURE, CHARACTERISTICS AND COMPONENTS OF TOURISM INDUSTRY</b> 6 A's of tourism; Elements of tourism; Tourism Systems (Leiper's model); structure of tourism industry: Accommodation, Transportation, tour operators, travel agents.</li> <li><b>3. TOURISM ORGANIZATIONS</b> History, particulars and functions of major organizations – UNWTO, WITC, IATA, ICAO, PATA, UFTAA, IATO, TAAL, FHRAI, IHA; National Tourism Organizations; Ministry of Tourism; Government of India, ITDC, KTDC, DTPC etc.</li> </ol>

  
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informal greetings. Different professions and designations in French. French names of countries and Nationalities.

- Basic grammar: Indefinite and definite articles, prepositions, cardinal & ordinal numbers. Conjugations of verbs, adjectives (shapes&sizes), Adjective possessive & pronoun possessive, reflexive verbs, Tenses- present, past and future, comparative and superlative degrees, likes and dislikes, tastes and preferences, Imperative,
- Oral Competency: To present oneself/somebody else. Read and understand familiar phrases and words. To be able to use simple phrases and expressions to describe ones home and acquaintances. Ask question on familiar topics and ones immediate needs and also the ability to answer the same.
- Cultural competency: Geography of France-cities, rivers, mountains, food, cheese, wines. Introduction to the French industry- export and import.

#### REFERENCE BOOKS:

1. Regine Merieux & Yves Loiseau (2004): Connexions, Didier.
2. Mary E. Crocker (2013): French vocabulary and Verbs, McGraw-Hill Education.
3. Véronique Mazet (2013): Basic French Grammar, John Wiley & Sons.
4. Text: English & French (1996): French-English Dictionary, Simon & Schuster

#### 4. TYPES AND FORMS OF TOURISM

Forms of tourism – Inbound, outbound; Inter-regional and intra-regional tourism; Domestic and international tourism; Internal and national tourism; Leisure and Business tourism; Typology of tourism – ecotourism, adventure, Rural, Farm, Health, MICE, incentives, sports, religious, Beach, Hill, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism, VFR etc.

#### 5. TOURISM LAWS AND REGULATIONS

Tourism bills of Rights, tourism code, Acts in India –Laws related to Tourist Entry, stay, Departure, Foreigners Act; Foreigners registration act, customs act, Passport Act.

#### REFERENCES

1. AK Bhatia, The business of tourism: Concepts and strategies, Sterling Publishers.
2. Sudhir Andrews: (2013) Introduction to Tourism and Hospitality Industry, Tata McGraw Hill Publishing Co.
3. Bhatia, A.K., - International Tourism, Sterling publishers.
4. Burkart and Medlik, (1981), Tourism: Past, Present and Future.
5. Christopher.J. Hollway; Longman ; The Business of Tourism
6. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
7. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
8. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
9. Roy A Cook, Tourism: The business of Travel, Pearson India  
JD Ninemeier, Discovering Hospitality and Tourism: The World's Greatest Industry, Pearson.

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## II SEMESTER

Existing	Now Amended
<p align="center"><b><u>II SEMESTER- B.Sc (HS)</u></b> <b><u>FRENCH – II</u></b></p> <p><b>Objectives:</b> To make the student conversant with French terms used especially in Hospitality sectors.</p> <p><b>Pedagogy:</b> Lectures aided by PPT presentations, assignments, class tests and homework and practicing conversational skills.</p> <p><b>Expected outcome:</b></p> <ul style="list-style-type: none"> <li>- On completion of these courses, a student should be able to:</li> <li>- Comprehend the gist of overheard conversations on familiar subjects.</li> <li>- Can ask appropriate question on common topics and also reply to the same.</li> <li>- Can understand and distinguish important information on related topics to the Hotel industry.</li> <li>- Can provide information on everyday issues and provide description of common objects and familiar topics.</li> </ul> <p><b>Structure:</b></p> <ul style="list-style-type: none"> <li>- <b>Hotel and Kitchen Terminologies:</b> French names for different vegetables, fruits, meats, condiments, utensils, crockery, cutlery, glassware. Different shops, restaurants, guest houses, Youth Hostels etc.</li> <li>- <b>Intermediate level Grammar:</b> Demonstrative adjectives, Conjugations, Adverbs, Plurals of nouns and adjectives, Pronouns-Y &amp;En, Tenses- Near Future, Recent past, Imperfect, conditional.</li> </ul> <p><b>Oral competency:</b> Understand and communicate important information on common topics related to hotel industry. To be able to comprehend and maintain a short conversation on the phone regarding booking and cancellation of reservations.</p> <p><b>REFERENCE BOOKS:</b></p> <ul style="list-style-type: none"> <li>- Regine Merieux &amp; Yuves Loisean (2004): Connexions, Didier.</li> <li>- Mary E. Crocker (2013): French vocabulary and Verbs, McGraw-Hill Education.</li> <li>- Véronique Mazet (2013): Basic French Grammar, John Wiley &amp; Sons.</li> <li>- Text: English &amp; French (1996): French-English Dictionary, Simon &amp; Schuster.</li> </ul>	<p align="center"><b><u>II SEMESTER- B.Sc (HS)</u></b> <b><u>TRAVEL &amp; TOURISM - II</u></b></p> <p><b>Objective:</b> To give a detailed insight into the businesses of travel agency and tour operators and to provide specialized knowledge on transport systems; To understand the need for foreign exchange the players and market in Forex business and to provide specialized knowledge on cargo operations and to get familiarized with cargo rates and cargo regulations</p> <p><b>STRUCTURE:</b></p> <ol style="list-style-type: none"> <li><b>1. TRAVEL AGENCY</b> Difference between Tour operator and Travel agent; Functions of a travel agent; Travel information and counseling, reservation, ticketing, documentation; Group travel procedures- sources of income for a travel agent.</li> <li><b>2. TOUR OPERATOR</b> Definition and functions of a tour operator; The elements of a tour – Meaning, nature and scope of Tour Operation; Types of Tour operators; Main Types of Package Tours: FIT, GIT – Inbound, Outbound,</li> <li><b>3. TRANSPORT OPERATIONS</b> Introduction to Tourist Mobility; Transportation – Definition, historical evolution, modes -Purpose, Transportability; importance; Road Transport: Road transport system in India Rail Transport: General information about Indian Railways, Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. - Cruise liners. Air Transportation: History of Air transport in India, passenger boarding and alighting processes; major airlines of the world.</li> <li><b>3. FOREIGN EXCHANGE MANAGEMENT</b> An overview of Foreign Exchange; Foreign Exchange Market; Exchange Rate System; Participants in Forex Market; Factors affecting change of Exchange Rates – Exchange Rate.</li> <li><b>4. CARGO MANAGEMENT</b> Introduction to cargo industry and management; Handling of cargo; Introduction to Air cargo and Ship cargo; Documentation – bills and papers used in air and ship cargo; Major cargo companies and organizations.</li> </ol> <p><b>REFERENCES</b></p> <ol style="list-style-type: none"> <li>1. Berendien Lubbe (2000), Tourism Distribution- Managing the travel intermediary.</li> <li>2. Laurence Stevens (1990), Guide to starting an operating successful travel agency, Delmar Publishers.</li> <li>3. G. Syrratt and J. Archer, 3rd ed (2003), Manual of travel</li> </ol>

  
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- agency practice (1995), Butterworth Heinmann, London.
4. Manohar Puri, Gian Chand (2006), Travel Agency and Tourism, Pragun Publications
  5. Jagmohan Negi (1998), Travel agency and Tour operations- Kanishka Publishers.
  6. Pat Yale (1995), The business of tour operations, Trans Atlantic Publications.
  7. Mohinder Chand (2002), Travel Agency and tour operation- An introductory text, Anmol Publications, New Delhi.
  8. Foster D, Business of Travel Agency Operations, McGraw Hill.
  9. Liekorish L J and Kershaw A G, The Travel Trade, Practical Press
  10. Travel Information Manual (TIM)
  11. David S. Kidwell, Richard L. Peterson, David W Blackwell (2003): Financial Institutes, Market and Money, Wiley.
  12. H.P. Bhardwaj (1994), Foreign Exchange Handbook, Wheeler Publishing.
  13. A Guide to Forex Dealing and Operating (1993), Pub: by State Bank of Hyderabad.
  14. Jeevanandam. C (2007), Foreign Exchange and Risk Management, Sultan Chand & Sons, New Delhi.
  15. Gupta S.K (1989), Foreign exchange laws and practice publication, Delhi.
  16. Seethapathi K, Subbulakshmi, Foreign Exchange Management, ICFAI University Press.
  17. Exchange Management, ICFAI University Press.
  18. The Air Cargo Tariff ( TACT )

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## V SEMESTER


Existing	Now Amended
<p style="text-align: center;"><b><u>V SEMESTER- B.Sc (HS)</u></b></p> <p style="text-align: center;"><b>TOURISM MANAGEMENT &amp; CULTURAL HERITAGE OF INDIA</b></p> <p><b>Objectives:</b> To familiarized students with various aspects Tourism and its key Concepts.</p> <p><b>Pedagogy:</b> Lectures, Assignments, discussions, case studies</p> <p><b>Learning Outcome:</b> On successful completion of this paper, candidates should be able to Learning of tourism industry with its phenomenon, services and operation Explain about tourism impact, planning, policy and marketing concept Knowing of tourism geography along with hotel tourism</p> <p><b>Structure:</b></p> <p><b>I TOURISM PHENOMINON/ TOURISM INDUSTRY</b></p> <ul style="list-style-type: none"> <li>● Understanding Tourism</li> <li>● Historical revolution and development</li> <li>● Tourism system</li> <li>● Constituents of tourism Industry ad Tourism Organization</li> <li>● Tourism regulations</li> <li>● Statistics and Measurements</li> </ul> <p><b>TOURISM SERVICES AND OPERATIONS</b></p> <ul style="list-style-type: none"> <li>● Modes if Transport</li> <li>● Tourist accommodation</li> <li>● Informal services in Tourism</li> <li>● Subsidiary services, categories and roles</li> <li>● Shops, emporiums and meals</li> <li>● Travel agency</li> <li>● Tour Operations</li> <li>● Guide and escorts</li> <li>● Tourism Information</li> </ul> <p><b>GEOGRAPHY AND TOURISM</b></p> <ul style="list-style-type: none"> <li>● India bio diversity, landscape, environment and ecology</li> <li>● Seasonality and destination</li> </ul> <p><b>TOURISM PLANNING AND POLICY</b></p> <ul style="list-style-type: none"> <li>● Tourism policy and planning</li> <li>● Infrastructure development</li> <li>● Local bodies, Officials and Tourism</li> <li>● Development, dependency and manila Declaration</li> </ul> <p><b>TOURISM IMPACT/ TOURISM &amp; HOTEL INDUSTRY</b></p> <ul style="list-style-type: none"> <li>● Economic impact</li> </ul>	<p style="text-align: center;"><b>V SEMESTER- B.Sc (HS)</b></p> <p style="text-align: center;"><b>TRAVEL &amp; TOURISM - III</b></p> <p><b>Objectives:</b> To familiarize the students with various aspects of Tourism and its key Concepts.</p> <p><b>Pedagogy:</b> Lectures, Assignments, discussions, case studies</p> <p><b>Learning Outcome:</b> On successful completion of this paper, candidates should be able to Learning of tourism industry with its phenomenon, services and operation Explain about tourism impact, planning, policy and marketing concept Knowing of tourism geography along with hotel tourism. How to set up travel agency and run successfully.</p> <p><b>STRUCTURE:</b></p> <p><b>I SETTING UP OF A TRAVEL AGENCY</b></p> <ul style="list-style-type: none"> <li>● Setting up of a travel agency and tour operation business</li> <li>● Management of private and public airline in india</li> <li>● Baggage allowances-free access baggage</li> <li>● Accountability of loss baggage-open sky policy</li> </ul> <p><b>II COMPUTER RESERVATION SYSTEM AND OPERATIONS</b></p> <ul style="list-style-type: none"> <li>● CRS programme-packages-bacus+ amadeus+galileo+ sitar</li> <li>● Cole of AAI-role of civil aviation ministry</li> <li>● Need for professionalism and OJT for a travel agency and tour operations</li> <li>● Current trends in the travel and tourism operational.</li> </ul> <p><b>III GEOGRAPHY AND TOURISM</b></p> <ul style="list-style-type: none"> <li>● India bio diversity, landscape, environment and ecology</li> <li>● Seasonality and destination</li> </ul> <p><b>IV TOURISM PLANNING AND POLICY</b></p> <ul style="list-style-type: none"> <li>● Tourism policy and planning</li> <li>● Infrastructure development</li> <li>● Local bodies, Officials and Tourism</li> <li>● Development, dependency and manila</li> <li>● Declaration</li> </ul> <p><b>V TOURISM IMPACT/ TOURISM &amp; HOTEL INDUSTRY</b></p>

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<ul style="list-style-type: none"> <li>● Social environment and political impact</li> <li>● Threats and obstacles to Tourism Project</li> <li>● Travel &amp; hotels</li> <li>● Effect of tourism on Hotels</li> <li>● Integration of airlines and tour operations</li> </ul> <p><b>MARKETING CONCEPTS FOR TOURISM</b></p> <ul style="list-style-type: none"> <li>● The marketing concepts</li> <li>● The tourism product</li> <li>● Tourists market</li> <li>● Special feature of marketing tourism</li> <li>● Infrastructure and facilities</li> <li>● Transports, Hotels and Resorts, TOA etc</li> <li>● Impact of Tourism</li> <li>● Academic effect of Tourism</li> <li>● Social and Environment effects of Tourism</li> </ul> <p><b>RECOMMENDED BOOKS</b></p> <ul style="list-style-type: none"> <li>● Dr. A. I. Bashan - The wonder that was India</li> <li>● R. C. Majumdar - The Vedic Age</li> <li>● D. S. Sharma - The Hinduism through the ages</li> <li>● Dr. S. Radhakrishna - Religion and culture</li> <li>● Swami Vivekananda - Essentials of Hinduism</li> <li>● K. M. Munshi &amp; R. R. Dewakar - Indian Inheritance</li> <li>● K. M. Panikkar - Essential features of Indian culture</li> <li>● Swami Prabhavananda - Spiritual Heritage of India</li> </ul>	<ul style="list-style-type: none"> <li>● Economic impact</li> <li>● Social environment and political impact</li> <li>● Threats and obstacles to Tourism Project</li> <li>● Travel &amp; hotels</li> <li>● Effect of tourism on Hotels</li> <li>● Integration of airlines and tour operations</li> </ul> <p><b>VI. MARKETING CONCEPTS FOR TOURISM</b></p> <ul style="list-style-type: none"> <li>● The marketing concepts</li> <li>● The tourism product</li> <li>● Tourists market</li> <li>● Special feature of marketing tourism</li> <li>● Infrastructure and facilities</li> <li>● Impact of Tourism</li> </ul> <p><b>RECOMMENDED BOOKS</b></p> <ul style="list-style-type: none"> <li>● Dr. A. I. Bashan - The wonder that was India</li> <li>● R. C. Majumdar - The Vedic Age</li> <li>● D. S. Sharma - The Hinduism through the ages</li> <li>● Dr. S. Radhakrishna - Religion and culture</li> <li>● Swami Vivekananda - Essentials of Hinduism</li> <li>● K. M. Munshi &amp; R. R. Dewakar - Indian Inheritance</li> <li>● K. M. Panikkar - Essential features of Indian culture</li> <li>● Swami Prabhavananda - Spiritual Heritage of India</li> </ul>
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This amendment has also the approval of the Board of Management. The approved amendments may be incorporated in the syllabus and the amended copy may be provided to this office for filing.

  
**(Dr. G. Shree Kumar Menon)**  
**REGISTRAR**

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